Behind the scenes of Télérivée
How RTL Belgium works around the clock for a good cause

RTL-Spendenmarathon 2014 raises more than €7.6 million (Germany)
RTL Group, sponsor of Fondation Kriibs Krank Kanner CD project (Luxembourg)
RTL Radio takes action for the planet in 2015 (France)
Dear readers,

Welcome to the second edition of our Giving Back newsletter.

In this issue we take you behind the scenes of one of our main fundraising initiatives, the Télévie. Ahead of the closing ceremony of the 21st Télévie, to be broadcast live on 25 April 2015 on our flagship TV channels in Belgium and Luxembourg, we show how RTL presenters, journalists and employees work around the clock in support of cancer and leukaemia research.

Produced in close cooperation with colleagues across the Group, this newsletter highlights some of our recent initiatives for ‘Giving Back’ to society. It also features our new CR report and CR trailer with many highlights of 2014. We hope you find all the stories and information interesting and useful.

I wish you an enjoyable read!

Yours,
Romain Mannelli
“A SOCIALLY RESPONSIBLE COMPANY”

Télévie carries out fund-raising activities in support of cancer and leukaemia research all year round – and it’s something that’s become part and parcel of the daily lives of all RTL Belgium employees. Ahead of the grand closing ceremony to be held on 25 April live on flagship channel RTL-TVI, let’s take a look behind the scenes of one of Belgium’s major TV events.

In 2015, for the twenty-seventh time, RTL Belgium turns the spotlight on Télévie: a support network initiated by the company (and also later by RTL Lüttzebuerg), which includes various activities to raise donations for scientific research into cancer and leukaemia. Leading up to the announcement of the grand total, in a special gala show on the final day of each year’s edition – involving presenters, journalists, researchers, artists, celebrities and people telling their stories – hundreds of activities are organised throughout Belgium and Luxembourg to benefit Télévie – 365 days a year.

Jean-Jacques Deleeuw, Director of Corporate Communication at RTL Belgium, explains: “The planning and organisation of Télévie never stops. The day after the gala evening broadcast that brings the operation to a close, some local committees are already busy with fresh activities for the following year. At RTL, too, we have a team dealing with Télévie all year round, overseeing the various organisations involved in it.” Additionally, the exceptional nature of Télévie’s production necessitates an unusually high degree of effort. Along with all departments involved in organising it – from TV, radio and online production teams, to communications, press, IT departments and the channel’s editorial staff – some employees offer to jump in and fulfil essential duties associated with Télévie broadcasts. So as well as the cameramen, producers, sound engineers and other professionals going about their business, it is not unusual to come across an accountant filling in as a stage manager, assistant director or the like. On the day of the Télévie broadcast itself, more than 250 people work on production behind the scenes.

“Rather than being a separate event, the whole operation is part of RTL Belgium’s daily activities”
Jean-Jacques Deleeuw
something positive. The idea of Télévie soon took hold, and gained the support of decision-makers, as well as catching on with RTL Belgium’s viewers and the general public.

Since then, many companies have become sponsors and partners for Télévie and new members are welcomed every year. “Some partners have been working with us for a long time now”, Jean-Jacques Deleeuw explains. “These companies are in touch with the production team, and support is set up from year to year. Commercial staff belonging to the production team also ask their contacts to support the operation through specific activities or by buying packages. Other companies, too, contact us, expressing a wish to arrange an activity or support Télévie in some way”. In these cases, one of the RTL Belgium team attends the event to ensure that the funds are raised exclusively for Télévie, and its philosophy is respected. Further, volunteers who frequently become more aware of cancer by personal experiences linked to the illness, become part of Télévie by forming local committees.

What motivates the Télévie team?

“The sheer variety of tasks, meeting so many wonderful people and sharing their experiences are all life-enhancing elements. In this respect, Télévie gives me something no other project could offer.”

Emmanuel Mestag, Coordinator

“The encounters with cancer victims are very intense, extremely moving and highly motivating.”

Muriel Libert, TV Producer

“Meeting the cancer victims themselves has given me the courage and determination to convey a message of hope.”

Myriam Courcelles, Responsible for ‘sensitive’ topics concerning sick children

“Télévie is a bit like teaming up to build a castle to keep out a marauding enemy: cancer. Every single one of us can lay our own stone.”

Valérie Saint-Martin, Responsible for Télévie events
The collaboration with RTL Lëtzebuerg and FNRS is mostly done through the Télève Steering Committee, which convenes every month. “At these meetings we swap information about the operation and take decisions that are important to Télève”, Jean-Jacques Deleeuw explains. In addition, during the final gala evening, RTL-TVI broadcasts live reports for Belgian viewers from Luxembourg, to inform about the highlights of the programme aired in the Grand-Duchy.

“The Télève has supported cancer research since 1989 and is a credible good cause in the eyes of the public”

Jean-Jacques Deleeuw

According to Jean-Jacques Deleeuw, Télève helps shore up RTL Belgium’s reputation for keeping very much in touch with its viewers and listeners. Télève also strengthens RTL Belgium’s links with advertisers, because it enables them to show how committed they are to serving society through their involvement as sponsors. What’s more, “Télève shows that RTL Belgium is a socially responsible company,” he concludes.

KEY FIGURES

In 2014, Télève raised €9,027,731 – the highest amount ever. Since 1989, Télève has raised more than €142 million, all of which has been handed to Belgium’s National Scientific Research Fund (FNRS) for cancer and leukaemia research.

Where does Télève’s revenue come from?

We can show the grand total raised by Télève as several different portions:

- **The final gala evening**
  Donations made during the final 28 hours of Télève, when people can give or pledge money by phone, text message or online, or by pressing their digital red button, make up approximately 20 per cent of the overall sum raised.

- **Fund-raising activities**
  Nearly 700 events are organised in Belgium each year to raise money for Télève. In 2014, these activities contributed almost €2 million to this worthy cause.

- **Partners and sponsors**
  Large, medium-sized and small companies either make donations or organise specific activities on behalf of Télève.

- **Local activities**
  More than €500,000 a year comes from the Télève Rally, the Télève theatre play, fund-raising auctions, the sale of gold disks or smaller events arranged by staff, such as a sponsored Brussels 20 km run, in-house tombola, and selling Télève merchandise.

- **RTL Lëtzebuerg**
  Sales of Télève merchandise in Luxembourg, and the proceeds raised by the Télève campaign run in the Grand-Duchy, along with donations, bequests and amounts left to Télève in people’s wills, are other key contributors.

Watch RTL-TVI’s news report on the launch of Télève 2015

In 2015, RTL Belgium’s presenters are again taking the stage for a comical production, the proceeds from which will be donated to Télève.

On 21 April 2014, the 26th Télève Rally attracted more than 25,000 visitors in Liège.

Available at: [Televie.be](http://www.televie.be)
BACKSTAGE THE FINAL GALA EVENING 2014

1. RTL-TVI presenter Julie Taton
2. French singer Nolween Leroy, godmother of Télévie 2014
3. Josette Cantineau (left), Senior Account Manager Télévie & Partnerships at IP Belgium and Raymonde Longhé, former IP employee and volunteer for Télévie
4. RTL Belgium CEO Philippe Delusinne (right) and Eric Adelbrecht, Managing Director of RTL Belgium’s radio stations
5. Jean-Louis Hulet, Video Technician; Stephan van Bellinghen, Producer of the grand closing ceremony and Monsieur Cécile, Script Manager (from left to right)
6. Wendy Sluszy, Production Assistant
7. Signing autographs for Télévie
8. Emmanuel Mestag, Associate Producer of the grand closing ceremony and Télévie Coordinator (left), and Murielle Libert, TV Producer
9. Valérie Saint-Martin, responsible for Télévie events (left) and Christian Depovere, former RTL employee and volunteer for Télévie
10. Rehearsal at RTL House in Brussels

CORPORATE RESPONSIBILITY NEWSLETTER EDITION 02 – APRIL 2015

1, 2, 3, 7, 4 ©RTL/Nicolas Delys
5, 6, 8, 9, 10 ©RTL/Fred Guerdin
How RTL Group gives back to society
RTL Group releases new Corporate Responsibility report

RTL Group will publish the seventh edition of its Corporate Responsibility (CR) Report How RTL Group gives back to society – highlighting its positive impact on society in a new format with additional exclusive content. This year RTL Group’s CR report has been created as an A5 pull-out booklet in the Annual Report. This change in format is the result of a decision to clearly reflect how CR is strongly integrated within RTL Group and to highlight its efforts even more. As in previous editions, the full spectrum of CR initiatives throughout the Group is featured in storytelling form structured according to the company’s CR pillars of Media Content and Society & Employees. An interview with CR Chairman Romain Mannelli about the main developments in CR organisation and strategy is included in the booklet, as well as a Facts and Figures page containing key performance indicators. Readers also have the opportunity to watch the CR year in review trailer using the Junaio augmented reality app on their mobile devices.

Click here to download the RTL Group CR report 2014 as a PDF file or order a print version by writing directly to GivingBack@RTLGroup.com.
Corporate Responsibility jargon explained

Corporate Responsibility reporting
Corporate Responsibility (CR) reporting is the “communication about how companies understand and manage their impact on people, clients, suppliers, society and the environment in order to deliver increased value to all their stakeholders”. In 2015, RTL Group has published the seventh edition of its CR report *How RTL Group gives back to society*.

Materiality assessment
A key element of the CR reporting process is the concept of materiality. A materiality assessment defines which social and environmental topics matter most to an organisation and its stakeholders today and in the future – and which topics the company should report on. Together with its profit centres, RTL Group completed a materiality assessment in 2014.

Key Performance Indicators (KPIs)
As part of their CR reporting, companies use various financial and non-financial metrics, or key performance indicators (KPIs), to help define and measure progress towards their strategic goals. In 2014, RTL Group began to define CR KPIs, which will gradually be introduced in its non-financial reporting.

🔗 Read the RTL Group CR report 2014
On 21 November 2014, the 19th edition of the annual charity show of ‘Stiftung RTL – wir helfen Kindern’ foundation on RTL Television came to an end with €7.6 million raised for children in need in Germany and around the world.

Friday evening at 18:00. Exactly 24 hours after the RTL-Spendenmarathon started, Presenter and Charity Director, Wolfram Kons announces the finale of the longest charity telethon on German television. The countdown is on, and the donations phones are ringing. Every minute, the display showing the total donations on the large studio screen changes. And everyone keeps their fingers crossed that it will keep on rising: Eva Padberg, Felix Baumgartner and many more of the 140 celebrity guests – all who serve as mentors for projects that promote the welfare of children around the world. At 18:30, the big moment has arrived – the result of the RTL-Spendenmarathon 2014 is in: viewers and guests have raised a total of €7,674,556. The money will provide long-term support for 11 major projects for children, including six in Germany.
“I am especially delighted about this great result because it means that viewers place a lot of trust in our charity efforts,” said Anke Schäferkordt, CEO of Mediengruppe RTL Deutschland and Chair of the ‘Stiftung RTL – wir helfen Kindern’ foundation. “For that I would like to thank them wholeheartedly. Next year, we will once again devote our energy to the 20th RTL-Spendenmarathon.”

RTL Television covers all the administrative, personnel and production costs of the campaign so all donations go to the selected children's charities, without a single cent deducted. ‘Stiftung RTL – wir helfen Kindern’ foundation bears the seal of the German Central Institute for Social Issues (DZI).

Joey Kelly defeated the standing wave
Extreme athlete Joey Kelly tackled his latest challenge during the RTL-Spendenmarathon 2014: the 41-year-old surfed a standing wave for the entire 24 hours, alternating with five professional surfers. Joey Kelly handed over a cheque for €141,500 following his outstanding performance.

Wolfram Kons was also thrilled with the successful outcome of the RTL-Spendenmarathon 2014. The 50-year-old sits on the foundation governing board and has in fact been ‘on board’ since the very first edition of the charity show: “This fantastic result will allow us to sustainably improve the living conditions of a vast number of children, and also to help many children affected by the Ebola virus. I thank our viewers, our partners and all of our guests in the studio, without whose efforts this success would not have been possible.”

A very special guest
Hollywood star Ben Stiller was live in the RTL studio when the RTL-Spendenmarathon 2014 kicked off, to present his project in support of children in Haiti. Following the construction of 12 schools in Haiti since 2009, in addition to several hospitals, through his ‘The Stiller Foundation’ and ‘Artists for Haiti’ organisations, the actor plans to build another primary school for 450 socially disadvantaged children with disabilities in Dalmas – one of the poorest neighbourhoods of the country’s capital city, Port-au-Prince. Aside from teaching and nurturing the children, the donations collected in the RTL-Spendenmarathon 2014 will help finance the training of 120 teachers.

Actor Ben Stiller (left) and RTL Television Charity Director Wolfram Kons travelled to Haiti in November 2014.

In 2014, the finale of RTL-Spendenmarathon raised €7,674,556. Since 1996, the initiative has raised a total of €130 million for the ‘Stiftung RTL – wir helfen Kindern’ foundation.
RTL GROUP TURNS UP THE VOLUME FOR HEROIC MELODIES

On 11 February 2015, the Fondation Kribskrank Kanner in Luxembourg released the CD Together, we can be heroes. For the project, funded entirely by the RTL Group Corporate Centre, teenagers with cancer wrote and recorded their own songs.

By providing a course of music therapy, Fondation Kribskrank Kanner made it possible for young patients affected by cancer or another life-threatening illness – and their families – to express their memories and emotions in specially composed songs, which tackle the patients’ illness directly. The €6,000 donated by RTL Group (including its traditional end-of-year donation to the Foundation) enabled the financing of the CD’s production.

In the context of music therapy, eight young adolescents participated in a joint CD project about experiences with cancer and rare illness.
Watch RTL Télé Lëtzebuerg’s media coverage on the launch of the CD

Se battre comme un lion!

**About Fondatioun Kriibskrank Kanner:**

For 25 years, Fondatioun Kriibskrank Kanner has accompanied the families of children affected by cancer or other rare and serious illnesses with a poor prognosis in their daily struggle. The team looks after the individual care from the diagnosis to the remission of the child. It provides psycho-social, administrative and financial support and supplies home help and schooling assistance, and also entertainment for sick children and their siblings.

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For its end-of-the-year donation, the Corporate Centre of RTL Group made a donation of €2,500 to the Foundation. This amount was increased to €6,000 for the CD project.

**Anne Goeres**, Director of the Foundation, explains: “In the context of music therapy, eight young adolescents participated in a joint CD project entitled *Together, we can be heroes*. Our young artists wrote their lyrics, composed their tunes and interpreted their creations themselves. The result of their work impressed us so much that we wanted to share it, and so we decided to make a disc.”

**Romain Mannelli**, Chairman Corporate Responsibility: “The battle against cancer, and especially against leukaemia in children, is a case very close to the hearts of everyone here at RTL Group, as we have witnessed the events organised by our Belgian and Luxembourgian branches in aid of Télévie for more than 25 years. We are delighted to support Fondatioun Kriibskrank Kanner by bearing the production costs for the CD – a project with a close link to our entertainment activities. We hope that it will contribute to raising funds for supporting the foundation and will allow the young patients and their parents to escape reality for a few moments.”
In January 2015, in anticipation of the Paris Climate Change Conference, to be held at the end of the year, RTL Radio (France) launched *RTL bouge pour la planète* – a special monthly programme aimed at raising awareness about climate change.

The reception hall at rue Bayard is exhibiting *The Bear*, an installation by Corsican artist Gilles Cenazandotti made from plastic objects discarded along his island’s coast.
The first programme in the year-long series on climate change and the challenge it poses in 2015, aired on 21 January. Newscasts throughout the day covered the issues associated with climate change, including reports on its impact, from eyewitnesses:

- On RTL Matin, Jean-Michel Apathie welcomed French Foreign Minister, Laurent Fabius, the man in charge of organising the Paris Climate Change Conference 2015. The minister announced the three major topics to be covered by the conference, among which securing universal agreement between the 195 participating countries to take steps to ensure that the average global temperature does not rise by more than two degrees.

- In addition, French explorers Nicolas Hulot and Jean-Louis Etienne, who were promoting the first ‘Climate Day’ on RTL Radio, were guests on RTL Midi and RTL Soir. Jean-Louis Etienne told RTL Midi about his experiences of expeditions around the world, which have frequently confronted him with the impact of climate change on nature. Interviewed by Marc-Olivier Fogiel on RTL Soir, Nicolas Hulot emphasised the importance of changing the energy model, and stressed that global warming was an issue that needed to be addressed now, not in the distant future.

Finally, on RTL Grand Soir, Bénédicte Tassard devoted her regular L’ECO 2.0 piece to the development of industrial waste-recycling methods as every year in France, the construction and public works sector generates 38 million tonnes of waste to be treated.

The second programme in the RTL bouge pour la planète series was aired on 19 February and highlighted China’s increasing awareness of environmental issues. Besides, in the framework of its Jean-Baptiste Dumas grant for journalism students, RTL Radio created this year a special ‘RTL bouge pour la planète’ award sponsored by Nicolas Hulot and rewarding the best report on the issue of climate change (Backstage reported).

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**About the Paris Climate Change Conference 2015**

The Paris Climate Change Conference 2015 will be the 21st session of the Conference of the Parties to the UN Framework Convention on Climate Change. From 30 November to 11 December, more than 20,000 delegates and observers will debate a major challenge: how to contain the climate change menace our societies and economies. The conference will be a decisive step in the negotiation of the future international agreement setting out the framework for a transition to resilient, low-carbon economies.

For more information about the conference:
http://cop21.gouv.fr/en

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RTL Group to celebrate ‘environMINDday’ 2015

RTL Group is organising a Group-wide ‘environMINDday’ again this year to bring the subject of environmental and climate protection to life for employees. As in the past years, the day of action will take place during the week of World Environment Day on 5 June. Participating companies across the Group will undertake numerous initiatives to raise employee awareness about climate change, and how to be environmentally responsible at work and in their personal lives. The environMINDday is part of the ‘be green days’ organised by RTL Group’s majority shareholder, Bertelsmann. A full report about the ‘environMINDday’ 2015 with examples of activities at various companies will be published on RTLGroup.com.

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Watch French Foreign Minister Laurent Fabius’ interview on RTL Matin
A PASSION FOR...

JEAN-MICHEL ZECZA
RTL-TVI presenter and Unicef ambassador

Jean-Michel Zecca is a well-known face in entertainment on RTL-TVI. As one of Belgium’s most popular hosts of formats such as Belgium’s Got Talent, he is famous for his charm, humour and distinctive smile. So it was perhaps a little unexpected when RTL-TVI and Unicef asked him – and not a journalist or a reporter – to be the face of a special programme, Enfants, face à la détresse (Children In Distress) broadcast on RTL Belgium’s flagship channel on 23 November 2014 to commemorate the 25th anniversary of the UN Convention on the Rights of the Child. Jean-Michel Zecca travelled to the Central African Republic Burundi to film an emotional documentary which turned the spotlight on the realities that some families actually experience.

“I immediately took up Unicef’s offer to become involved because, as a recent father myself, I am now undoubtedly more in touch with child-related problems. Moreover, Unicef’s proposal was pretty original. The idea of asking me to go, a presenter of entertainment, really appealed to me”, Jean-Michel Zecca explains. At the time, he knew nothing at all about Burundi and the problems people face there every day.

Arriving in Bujumbura, the capital city, the 46-year-old was overwhelmed by the abundance of fruit and vegetables being transported on countless lorries: “For an uninitiated outsider like me, seeing this made the food-related problems seem all the more incomprehensible, until I travelled to the rural areas.” In Burundi, two-thirds of children under five suffer from chronic malnutrition. Intending to raise awareness with potential donors among the TV audience, Jean-Michel Zecca accompanied Unicef doctors to dispensaries where malnourished children are cared for. “The main idea was to draw a clear distinction between famine and malnutrition – two very different problems that require different approaches,” he points out.

Every impression he gained and every person he met, affected the presenter emotionally – especially as a father of a ten months old baby. “The sight of the often very young Burundian kids deeply affected me. Distributing survival packs was a really big deal and it was incredibly hard to remain unemotional, though I wanted to uphold the dignity of all the brave mothers I encountered there.”

On his return to Belgium, Zecca’s journey had only just begun. He promoted Enfants, face à la détresse by appealing for donations through various media, and is currently working with UNICEF on an exhibition of hand-made children’s toys from all over the world, to highlight disadvantaged children’s creativity, imagination and talents. Looking back, Zecca is thankful for the experience that changed his view on life: “Upon returning from such a place, you are overwhelmed by a sense of the immense comfort we have the privilege to enjoy here, every day of our lives.”

WATCH THE PROGRAMME’S TRAILER

RTL-TVI broadcast Enfants, face à la détresse on 23 November 2014 in prime-time, generating an audience share of 19.3 per cent in the commercial target group

You also have a passion for helping others and giving back, or know somebody who does? Don’t hesitate to contact us to share your stories.
Setting out to save lives

Around 11,000 people in Germany are waiting for a donor organ, yet people are not as willing as they once were to save lives by donating organs after their death. With this in mind, RTL Television reporter Jenke von Wilmsdorff’s latest experiment was an attempt to change matters: he wanted to gain 100,000 new potential organ donors in Germany in the space of three months. Since November 2014 he has been asking people to download a donor card from the Jenke-Experiment Organspende website and carry it with them. Jenke von Wilmsdorff raised awareness of the issue in various ways: for every 10,000 organ donors gained, he dressed up as a chimpanzee doing something unusual, wherever he was sure to reach masses of people – such as at football games or concerts. In March 2015, Jenke hit his goal and has still not stopped promoting his concern since. Become a part of Jenke’s big project here.

Watch the Jenke-Experiment Organspende TV spot on RTL Television
RTL Group once again ‘Luxembourg’s Most Attractive Employer’

For the second year in a row, RTL Group has been voted ‘most attractive employer’ in the Greater Region of Luxembourg, according to the 2015 Randstad Awards survey. The prize giving ceremony took place on 12 March 2015 at Neumünster Abbey in Luxembourg.
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