

# A REPUTATION BUILT ON ACTION

## What French Stakeholders Want in 2025

In the first half of 2025, France has displayed a notably steady trajectory in corporate reputation.

Companies in the region have done the work to align *intentional actions with stakeholder expectations*. And, despite a globally volatile landscape, the French market is seeing positive results.

At RepTrak, we monitor current events and stakeholder sentiment across the globe to help companies stay ahead of shifting demands.

### SO, WHAT ARE STAKEHOLDERS IN FRANCE PRIORITIZING?

French stakeholders are clear about what they want: real commitment to social responsibility.

Concern for environmental preservation is **8.8 points higher in France** than the global average. There's also a strong call for companies to act ethically and give back to their communities.

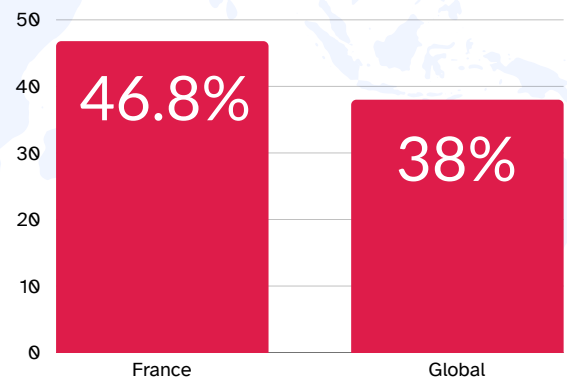
But companies can't just make bold claims. Stakeholders want to see action that's affordable, practical, and adds real value to their everyday lives.

### YOU SHOULD START HERE:

- Focus on areas where you can create the greatest scalable impact (look at your strengths)
- Set clear goals and communicate them transparently to stakeholders
- Adopt a "less is more" strategy by building long-term campaigns around a few strategic commitments

### ENVIRONMENTAL CONCERN: FRANCE VS. GLOBAL

#### PUBLIC CONCERN FOR CLIMATE CHANGE, FRANCE VS. GLOBAL



Source: RepTrak CRT Data; Q1 2025 Current Events

### WHO IS EXCELLING IN FRANCE? BARILLA

Despite increasing pressure on French consumers and widespread concern over food inflation, **Barilla has maintained an Excellent reputation in France**. As the parent company of Harrys bread — a brand at the center of national discussions around rising costs — Barilla has remained transparent, socially engaged, and committed to long-term stakeholder favor.

Barilla demonstrates **exemplary corporate conduct**, from active CSR initiatives to positive employee and trade union relations. The company serves as a model for how businesses can navigate sociopolitical headwinds while preserving public confidence.