

RETAILERS

- Business performance
- Attractiveness/differentiation
- Loyalty
- Environmental collaboration

- > Satisfaction surveys
- > Meeting with retailers
- > La Galerie des Services
- > Le Mag (newsletter)
- > Salesforce (CRM tool)
- > Visits to project sites
- > Trade fairs (SIEC, MAPIC)

EMPLOYEES

- Involvement
- Recruitment
- Loyalty
- Engagement
- Diversity/discrimination
- Social dialog
- CSR awareness-raising

- > Breakfast meetings with Senior Management
- > Dialogue, Merynews and Mery & Co (internal communication tools)
- > LinkedIn
- > Annual plenary meeting
- > Financial information reviews
- > Induction process/welcome pack
- > Employee survey

PROFESSIONAL ORGANIZATIONS

- Sharing of best practices
- Promotion of the sector

- > Membership of Committees
- > Participation in the governance

NON-PROFIT ORGANIZATIONS

- Solidarity
- Support

- > Website
- > Partners

FINANCIAL COMMUNITY

- Financial performance
- Business ethics
- Funding

- > Roadshows
- > Site visits
- > Financial information reviews
- > Registration Document and half-year financial report
- > Press releases
- > Annual General Meeting
- > Twitter/LinkedIn

LOCAL AUTHORITIES

- Project environmental performance
- Economic contribution

- > Departmental Committee for Commercial Land Development (CDAC)
- > Half-year financial report
- > Registration Document

SERVICE PROVIDERS AND SUPPLIERS

- Quality of services
- Responsible purchasing

- > Tendering
- > Monthly/annual meetings

VISITORS

- Feedback and dialog
- Customer reviews
- Customer satisfaction
- Loyalty
- Comfort and safety

- > Websites/mobile app
- > Facebook/Google/TripAdvisor
- > Email of shopping center's managers
- > Loyalty Challenge (*Challenge Fidélité*)
- > Feedback surveys

