

European M&A and Corporate Governance Hot Topics

December 2020

Quarterly Update December 2020**IN THIS ISSUE****1. The rise of sustainable activism across Europe****2. Reshaping issuers' corporate governance****3. Europe, the leading sustainable bond market**

2020 has not only been marked by the Covid-19 crisis; it has also been the year where sustainability became one of the most significant concepts in the corporate environment in Europe: from shareholder activism, becoming increasingly oriented towards social and green issues; to financing with a growing sustainable bond market; or corporate governance, with new initiatives to strengthen compliance with environmental, social and good governance ("ESG") objectives. Below is a short overview of some of the key aspects of the sustainability ("r") evolution*. Further detail on ESG-related regulatory and other developments can be found in our previous publications from earlier this year [here](#) and [here](#).

1. The rise of sustainable activism across Europe**• Recent examples of social/environmental shareholder activism campaign.**

Below are some recent examples of "sustainable" activism campaigns carried out in Europe.

France. Although shareholder activism has become increasingly common in France, ESG-centered activism is a recent trend and likely to widespread in the near future.

- **Total:** In 2020, a group of 11 investors filed a shareholder resolution focused on encouraging the company to adopt target-setting for emissions reductions. The board agreed to submit the resolution to a shareholders' meeting, on the basis that the request complied with legal requirements; however, the board publicly recommended the rejection of the resolution in particular due to the interference of the shareholders in the board's scope of attribution that would result from the adoption of the resolution. Under French law, the board of directors is responsible for the definition of the company's business strategy and the monitoring of its implementation, "in accordance with its corporate interest (intérêt social) and taking into account social and environmental issues linked to the business activity" (Article L. 225-35 of the French commercial code). The resolution was approved by c. 15% of votes cast, which was insufficient to ensure the resolution could be adopted, but is still evidence of the level of support that social or environmental resolutions can obtain. In response to the initiative led by those investors, Total announced in May 2020 a new climate ambition to get net zero emission by 2050.
- **Vinci:** In 2020, hedge fund TCI Fund Management Limited, acting in its own account and on behalf of The Children's Investment Master Fund and Talos Capital Designated Activity Company, filed two shareholder resolutions asking for (i) the annual publication of environmental information by the company and (ii) an annual non-binding vote of the shareholders on the environmental information during the annual general meetings. The board of directors refused to submit the suggested resolutions to the shareholder's meeting, on the basis that such resolutions constituted an interference of the shareholders in the scope of attribution of the board.

Germany. While ESG-centered shareholder activism rarely makes headlines in Germany, influential shareholder groups have found subtle but powerful ways to convey the importance of ESG-compliance to their respective portfolio companies. In particular, large asset managers, such as BlackRock, Allianz Global Investors and DWS, started to vote against the ratification of the actions of the supervisory boards of German corporations which do not meet those asset managers' ESG-related thresholds.

- **Lufthansa:** In 2020, BlackRock voted against the discharge of members of the supervisory board of German aviation group Lufthansa due to, according to BlackRock, the company's inadequate environmental disclosures given the material business risk*, especially with regard to climate change-related risks.

▪ **Daimler, Heidelberg Cement:** Other large corporates such as Daimler and Heidelberg Cement also faced lower-than-typical approval rates for the ratifications of their supervisory board members following ESG-related opposition from asset managers.

UK. Shareholder activism is not a new phenomenon in the UK but is increasingly focused on ESG-related issues:

- **Barclays:** In January 2020, ShareAction, an organization that promotes responsible investment, filed a shareholder resolution for consideration at Barclays 2020 AGM, calling on Barclays to set and disclose targets to phase out the provision of financial services to the energy sector and to electric and gas utility companies that are not aligned with the Paris Agreement on climate change. Barclays' board did not support that resolution, recommending instead an alternative resolution that Barclays should set an ambition to be a "net zero bank by 2050, and adopt a strategy, with targets, to transition its provision of financial services across all sectors (starting with, but not limited to, the energy and power sectors) in line with the objectives of the Paris Agreement. Both the ShareAction resolution and the Barclay's board's alternative resolution were put to a vote before the shareholders at the Barclays' AGM; the alternative resolution received 99.93% of the vote and the Barclay's resolution passed with 99.93% of the vote.

In 2019, shareholders of BP, BHP Group plc (BHP) and Royal Dutch Shell plc (Shell) requisitioned resolutions relating to climate change:

- **BP:** The board of BP supported the requisitioned resolution, which called on BP to describe how its strategy is consistent with the goals set out in the Paris Agreement on climate change as well as setting out a range of additional related reporting relating to climate change disclosures. The resolution was subsequently passed at the BP 2019 AGM.

▪ **BHP:** The BHP resolution requested (among other things) a review of BHP's public policy advocacy on energy policy and climate change, to include a report on the effect of energy and climate change policy uncertainty in Australia on BHP's economic interests (BHP is dual listed in the UK and Australia). This resolution was not supported by the board and was not passed at the relevant AGM held in London and Sydney.

▪ **Shell:** The resolution requisitioned by the shareholders of Shell was withdrawn before the AGM after Shell had committed to adopting carbon reduction targets.

• Social & environmental performance as a prominent new investment criteria. While shareholder activists used to select their investment targets based solely on the identification of sub-optimal capital allocation, financial strategy weaknesses, M&A opportunities and/or potential governance improvements, they now tend to include in their analysis (and grant prominent importance to) social and environmental criteria as well. This trend results from the combination of several factors, including the commitment to ESG matters of major global institutional investors, whose support is highly valuable for activist shareholders in order to strengthen their influence on their targets.

Below are examples of recent commitments toward ESG made by major institutional investors:

- **BlackRock:** announced in its 2020 annual letter to CEOs and clients "a number of initiatives to place sustainability at the center of its investment approach", resulting for instance in the exclusion of "investments that present a high sustainability-related risk, such as thermal coal producers".

▪ **Amundi Asset Management:** it has been announced in May 2020 that Amundi signed the Tobacco-Free Bond Pledge (along with Crédit Agricole and CNP Assurances Group among others). Amundi Asset Management CEO declared that it was decided to "exclude cigarettes makers from [their] actively managed open-funds", in addition to several other sectors already excluded in accordance with its 2020 Responsible Investment Policy.

▪ **BNP Paribas Asset Management:** announced that it would, with effect from January 1st, 2020, "continue progressively to align its portfolios with the Paris Agreement by implementing a significantly tighter exclusion policy on companies engaged in (i) the mining of thermal coal and (ii) the generation of electricity from coal. The policy will apply to all of BNP Paribas' actively managed open-ended funds and will become the default policy for mandates".

▪ **UBS Asset Management:** announced in September 2020 that it made a commitment at the World Economic Forum Annual General Meeting to broaden the suite of climate solutions available to its clients, in order to meet in particular the "growing interest from clients in aligning their investment goals with their environmental objectives and mitigating climate-related risks in their portfolios".

• Leverage available to social and environmental activists. A greater level of shareholder involvement in the governance matters of companies, in particular to foster ESG performance is promoted by European Union institutions. Directive EU 2017/828 of May 17, 2017, amending Directive 2007/36/EC as regards the encouragement of long-term shareholder engagement, provides that "effective and sustainable shareholder engagement is one of the cornerstones of the corporate governance model of listed companies" and that "greater involvement of shareholders in corporate governance is one of the levers that can help improve the financial and non-financial performance of companies, including as regards environmental, social and governance factors, in particular as referred to in the Principles for Responsible Investment, supported by the United Nations".

At this stage, discussions are ongoing at European Commission level to determine a possible framework under which sustainability-related disclosures could be subject to a specific shareholder vote. In its consultation on the renewed sustainable finance strategy, the European Commission indeed asked whether "action is necessary to allow investors to vote on a company's environmental and social strategies or performance". In its response to such public consultation, dated July 15, 2020, the ESMA suggested that the European Commission consider giving shareholders a general advisory vote on the non-financial statement as an "effective tool for investors to voice any concern they might have on the way in which companies approach sustainability risks". Such answer is in line with the ESMA's position set forth in its Report on undue short-term pressure on corporations dated December 18, 2019.

In any event, while shareholder activists are looking to gain a strengthened influence over the social and environmental aspects of issuers' strategy, they still have to cope with each EEA member state's legal and regulatory framework, which do not always currently provide shareholders with the required tools to input effectively in corporate governance in order for them to significantly influence environmental or social strategy. Currently, the main leverage of shareholder activists lies in their right to requisition shareholder meetings and resolutions to be tabled at shareholder meetings and to question management at shareholder meetings.

2. Reshaping issuers' corporate governance

• Corporate governance as a key focus area for EU sustainable regulation. The increased focus on the sustainability of issuers' strategies and actions is taking place alongside a significant reshaping of corporate governance rules, reflecting stakeholders' new expectations. As detailed below, European countries have adopted several initiatives over the past few years to increase the alignment of corporate governance regulation with ESG objectives.

The trend will significantly intensify in the coming months and years, in particular as a result of upcoming EU regulations. In its communication on the European Green Deal, dated December 11, 2019, the European Commission indicated that "[s]ustainability should be further embedded into the corporate governance framework, as many companies still focus too much on short-term financial performance compared to their long-term development and sustainability aspects".

As stated in its work program for 2021, the European Commission will propose new legislation on sustainable corporate governance in order to foster long-term sustainable and responsible corporate behavior; a public consultation has just been launched and should end on February 8, 2021. This sustainable corporate governance initiative aims at ensuring that "sustainability is further embedded into the corporate governance framework with a view to align better the long-term interests of management, shareholders, stakeholders and society [...], improving the framework to incentivise corporate boards to integrate properly stakeholder interests, sustainability risks, dependencies, opportunities and adverse impacts into strategies, decisions and oversight" while serving the following specific objectives: "help companies' directors to establish longer-term time horizons in corporate decision-making and withstand short-term pressures, strengthen the resilience and long-term performance of companies through sustainable business models and help reducing adverse impacts".

It should be noted that the European Commission has partly based its analysis on the "Study on director's duties and sustainable corporate governance" published by EY in July 2020 and which has been the subject of much criticism, including, for example, from the European Company Law Experts group (ECL-E), which criticised the study as "biased towards producing preconceived results rather than containing a dispassionate, impartial and comprehensive analysis", and from a group of professors of law and business administration at Harvard Law School and Harvard Business School which called the report's flaws "elementary and fundamental", considered that report "confuses elementary analytical categories, relies on inappropriate data, and generally does not represent the state-of-the-art of research on corporate governance" and "urged [the European Commission] not to take any action based on [the] report". It will be worth keeping a close eye on the upcoming debates and the possible evolution of the European Commission's position.

• Focus on certain national initiatives to enhance corporate governance sustainability

- **France.** French law n°2019-486 dated May 22, 2019 on business growth and transformation (the "PACTE" law), has recently expanded Article 1835 of French civil code, which now provides that each French company must be managed "in furtherance of its corporate interest" and "making into consideration the social and environmental issues arising from its activity".

Furthermore, the PACTE law provides the possibility for companies to introduce in their articles of association the pursuit of a purpose (*raison d'être*), which covers, *inter alia*, the notions of founding principles and core values of the company. Under new Article 1835 of French civil code, the articles of association "may specify a *raison d'être*, constituted of the principles which the company is endowed with and for the respect of which it intends to allocate means in the performance of its activity". While the measure is available to all French companies, the government made it optional only, so that it is not seen as too burdensome. So far, some major French companies have chosen to adopt a *raison d'être* through an amendment to their articles of association submitted for shareholders' approval, while others have chosen to do so without including it in the articles of association.

Examples of companies having adopted a "*raison d'être*" in their articles of association:

- **Carrefour:** "Our mission is to provide our customers with quality services, products and food accessible to all across all distribution channels. Thanks to the competence of our employees, to a responsible and multicultural approach, to our broad territorial presence and to our ability to adapt to production and consumption modes, our ambition is to be the leader of the food transition for all."

▪ **Atos:** "Atos's mission is to help design the future of the information technology space. Its services and competencies are underpinned by excellence in the advance of scientific and technological knowledge and research and in its commitment to learning and education. Across the world Atos enables its customers and all who live and work in the industry, to grow and prosper in a safe, secure and sustainable environment."

▪ **Icade:** "Designing, building, managing and investing in cities, neighborhoods and buildings that are innovative, diverse, inclusive and connected with a reduced carbon footprint. Desirable places to live and work. This is our ambition. This is our goal. This is our Purpose."

Lastly, the PACTE law has introduced into French law the possibility for companies to go further, and to qualify as "mission businesses" (*société à mission*), similarly to the US concept of a benefit corporation. Under new Article L. 210-10 of French commercial code, a *société à mission* is a company whose articles of association (i) define a *raison d'être* (ii) specify one or more social and environmental binding objectives as regards the company's course of business activity (*i.e.*, the *mission*), and (iii) set up an *ad hoc* committee responsible for monitoring the meeting of the objectives and the implementation of the *mission*. The ShareAction resolution and the Barclay's board's alternative resolution were put to a vote before the shareholders at the Barclays' AGM with the ShareAction resolution receiving 99.93% of the vote and the Barclay's resolution passed with 99.93% of the vote.

3. Europe, the leading sustainable bond market

• Europe's booming sustainable bond market and work-in-progress market standard definition. Sustainable finance is becoming increasingly mainstream. Global sustainable bond issuances reached an all-time record of c.\$131bn in 2019, representing a c. 55% increase year-on-year. 2020 may be even higher with a 2020 estimate of c.\$340bn.

In North America, Europe was the world's leading venue for the issuance of sustainable bonds, with all three major bond markets in North America, Asia-Pacific and Europe contributing to the growth. The European green bond market, in particular, has shown significant growth in 2020, with the European Green Bond Standard (EGS) launching in March 2020.

The European Green Bond Standard has been the subject of a consultation process run by the European Commission until October 2, 2020. The final decision of the European Commission on how and in what legal form to take forward the EU Green Bond Standard is expected in the coming weeks. Its implementation will only occur once the Taxonomy Regulation (and its delegated acts) becomes applicable, i.e., as from January 1st, 2021.

The European Green Bond Standard is largely aligned with the ICMA Green Bond Principles. We have discussed and compared the European Green Bond Standard and ICMA Principles in previous publications [1].

• Recent French sustainable bonds issuances.

- **Schneider Electric:** On November 17, 2020, Schneider Electric announced the launch of its first sustainability-linked bonds convertible into new shares and/or exchangeable for existing shares (OCEANEs) due 2026 with an amount of approximately €650m.

In line with Schneider Electric's Sustainability-Linked Financing Framework, the company's employees, customers and suppliers will be involved in the development of the bonds.

▪ **EDF:** In September 2020, EDF (Électricité de France), a major French energy company, implemented a green bond program with a maximum amount of €1.25bn.

The green bond program will be used to finance projects related to the company's energy transition, including the construction of wind farms, solar panels and hydroelectric power plants.

▪ **EDF Paribas Asset Management:** announced in September 2020 that it made a commitment at the World Economic Forum Annual General Meeting to broaden the suite of climate solutions available to its clients, in order to meet in particular the "growing interest from clients in aligning their investment goals with their environmental objectives and mitigating climate-related risks in their portfolios".

▪ **Deutsche Bank:** Deutsche Bank AG announced in September 2020 that it will issue a green bond with a maturity of 2026.

The green bond will be used to finance projects related to the company's energy transition, including the construction of wind farms, solar panels and hydroelectric power plants.

▪ **BNP Paribas:** announced in September 2020 that it will issue a green bond with a maturity of 2026.

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