

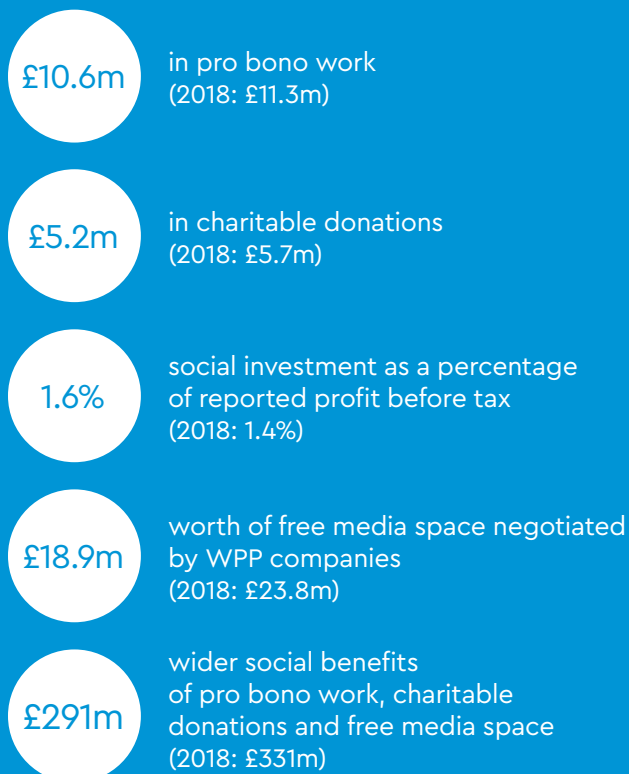
SOCIAL INVESTMENT

Charities and non-governmental organisations (NGOs) do vital work, often with limited resources. We can help boost their impact by providing communications and creative services on a pro bono basis (for little or no fee).

WHO'S IN CHARGE?

Most of our charitable giving and pro bono work is managed within our companies, based on their values and their employees' passions. At a global level, our Charity and Pro Bono Committee of senior executives oversees our approach and helps us to target our support effectively.

HOW ARE WE DOING?



IN THIS SECTION

WHAT WE GAVE IN 2019

Breakdown of our social investment.

VOLUNTEERING

Encouraging our people to volunteer their time and skills.

SOCIAL IMPACT

Increasing charity and NGO impact through pro bono support, including Common Ground and our partnership with UN Women.

CREATIVE ACTIVISM

AGENCY
SCHOLZ & FRIENDS

CLIENT
THE FEMALE COMPANY

In Germany, tampons and other female sanitary products attract the top value added tax rate of 19% while many luxury goods – like truffles and oil paintings – are taxed with the reduced rate of 7%. The so-called tampon tax has already been abolished in some countries.

The Female Company, an online shop that sells organic female sanitary products, decided to take on the discriminatory tax. To gain attention for the tampon tax with media, influencers and politicians, Scholz & Friends outsmarted the tax law with the law itself.

The agency packaged tampons in books which are also taxed with the reduced rate of 7%. But *The Tampon Book* is much more than smart packaging that hacked the German tax system. *The Tampon Book* contains 45 pages with bold illustrations and empowering stories about menstruation, taboos and feminism and successfully promoted a petition that urged the German Parliament to discuss the abolition of the tampon tax.

It was subsequently announced that the reduced VAT rate will be charged for female sanitary products, and this became law in January 2020.

10,000
copies of the
book sold

Winner
Cannes Grand Prix and
four Lions

Data from: April – October 2019

 wpp.com/tamponbook



Charities and non-governmental organisations (NGOs) do vital work with limited resources. We can help boost their impact by providing communications and creative services on a pro bono basis (for little or no fee).

This work is mutually rewarding. While enabling our voluntary sector clients to raise money and awareness, recruit members, and achieve campaign objectives, pro bono work also provides opportunities for our people to work on fulfilling and sometimes award-winning campaigns that raise the profile of our companies.

Our pro bono work and social investment can also support progress toward the UN Sustainable Development Goals.

WHAT WE GAVE IN 2019 ^K

Our pro bono work was worth £10.6 million in 2019 (2018: £11.3 million), for clients including UN Women and WildAid.

We also made cash donations to charities of £5.2 million (2018: £5.7 million). This resulted in a total social investment of £15.8 million (2018: £17.0 million), equivalent to 1.6% of reported pre-tax profits (2018: 1.4%).

WPP media agencies negotiated free media space worth £18.9 million on behalf of pro bono clients (2018: £23.8 million), making our total social contribution for the year £34.7 million (2018: £40.8 million).

VOLUNTEERING ^K

In addition to providing donations and pro bono services, we encourage our people to volunteer their time. Half of our companies have formal volunteering policies in place (2018: 41%), and 61% organised volunteering activities for their people during 2019 (2018: 54%).

For example, VMLY&R celebrated its first anniversary in September by closing all 82 offices so its 6,500 people could volunteer to support their local communities. Among many examples worldwide, in Sydney they partnered with Clean Up Australia, the Salvation Army, Wesley Mission, and the local food bank, while in Auckland employees partnered with Auckland City Mission to help tackle public prejudices in New Zealand. The VMLY&R Worldwide Foundation Day will be repeated each year.



DOONATE

Every time you see a message from a charity, the charity has probably paid to get it there. So Mindshare created doonate, which enables users to donate their out-of-office autoreplies by turning them into media space for charities. This provides charities with a free space to send their message straight to people's inboxes. And you can make a difference, even when you are not around.

Mindshare UK encouraged all staff to turn on doonate over the Christmas holidays and raised £1,835 for the charities: The Big Issue Foundation, Tommy's, The Cure Parkinson's Trust and Rays of Sunshine.



Find out more at
doonate.com



FIGHTING CORONAVIRUS WITH CREATIVITY

AGENCY
MULTIPLE WPP COMPANIES

CLIENT
WORLD HEALTH ORGANIZATION

Communication is a critical part of the World Health Organization's strategy in the fight against Covid-19, as it works with governments, partners and stakeholders to encourage people to stay at home and adopt safe behaviours.

WPP is supporting the WHO on a pro bono basis by producing global and regional public awareness campaigns to help limit the spread of the coronavirus and its impact on society.

The partnership leverages the scale of our global resources, expertise and talent to assist the WHO in directly reaching the public with its life-saving communications. It involves a number of different WPP agencies, including Grey, GroupM, Hogarth, Hill+Knowlton, Inca, Motion Content Group, Ogilvy, Wavemaker and WPP Scangroup.

At the time of writing, global media partners including Al-Jazeera, Amazon, CNBC, CNN, Disney, Fox/National Geographic, Sky, Teads and Verizon (sourced by GroupM and Wavemaker) have donated more than \$20 million in media to support this effort.

The work shown here is a film from Grey New York called Five Heroic Acts, which stresses the importance of social distancing.

More examples of what WPP and our companies are doing to help – working with clients, governments and NGOs – can be found on our website, wpp.com.

SOCIAL IMPACT

Our support helps charities and NGOs to continue to grow their work in critical areas such as improving health and education, reducing inequality and protecting human rights. Pro bono work is often worth more than an equivalent cash donation as it raises awareness of our partners' work while helping to increase donations, recruit members, change behaviour and achieve campaign goals.

In 2019, our pro bono work created wider social benefits worth £92 million (2018: £91 million) in this way, including improved health and wellbeing in communities. Adding in our charitable donations and free media space as well as our pro bono work, the wider social benefits created in 2019 were worth an estimated £291 million (2018: £331 million).

i Find out more in Quantifying our impacts, pages 9 and 10

COMMON GROUND

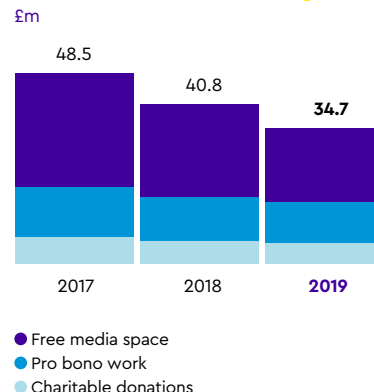
The power of communication will be essential in accelerating progress toward the United Nations Sustainable Development Goals. Common Ground is a collaboration between the world's six largest advertising and marketing services groups and the United Nations, created to serve that purpose.

WPP's focus is on gender equality (Goal 5), and particularly on tackling gender stereotypes in the media and promoting equal opportunities for women and girls.

Through our collaboration with UN Women we have set a new agenda for utilising our pro bono work to further equality through creativity. On International Women's Day 2019, the UN Women 'Unheard' campaign gave a voice to some of the amazing women fighting for human and women's rights around the world. Created by Wunderman Thompson, the campaign brought nine women's stories to life across social media thanks to more than \$1.5 million in pro bono media donations. The women also featured on billboards in Times Square. The stories included those of Diler Mavlonova, an advocate for women's leadership in Kyrgyzstan's water management, and Ana Vasileva, a Macedonian women's right activist and co-creator of the #ISpeakUpNow movement.

i Find out more at unheardwomen.org

TOTAL SOCIAL CONTRIBUTIONS [£]



£291m
wider social benefits from pro bono work, charitable donations and free media space in 2019

TALK TO ME

AGENCIES
WPP AND VMLY&R

CLIENT
THE NATIONAL OPIOID ACTION COALITION (NOAC)

Every 11 minutes someone dies in the United States from opioid misuse. Eleven out of 12 people with substance use disorder do not receive treatment, citing stigma as the main reason they do not seek it out.

We teamed up with iHeart Media and Fors Marsh Group to form the National Opioid Action Coalition (NOAC), with the aim to use public, private and pop culture influence to remove the stigma around opioid use disorder. We launched #TalkToMe to enable families, communities and workplaces to have honest conversations that reduce stigma so those suffering get the help they need. The campaign debuted at New York Advertising Week and launched nationally with \$15 million in free media.

\$15m
free media

Data from: September 2019



 wpp.com/talktome



CODE OF CONSCIENCE

AGENCY
AKQA

CLIENT
NGOs WORLDWIDE



A third of the world's protected nature reserves are under threat, with illegal deforestation a leading cause. Alongside a group of global NGOs, AKQA launched Code of Conscience: open source software that restricts the use of heavy-duty vehicles in protected areas.

The code is available for free and, for the first time, gives heavy-duty vehicle manufacturers the opportunity to be part of the solution to illegal deforestation.

An invitation comprising the Code of Conscience chip embedded in a wooden sculpture of an endangered animal has been sent to the CEOs of the world's top ten construction equipment manufacturers, with a vision for all new machines to leave the factory with Code of Conscience pre-installed.

10
manufacturers sent the code

2
countries considering making the code law

100+
coverage in over 100 countries, sparking positive change

Data from: September 2019 – February 2020



wpp.com/codeofconscience