PLANET

Delivering progress against our sustainability goals to protect our planet

In this section

LIFE EXTENDING STICKERS

Data visualisation inspired by nature

OFFER
BRAND EXPERIENCE

AGENCY
GREY, COLOMBIA

CLIENT
MAKRO COLOMBIA

THE QUESTION

In Colombia, fruit and vegetables make up 40% of the country's food waste. Many are still perfectly usable – if you know what to do with them. Preconceived ideas that fruit and veg must be perfectly ripe were causing a huge waste of resources.

THE ANSWER

Makro Colombia wanted to extend the shelf life of its products and encourage consumers to consider buying fruit beyond their normal preference for ripeness. Grey Colombia worked with them to produce Life Extending Stickers. Simple, low-cost, low-tech fruit stickers.

Each sticker shows a range of colours, from underripe to overripe, for the fruit or veg it is attached to. For each colour there is a suggestion of what to do with it – everything from cupcakes to soup to tempura. And if customers want to take things hi-tech, they can check Makro Colombia's Instagram feed for corresponding recipes.

A simple but impactful way to reduce food waste.

THE IMPACT

85k
interactions on social media

25
countries with earned media coverage

Awards
Gold
Cannes Lions 2023

Scan the QR code

OUR CLIMATE STRATEGY

Thinking and acting sustainably to protect our planet

We are committed to transitioning to net zero emissions across our own business, supporting our clients' carbon reduction efforts, and accelerating progress across our industry.

OUR CLIMATE STRATEGY

We believe the climate crisis needs to be addressed with increasing urgency, so we stand in full support of the Paris Climate Agreement.

In 2021 we set ambitious near-term science-based targets to reduce our greenhouse gas emissions in line with limiting global warming to 1.5°C above pre-industrial levels.

OUR EMISSIONS TARGETS

84%

absolute Scope 1 and 2 emissions reduction by 2025[1]

50%

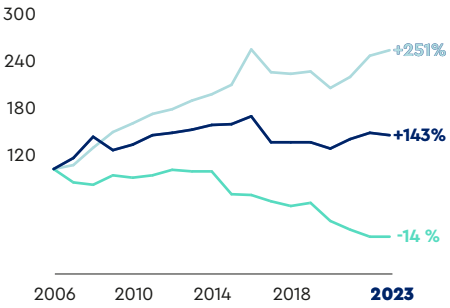
absolute Scope 3 emissions reduction by 2030[1]

These targets, which are verified by the Science-Based Targets initiative (SBTi), include emissions from media buying (more than half our total footprint) – an industry first. We also committed to offset residual emissions to reach net zero across our own operations (Scope 1 and 2) by 2025 and our supply chain (Scope 3) by 2030.

76%

absolute reduction in tCO_2e emissions (Scope 1 and 2) since 2019 and 18% year-on-year

DECOUPLING EMISSIONS FROM GROWTH (2006-2023)



In 2023 we assessed progress towards our carbon reduction targets and we continue to focus on reducing emissions across our six biggest hotspots: media, production, procurement, IT, buildings, and innovation and AI – a new area of focus, reflecting its growing importance across our business.

We will publish our first formal Transition Plan in 2024, aligned to the recommendations of the Transition Plan Taskforce, an important milestone as we progress to net zero.

See page 23

Our carbon reduction targets are ambitious, and require commitment across all WPP agencies and functions. From production to procurement to buildings, our aim is to integrate carbon reduction into our core commercial strategy, and to continue to drive progress through wider transformation programmes.

To help us, we formed a net zero leadership group, bringing together the sponsors of carbon reduction plans for our biggest emissions hotspots, including our Chief Procurement Officer and Hogarth CEO. This group will continue to monitor and drive progress in 2024 and beyond.

LINKING EMISSIONS TO FINANCING

In 2021, we linked the margin of our $2.5 billion revolving credit facility to specific sustainability measures. We refinanced the facility in February 2024 and are working to update the sustainability measures linked to the facility as we continue to embed carbon-reduction targets and broader sustainability commitments into our financing arrangements.

ACTION THROUGH COLLABORATION

Collaboration with clients and suppliers is key to delivering against our own targets and promoting low-carbon and regenerative living at the scale needed to address the climate crisis. Through our media investment business, GroupM, we are working with industry trade bodies to agree a consistent and transparent methodology for calculating emissions from media placement (see page 31). We aim to replicate this through our production agency, Hogarth, in support of AdGreen.

Of our 50 largest clients, 82% have set or are committed to setting science-based targets through the SBTi, up from 78% in 2022. Clients look to us to help them find and scale solutions as they deliver against their targets.

82%

of our 50 largest clients have committed to setting science-based targets (2022: 78%)

EFFECTIVE GREEN CLAIMS

Scrutiny over brands' environmental claims continues to grow, making it more important than ever that any claims we make on behalf of clients are authentic, material and matched by real action. WPP's Green Claims Guide provides principles and practical tips for making effective green claims that are not misleading in any way. In 2023 we launched a client version of the guide and ran training for employees and clients in potentially higher-risk and higher-emissions sectors, including automotive, energy and financial services.

See page 32

[1] Data from 2019 baseline

UNDERSTANDING OUR EMISSIONS

In 2020 we carried out a full emissions inventory using the Greenhouse Gas Protocol standards, which are internationally recognised and establish terminology that can be used by all companies.

The visual below is based on the Protocol's Corporate Value Chain, focusing on the aspects that are most relevant to WPP.

It is important to bear in mind that as carbon emissions accounting for digital emissions is in its infancy, methodologies continue to evolve. This is particularly the case for downstream emissions.

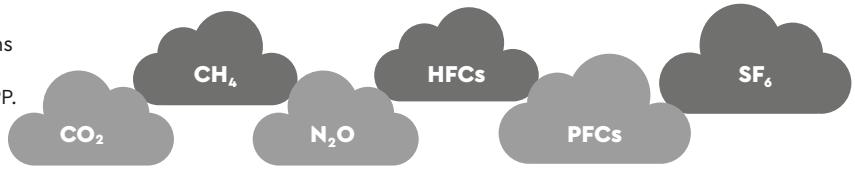
We continue to refine our methodology and collect more accurate and complete data to reduce the estimated data in our baseline.

As we refine our methodologies and improve data quality, we will restate prior years if a material discrepancy is identified.

We have restated 2022 Scope 2 emissions, to reflect a material error identified as we simplify emissions reporting across our campuses (see page 21).

EMISSION SOURCES IN WPP'S VALUE CHAIN

The Protocol categorises a company's emissions into three Scopes. Scope 3 is divided into 15 sub-categories, 10 of which are relevant for WPP.



Measurement:
- Measured by WPP since 2006
- Started measuring in 2020
- Currently not measurable

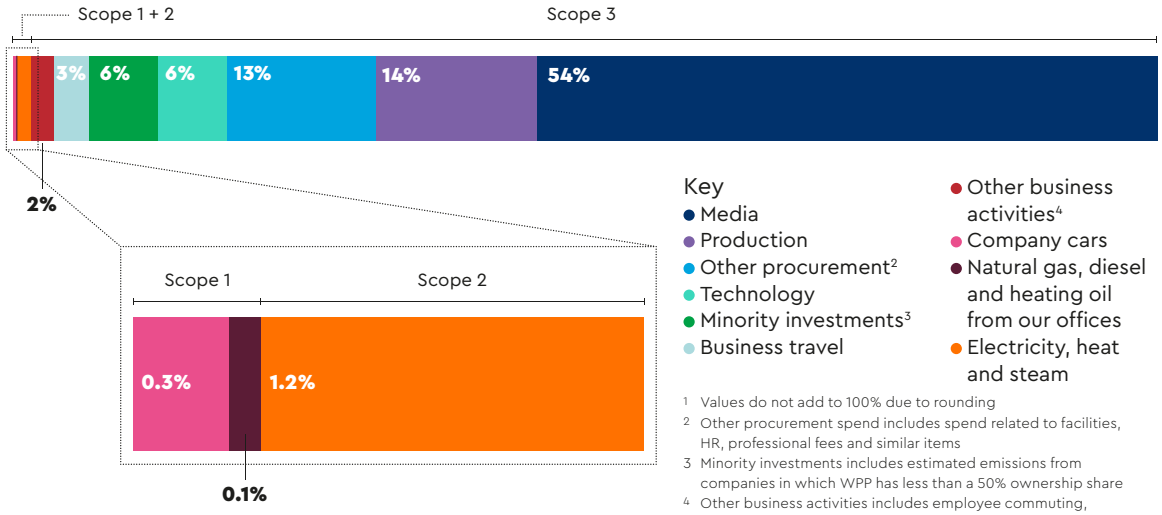
Note: Greenhouse Gas Protocol categories 8, 9, 10, 12, 14 are either immaterial or not applicable

	UPSTREAM (3 G)	DIRECT OPERATIONS (1 + 2 G)	DOWNSTREAM (3 G)
Emissions produced as a result of our activities	Creation of goods and services purchased Media buying Production IT facilities Business travel Employee commuting	Company cars Office electricity use Office natural gas, heat and steam use	Use of products we have created Views of advertising and media Work of part-owned businesses Disposal of products we have created
Our influence	• How and where we design products and services for clients • The products we buy • Choices we make, eg increase video calls to reduce business travel	• Switch to electric company cars • Purchase renewable electricity	• Collaborate to build industry standard for measurement

G Terminology set by Greenhouse Gas Protocol

OUR BASELINE VALUE CHAIN EMISSIONS (2019)

This chart shows the breakdown of WPP's Scope 1, 2 and 3 emissions baseline[1] (2019) and pages 21 and 22 outline our approach to reducing emissions in each of these areas. Our total carbon emissions in our baseline year of 2019 were 5.4 million tCO_2e[5]



1 Values do not add to 100% due to rounding
2 Other procurement spend includes spend related to facilities, HR, professional fees and similar items
3 Minority investments includes estimated emissions from companies in which WPP has less than a 50% ownership share
4 Other business activities includes employee commuting, downstream leased assets (buildings) and other fuel use
5 In 2019, our Scope 1, Scope 2 (market-based) and Scope 3 emissions totalled 5.4 million tCO_2e

REDUCING EMISSIONS

IN OUR OWN OPERATIONS

We continue to reduce our absolute Scope 1 and 2 emissions year-on-year. Progress has largely been driven by an increase in electricity bought from renewable sources, as well as improved energy efficiency in our existing buildings, and as we move people into fewer, more efficient buildings through our campus strategy. More than half (52%) of our people are based in campuses, up from 8% in 2018.

In 2023 we simplified our reporting to reflect the outcomes of our campus consolidation programme (detailed in our 2023 reporting criteria). An error was highlighted in our 2022 energy consumption, caused by the complexity of our historic structure and resulting in an 8% and 6% restatement in Scope 2 market-based and location-based emissions respectively.

MARKET-BASED EMISSIONS

76%

reduction in absolute Scope 1 and 2 emissions since our 2019 baseline, and 18% year-on-year

SCOPE 1 EMISSIONS

Our Scope 1 emissions for 2023 were 11,354 tCO_2e (2022: 14,105 tCO_2e), of which a subtotal 8,532 tCO_2e (75% of our total Scope 1 emissions footprint) has been subject to independent limited assurance procedures by PwC. Scope 1 emissions not subject to assurance procedures relate to locally-contracted company cars, for which emissions have been estimated.

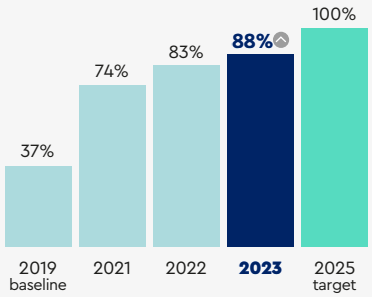
Company cars account for 62% of our Scope 1 emissions. We continue to reduce emissions by shifting company cars to electric and hybrid vehicles where infrastructure makes it feasible to do so. In 2023, 46% of centrally-leased company cars were electric or hybrid vehicles (2022: 30%). From 2023, new company car contracts in Germany and Belgium, representing half (48%) of company car contracts, are electric or hybrid.

SCOPE 2 EMISSIONS

In 2023, we bought 88% of our electricity from renewable sources (2022: 83%), and are on track to meet our target to source 100% of electricity from renewable sources by 2025.

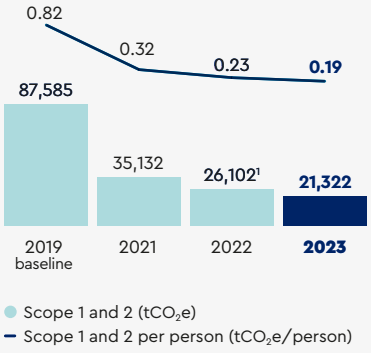
WPP is a member of RE100, the global corporate renewable energy initiative, bringing together businesses committed to 100% renewable electricity to accelerate change towards zero carbon grids at scale.

ELECTRICITY FROM RENEWABLE SOURCES



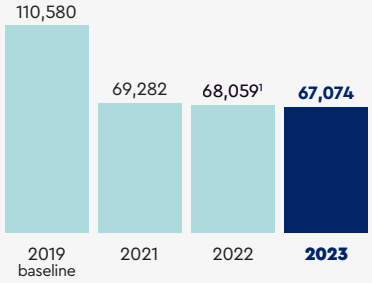
MARKET-BASED SCOPE 1 AND 2 EMISSIONS PROGRESS

(tCO_2e EMISSIONS)



LOCATION-BASED SCOPE 1 AND 2 CARBON EMISSIONS PROGRESS

(tCO_2e EMISSIONS)



Market-based emissions demonstrate the impact that sourcing renewable electricity has on carbon reduction, while location-based emissions demonstrate the impact of energy reduction initiatives. We measure carbon intensity against revenue and headcount to track how we're decoupling carbon emissions from growth over time.

Scope 2 market-based emissions were 9,968 tCO_2e (2022: 11,996 tCO_2e),[1] a 17% reduction from 2022. Scope 2 location-based emissions were 55,720 tCO_2e (2022: 53,953 tCO_2e),[1] a 3% increase from 2022 reflecting a rise in energy consumption as office occupancy rates increased.

1 2022 energy metric restated in line with the procedures set out in the WPP Reporting Criteria 2023

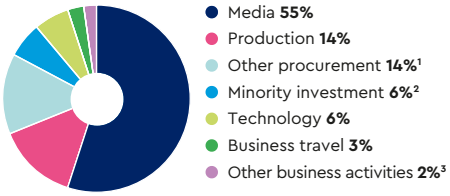
Indicates the selected metrics have been subject to independent limited assurance procedures by PricewaterhouseCoopers for the year ending 31 December 2023. For PwC's 2023 Limited Assurance Report and the WPP Sustainability Reporting Criteria 2023, see wpp.com/sustainabilityreport2023

REDUCING EMISSIONS CONTINUED

IN OUR SUPPLY CHAIN

Our supply chain makes up the overwhelming majority (98%) of our total emissions, which breaks down as follows:

VALUE CHAIN EMISSIONS (2019 BASELINE)[4]



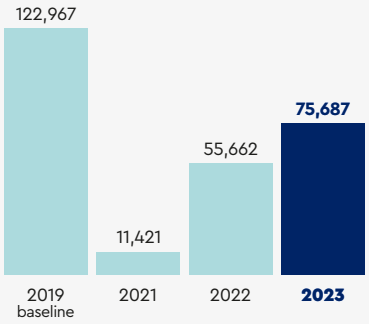
1 Other procurement spend includes spend related to facilities, HR, professional fees and similar items
2 Minority investments includes estimated emissions from companies in which WPP has less than a 50% ownership share
3 Other business activities includes employee commuting, downstream leased assets (buildings) and other fuel use
4 In 2019, our Scope 1, Scope 2 (market-based) and Scope 3 emissions totalled 5.4 million tCO_2e

AIR TRAVEL

Business travel accounts for around 3% of our baseline carbon footprint. In 2023, air travel emissions increased by 36% compared to 2022, though remain 38% lower than pre-pandemic levels in 2019.

To offset emissions from air travel, we have been purchasing high-quality carbon credits since 2007 and have permanently retired 1.7 million carbon credits, which are charged to each of our agencies to create an internal carbon cost.

CARBON EMISSIONS FROM AIR TRAVEL (tCO_2e EMISSIONS)



In 2023, Scope 3 business air travel emissions were 75,687 tCO_2e (2022: 55,662 tCO_2e), including a total of 59,793 tCO_2e from centrally-contracted flights (79% of the total). This consisted of 192 million air miles travelled, including a sub-total of 152 million air miles travelled via centrally-contracted flights.

We collect air travel emissions using centrally-managed data from three third-party travel management companies. This covers 79% of group air travel, and we extrapolate for the remaining 21% (2022: 21%). The centrally-managed data is subject to independent limited assurance procedures by PwC. Potential gaps were identified in the data provided by one of our three central business air travel suppliers. This is reflected in PwC's assurance opinion.

We continue to work to improve the consistency and coverage of flight data across the business. In 2023, we integrated travel by class into our metrics subject to assurance for the first time.

OFFSETTING

The first step to limiting emissions must always be to reduce the total footprint of any of our products or services as far as possible. Our Environment Policy, introduced in 2022, sets out how we manage the cost and quality of the carbon credits we buy to offset emissions we cannot avoid.

All carbon credits purchased must be verified by a carbon offset standard, for example Verified Carbon Standard or Gold Standard, and comply with recommendations outlined by the International Carbon Reduction and Offset Alliance.

Where a WPP agency is offering carbon offsetting services to clients, all calculations should be completed in line with the Greenhouse Gas Protocol Corporate Accounting Standard.

We ask all offset providers to disclose their calculation methodologies. Alongside carbon reduction or removal, offset credits should provide additional environmental benefits (eg protecting or enhancing biodiversity) and social benefits (eg health benefits or poverty alleviation).[1]

See our Environment Policy at wpp.com/sustainability

DATA QUALITY

A significant challenge for reducing carbon emissions is being able to measure them with confidence. We are working to improve the quality and coverage of our emissions data.

We are also working to include the portion of unassured Scope 1 data, relating to locally-managed company cars, in scope for independent limited assurance in future years.

Data quality is particularly challenging for Scope 3 emissions, as they are beyond our direct control. We are reviewing how we capture and calculate Scope 3 emissions, and aim to improve both data quality and coverage so that over time we can seek independent limited assurance over a larger proportion of Scope 3 emissions. In 2023, we analysed our indirect suppliers' carbon footprint in detail, identifying those 'carbon strategic suppliers' we can engage with to help bring down emissions (see page 45). We also continue to support the development of more robust protocols to measure emissions across the industry, from production to media investment.

1 Oxford University, 2020. *Principles for Credible Carbon Offsetting*
Indicates the selected metrics have been subject to independent limited assurance procedures by PricewaterhouseCoopers for the year ending 31 December 2023. For PwC's 2023 Limited Assurance Report and the WPP Sustainability Reporting Criteria 2023, see wpp.com/sustainabilityreport2023

OUR TRANSITION TO NET ZERO

In 2021, we set science-based targets to reduce our emissions in line with limiting global warming to 1.5°C above pre-industrial levels

To help deliver these commitments, we identified six emissions hotspots (below). Emissions from company cars and business air travel are included within the procurement hotspot. We've developed roadmaps to reduce emissions for each hotspot, outlined on page 24. We will publish our first transition plan, aligned to the recommendations of the Transition Plan Taskforce, in 2024

SCIENCE-BASED TARGETS
Reduce absolute Scope 1 and 2 emissions by 84% by 2025[1]

Reduce absolute Scope 3 emissions by 50% by 2030 (including emissions from media buying)[1]

HOTSPOTS	Media	Production	Procurement	IT	Buildings	Innovation & AI
ACTION	**SUPPLY CHAIN OPTIMISATION** Streamline supply chain and explore technology to lower our media carbon footprint **PARTNER ENGAGEMENT** Work with partners, clients and trade bodies to reduce industry emissions **MEDIA SELECTION** Support media suppliers with their emissions reduction plans, and work with clients to direct spend to suppliers transitioning to a low-carbon economy	**BENCHMARKING** Identify opportunities to develop new products and services, understand our client base better and generate better reporting data **TECHNOLOGY** Explore AI and virtual production technologies to deliver emissions reductions **CONSOLIDATION** Enhance production capabilities and support employee training	**PROCESS** Integrate ESG into procurement processes and supplier assessment **UNDERSTAND SUPPLIERS** Undertake targeted carbon-strategic supplier engagement **VALUE CHAIN MANAGEMENT** Offer practical support throughout the value chain on achieving net zero and CO_2e footprint mapping	**MODERNISED INFRASTRUCTURE** Migrate and replace infrastructure to efficient or cloud-based technologies **CIRCULAR ECONOMY** Assess products based on full lifetime impact and ensure processes are in place to manage lifecycle **AI AND INNOVATION** Optimise the impact that AI and emerging technologies will have on the way we do business	**BUILDING ACQUISITION** Update processes (eg leasing contracts) to improve transparency and meet changing needs from office space **RATIONALISE** Reduce the size of our office portfolio **BUILDING MANAGEMENT** Evolve how we monitor and manage building use to deliver our goals	**NEW HOTSPOT FOR 2024**

ACCELERATED BY

DATA
Improved data accuracy, quality and coverage across Scopes 1, 2 and 3

SKILLS
Equip our people and suppliers with the right knowledge and skills to deliver our net zero transition

FINANCING
Sustainability-linked finance, including planned financing for decarbonising and offsetting

ENGAGEMENT
Engage internal and external stakeholders to adopt, adapt, innovate and accelerate to deliver our net zero transition

GOVERNANCE
Embed mechanisms to support and monitor delivery, including clear accountability

EXTERNAL FACTORS

REGULATION
Government incentives, eg for decarbonisation of infrastructure

INFRASTRUCTURE
Decarbonising of national and regional electricity grids on which our campuses, data centres and supply chain depend

CARBON ACCOUNTING STANDARDS
Cross-industry standardisation of emissions measurement for media and production

TECHNOLOGY AND INNOVATION
Harness new technologies to identify and deliver novel emissions reduction opportunities

SUPPLIER DECARBONISATION
Identify 'carbon strategic suppliers' for targeted engagement to help bring down their emissions

See page 24

[1] From a 2019 baseline

A TARGETED APPROACH TO EMISSIONS REDUCTION

In 2024, we will continue to focus on reducing carbon emissions across our six biggest hotspots.

MEDIA

WPP is the only advertising holding company to include emissions from media placement within our science-based emissions reduction targets.

In 2022 GroupM released the first framework for measuring carbon emissions across the advertising lifecycle for all formats, channels and markets, in accordance with the Greenhouse Gas Protocol's standards. Since then, we've open sourced it.

We are working closely with trade bodies, in particular the Global Alliance for Responsible Media, and industry to agree a common framework for measuring media emissions. We believe this is an important step to driving systemic change, and will provide clarity for emissions accounting as well as transparency for clients on the carbon impact of their media placement.

Our client coalition of leading advertisers, worth $10 billion in global advertising investment, is driving support for greater transparency and standardisation of emissions measurement.

In February 2023 GroupM launched a new omnichannel media carbon calculator for clients, enabling them to factor channel-level carbon emissions data into their media planning. In its first year, we measured the footprint of around 2,800 campaigns.

PRODUCTION

Hogarth continues to invest in generative AI, 3D and virtual production technologies. In many circumstances, we estimate these technologies will help lower the carbon footprint of a production, through both reduced travel and more efficient ways of generating content. This year we launched a playbook to support our teams in finding the right technology and methodology to create the desired client requirements with the lowest carbon footprint.

By consolidating WPP's production capabilities through Hogarth, we can strengthen our overall capabilities and boost skills development for our people. This will help accelerate our ability to drive emissions reduction through more universal adoption of process, technology and partners, such as AdGreen training and support.

For example in 2023 Hogarth and Makerhouse's production work for Ford supported the expansion of the Mustang all-electric Mach-E BlueCruise into 21 markets. By using virtual production, the agencies were able to increase delivery of assets without the time, expense or carbon cost of traditional production methods.

PROCUREMENT

We include emissions from Scope 1 company cars (see page 21), Scope 3 business air travel (see page 22) and operational purchasing within this hotspot. In 2023, we analysed our indirect suppliers' carbon footprint in detail, identifying those 'carbon strategic suppliers' we can engage with to help bring down emissions.

See page 45

IT

The IT we use – from data centres to emails – generates 6% of our Scope 3 footprint.[1] Decommissioning older, less efficient hardware and migrating our IT infrastructure to the cloud will reduce energy use and emissions. By working more closely with our technology providers to understand the emissions of the products and services we use, we are beginning to better track emissions reduction from IT.

BUILDINGS

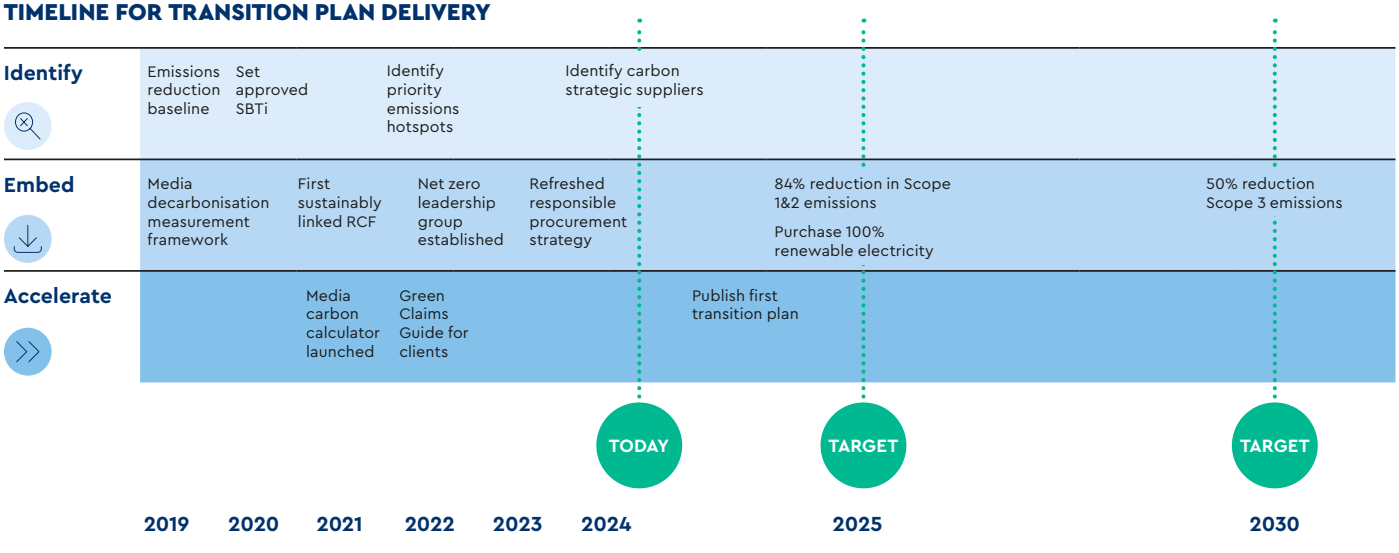
To improve how we use energy efficiency across our buildings, in 2023 we rolled out a new playbook across our facilities teams. We have been able to deploy this where we have a level of control over building management systems. For example, in Prague we reduced energy use by up to 46% each month compared to 2022 by controlling the office temperature.

As we roll out this playbook across more locations, we expect it will directly reduce our Scope 1 natural gas and location-based Scope 2 emissions as well as running costs. Using natural gas in our buildings produced 33% of Scope 1 emissions in 2023.

INNOVATION AND AI

AI, data and technology is changing the way we work across WPP, and we expect it to grow considerably over the coming years. Our aim is to consider carbon reduction as we develop AI products and services. We are currently working to embed sustainable design principles into our AI strategy.

TIMELINE FOR TRANSITION PLAN DELIVERY



[1] From a 2019 baseline

CIRCULAR ECONOMY

Moving from a 'take-make-dispose' economy to a circular economy where waste is eliminated, resources are circulated and nature is regenerated, could fulfil people's needs within the safe limits of the planet.

We are a proud signatory of the New Plastics Economy Global Commitment led by the UN Environment Programme and Ellen MacArthur Foundation, which aims to unite businesses, governments and other stakeholders behind a common vision for a plastics system that works.

Consumers are looking to brands and businesses to prioritise waste reduction by supporting sustainable purchase behaviours, such as using alternative sustainable materials, and not promoting disposable products.[1]

WPP can contribute to this transition through the work we do for our clients. We support our clients by:

1. helping companies navigate a complex regulatory framework to secure their place in the new circular economy
2. inspiring consumers to think differently and change habits and behaviours (see page 28)
3. creating more sustainable approaches to product and packaging design and how products reach (and are used by) consumers (see page 18)
4. building coalitions, raising awareness and driving change at scale

WASTE AND RESOURCES

As a service-based business, the volume of waste we produce is not material, but we aim to use resources carefully and to reduce and recycle as much as possible.

Our main waste types are electronic waste and office consumables such as paper, card, cans, plastic bottles and toner cartridges. We have identified preferred recycling partners for our operating companies in major markets, and we work with landlords on waste management in the properties we lease.

SINGLE-USE PLASTICS

Within our own operations, we remain committed to phasing out plastics that cannot be reused, recycled or composted across our campuses and offices worldwide. Our plastics playbook, containing a five-step action plan with practical tools and resources, continues to support employees around the world to drive change across WPP.

In 2023 we continued to drive progress within our campuses, by introducing additional waste streams, engaging our suppliers, reviewing the products purchased by our agencies, and working with our local campus green teams to encourage our people to change their behaviour at work.

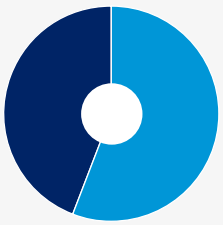
- In Madrid, Bûmerang Tuppaware and KeepCups are provided as standard for all employees when purchasing food from café areas. It's 100% free to use and eliminates single-use plastics at point of purchase
- In Shanghai, the removal of 3,500 under-desk bins drove employee behaviour change and encouraged our people to think about waste. The bins were donated to a local school charity, New Star Primary School. A simple yet effective behaviour change initiative that has now been rolled out across our APAC campuses
- Our new Manchester campus launched 'plastic free' in 2023, where reusable KeepCups are available at every agency, and employees are financially disincentivised from purchasing a single-use alternative – integrating behavioural science practices in our employee communications
- Removing single-use food containers as standard in our London Sea Containers Campus reduced use and therefore cost of disposables by 60% between 2022 and 2023
- During Earth Week 2023, more than half of our global activations across 13 offices were related to plastics, waste and recycling (see page 14)

WASTE DATA

We estimate that our reported waste data covers around 50% of the Company, which does not provide sufficient coverage to include it in scope for independent limited assurance.

In 2023, 2,003 tonnes of waste were reported, (2022: 2,199) of which 56% was recorded as recycled (2022: 60%). In 2021, some inconsistencies and errors were identified in how waste data is recorded and categorised at the reporting unit level. We continue to work to strengthen how we collect data and remediate the inconsistencies and errors before seeking independent limited assurance in a future period.

WASTE RECYCLED

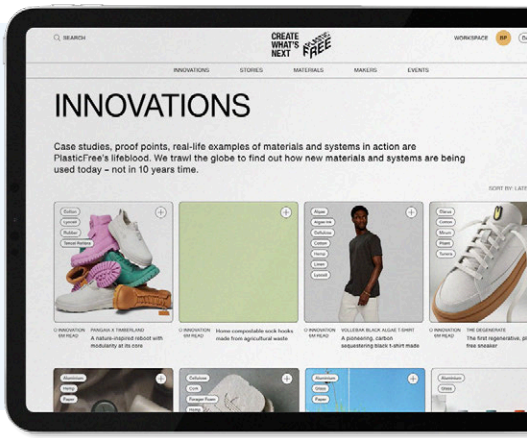


EMPOWERING DESIGNERS TO REIMAGINE A WASTE-FREE WORLD

Made Thought (part of AKQA) worked alongside the team at A Plastic Planet to create plasticfree.com – the world's first materials and systems solutions platform that empowers designers to reimagine a waste-free world.

PlasticFree is first and foremost a mindset. It's the belief that creatives have the power to challenge the status quo and use their visionary disruptive skills to design plastic out at source.

Rich in proof points, case studies and insightful editorial from leaders in design and science, it connects designers directly with those at the forefront of sustainable material development and scalable system change.



[1] Kantar, *Design for a Waste Free Future*

MAMMOTH MEATBALL

Blending creativity and science to transform the food industry

OFFER
BRAND EXPERIENCE TECHNOLOGY

AGENCY
WUNDERMAN THOMPSON (VML), BENELUX

CLIENT
VOW

THE QUESTION

Our global food system is a leading driver of biodiversity loss and greenhouse gas emissions. Over one million species are currently at risk of extinction because of climate change. Could Vow, a leader in cultured meat, open the world's eyes to a new, infinitely more sustainable meat form?

THE ANSWER

The Mammoth Meatball brings back to life an extinct species to start a global discussion about a more sustainable food future. Together with bioengineers, Wunderman Thompson used public data and gene identification to determine the gene sequence in mammoths. By inserting the genome in carrier cells, they were able to produce the Mammoth Meatball.

The unveiling in Amsterdam sparked a global discussion, and people soon started producing their own social content. Thousands turned into influencers, and over one billion people joined the conversation.

THE IMPACT

The Mammoth Meatball received extensive media coverage from the BBC, *The Telegraph*, Sky News, UK *Guardian*, *The Independent*, *The Wall Street Journal*, *New York Post*, Good Morning Britain and America's Late Show, amongst many others.

13bn
impressions

12.5k
articles written

Awards
Grand Prix
Epica 2023

Scan the QR code