



About this report

This report describes WPP's corporate responsibility activities in the calendar year 2008 and the first quarter of 2009. It is our seventh report.

Data

Data relates to the calendar year 2008. Most CR data is collected quarterly through our financial reporting system. This includes data on energy and CO₂ from our buildings, social investment, employment infringements, employee diversity, training and wellbeing, recycling and paper use. These data cover 95,286 employees from wholly-owned WPP companies.

We collect air travel data via an external provider, as part of our airline procurement process. We have detailed analysis covering our major cities relating to approximately 70% of our journeys. We estimate the balance based on internal records.

We identify marketing infringements involving WPP companies from public reports by regulatory authorities and directly from WPP businesses through our financial reporting system.

About the illustrations

In recent years, WPP Corporate Responsibility Reports have taken their visual cues from individual markets important to our company and to our clients: in 2005, India; in 2006, China; and in 2007, Africa. This year we've looked to Latin America, specifically Brazil. So WPP takes very great pleasure in showcasing the arresting work, in the woodcut medium, of Brazil's best-known folk artist, Jose Francisco Borges.

Case studies

Case studies for this report are collected through an annual survey of our companies. Each WPP company has nominated a CR representative who is responsible for completing this survey of CR activity. Completed surveys are approved by the company CEO before submission to WPP.

Contacts

We welcome your views on any of the information in this report or CR at WPP. Send us an email at: cr@wpp.com.

For further information about WPP's CR activities, please contact Vanessa Edwards, Head of Corporate Responsibility: vedwards@wpp.com.

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