

About this report



This report describes WPP's corporate responsibility activities in the calendar year 2009 and the first quarter of 2010. It is our eighth report.

Data

Data relates to the calendar year 2009. 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. The data covers 98,759 employees from wholly-owned WPP companies. This year, 2007 and 2008 data for office energy use and CO₂ were revised upwards as a result of improvements to our data collection system and analysis.

CO₂ emissions from air travel are calculated using data from an external provider, as part of our airline procurement process, and data collected through our financial reporting system.

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

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 signed off 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.

Further information

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

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