



Environmental Policy

The science is clear: to keep global temperatures from rising 1.5°C above pre-industrial levels, we all have to halve global emissions by 2030 and reach net zero by 2050.

WPP has been actively reducing the carbon emissions produced by our operations since 2006. We have now broadened our commitment to include the emissions produced in our supply chain as well as those from our direct operations. We have set targets that increase the rate of reduction to go beyond the required carbon reductions outlined in the Paris Agreement.

Compliance with this policy will enable WPP and its agencies to meet our targets and support a global transition to a zero-carbon economy.

Our environmental commitments align with our purpose of using the power of creativity to build better futures for our people, planet, clients and communities. We are committed to embedding environmental practices and the prevention of pollution into our business strategy in line with leading external frameworks. WPP's aim is to facilitate the continual improvement of the reduction of environmental impact of our operations and supply chain, and to promote low impact living.

1.1 Scope

This policy applies to the direct and indirect material environmental impacts of carbon emissions, energy use, waste disposal and resource-use relating to our direct operations and supply network.

1.2 Definitions:

- **WPP Campus** is defined as an office premises where WPP holds the lease or freehold and provides centralised coordination of facilities or services.
- **Co-located non-campus building** is defined as office premises where either WPP, operating company or a third party may hold the lease or freehold.

2. Governance

2.1 WPP's Sustainability Policy and Management

At Board level, the Sustainability Committee has responsibility for sustainability and climate change and meets a minimum of four times per year. The sustainability working group of the WPP Executive Committee has played an active role in shaping our net zero strategy and oversees our approach across agencies. Our Global Corporate Affairs Director has operational responsibility for managing our response to climate change.

2.2 WPP and its Companies

WPP and its companies should comply with all applicable environmental laws and standards in the countries in which they operate, and obtain relevant permits where activities require them. If a client sets stricter requirements in their policies or codes of conduct, they should be considered. This policy should be applied within the wider WPP Policy Book, including WPP's Procurement Policy.



2.3 Building-Related Emissions Management and Responsibility

Responsibility for all building-related aspects of this policy will differ depending on whether the:

- **Operating company is responsible for its lease:** the operating company ensures compliance with the building-related elements of the Environmental policy, and WPP's Policy Book
- **Operating company is in a co-located non-campus building:** the master tenant is responsible for compliance with the building-related elements of the Environmental policy and WPP's Policy Book. Agency-managed facilities and services should be in compliance with the Environmental Policy and sustainability-related elements in WPP's Policy Book.
- **Operating company is in a WPP campus:** WPP is responsible for compliance with building-related elements of the Environmental Policy and WPP's Policy Book, excluding facilities and services that are at the sole discretion of the agency.

3. Targets

WPP and its companies have set targets and continual improvement¹ programs to ensure an absolute reduction in our greenhouse gas emissions. Emissions reduction targets have been set against the Greenhouse Gas (GHG) Protocol and approved by the Science Based Targets initiative (SBTi). WPP has set targets in line with a 1.5°C planetary warming scenario.

WPP will reduce the emissions from our own operations (scopes 1&2) by 84% from a 2019 base year, including by purchasing 100% renewable electricity by 2025.

WPP will also reduce emissions by 50% from a 2019 base year in our supply chain (scope 3) by 2030.

WPP will use high-quality offsets to neutralise residual emissions to reach net zero emissions across our own operations by 2025 and supply chain by 2030.

4. Reporting and Disclosure

WPP is committed to measuring and reducing the greenhouse gas emissions which result from its operations and supply chain, including emissions produced by media buying. This incorporates all material scope 1, 2 and 3 greenhouse gasses and their contributory activities as defined by the Greenhouse Gas Protocol Corporate Accounting Standard and the Greenhouse Gas Protocol Scope 3 Guidance.

WPP will report progress against its targets annually and review targets every five years in line with requirements of the SBTi, to ensure they meet the standards outlined in this policy and deliver required reductions.

¹ [Continual Improvement ISO14001: 2015](#)



More information can be found in the Reporting Protocol ²which is managed by the WPP Sustainability Team.

5. Greenhouse Gas Emissions, including Energy use:

The specific activities outlined below are subject to additional Group-level controls, resources and/or training, which will be reviewed regularly, in support of our targets:

5.1 Energy

WPP aims to purchase 100% of its electricity from renewable resources by 2025 globally. WPP is a member of the RE100 initiative and delivery of this target will be made in line with the RE100 criteria.

In line with the RE100 criteria, direct purchase of renewable electricity via energy contracts should be explored in all markets where policy allows this, either directly with energy companies or via landlords.

Where purchase is not possible, central procurement of Energy Attribute Certificates will be made with the cost recharged to the relevant Business Unit.

Renewable electricity contracts must ensure the highest environmental and ecological standards, with large hydro-power use not permitted.

5.2 Company Cars

All company cars should be purchased in line with the WPP Company Car Policy. Where possible, electric, hybrid or low emission vehicles should be purchased.

5.3 Air Travel

All air travel should be booked and managed in line with the WPP Global Travel Policy.

5.4 Procurement

All Procurement of products and services must comply with the WPP Procurement Policy.

5.5 Commercial Offsetting Projects

The first step to limiting emissions must always be to reduce the total footprint of any product or service as far as possible.

Offsets purchased to neutralise remaining carbon emissions, or to provide carbon neutral or net zero products to clients, should be purchased via Procurement. All offsets bought must be verified by a carbon offset standard, for example Verified Carbon Standard or Gold Standard, and comply with the recommendations outlined by the International Carbon Reduction and Offset Alliance ([ICROA](#)). Where a WPP company is offering carbon offset emissions services (e.g. net zero or carbon neutral) to clients all calculations should be

² To be published on wpp.com alongside Sustainability Report as a requirement of PwC's assurance



completed in line with the Greenhouse Gas Protocol Corporate Accounting Standard. All offset providers used by WPP will be asked to disclose calculation methodologies. Alongside carbon removal, offsets should provide additional environmental benefits (e.g. protecting or enhancing biodiversity) and social benefits (e.g. health benefits or poverty alleviation)³.

6. Resource Use and Circular Economy

WPP aims to use resources carefully and to reduce waste and recycle as much as possible. We have signed up to the New Plastics Economy Global Commitment and our operating companies should ensure that purchasing, use and disposal of plastic items in our offices is carried out in line with the WPP Circular Economy Plastics Policy.

³ Oxford University, 2020. [Principles for Credible Carbon Offsetting](#)