

SUSTAINABILITY AND OUR STRATEGY

Our sustainability strategy sets out how we use the power of creativity to build better futures for our people, planet, clients and communities

It supports all elements of our corporate strategy (to learn more see table, page 51).

Our sustainability commitments are not just the right thing to do, they add meaning for our people, who want to work for a company that shares their values, and our clients, who look to us to help them find and scale solutions to achieve their own goals and deliver positive impact.

WPP IS THE CREATIVE TRANSFORMATION COMPANY

COMMS 

EXPERIENCE 

COMMERCE 

TECH 

How we implement change to build better futures for our people, planet, clients and communities

DELIVERED THROUGH OUR SUSTAINABILITY STRATEGY

ENSURING TRUST, FAIRNESS AND GOVERNANCE

DRIVING DIVERSITY, EQUITY AND INCLUSION

ACCELERATING THE SUSTAINABLE ECONOMY

GOALS AND METRICS



PEOPLE

Become the employer of choice for all



A culture where everyone is treated with dignity and respect

Ensuring an inclusive working environment with fair representation

Growing sustainability skills and knowledge across our industry

- Proportion of women in senior leadership positions
- Proportion of non-white employees in senior leadership positions
- Continued improvement of diversity data disclosure
- Employee participation in listening and engagement programmes
- Number of participants in sustainability or DE&I training programmes
- Sustainability strategy embedded in executive remuneration



PLANET

Maximise our positive impact on the planet



Developing common carbon metrics as we move to integrated reporting

Building campuses which make a positive contribution to local communities

Reaching net zero across our supply chain by 2030

- Progress towards net zero carbon emissions in our operations by 2025 (Scope 1 and 2) and in our supply chain by 2030 (Scope 3)
- Progress towards 100% renewable electricity
- Phase out single-use plastics in our offices



CLIENTS

Enable our clients on their sustainability journeys



Ensuring fairness and high privacy and data ethics standards in our work

Ensuring our client work is inclusive and accessible

Supporting our clients to reduce their emissions and deliver their sustainability goals

- Roll out diversity evaluation scores to track progress in inclusive marketing
- Building common standards to measure carbon emissions in media and production



COMMUNITIES

Use the power of our creativity and voice to support healthy and vibrant communities



Buying responsibly and building a diverse supplier network

Advancing equity and inclusion through our work, external partnerships and initiatives

Working with partners, social enterprises and clients to drive sustainability

- Investment in pro bono work and free media space
- Progress towards investing \$30 million over three years through our Racial Equity Programme

ALIGNING SUSTAINABILITY WITH OUR CORPORATE STRATEGY

Our sustainability strategy on page 2 sets out how we use the power of creativity to build better futures for our people, planet, clients and communities

In the table below, we demonstrate how delivering our sustainability commitments supports all elements of our corporate strategy.

STRATEGIC ELEMENT	SUSTAINABILITY STRATEGY		
VISION & OFFER	SUSTAINABILITY AT THE HEART OF OUR OFFER FOR CLIENTS A growing number of clients are embracing inclusion, diversity and sustainability and are looking to articulate the purpose and impact of their brands. They look for partners who share their sustainability values and aspirations.	Our commitment to responsible and sustainable business practices helps us to broaden and deepen these partnerships, and to meet the growing expectations and sustainability requirements in client procurement processes.	See clients on pages 26-32 See transparency and trust on page 41
	CREATIVITY	SOCIAL INVESTMENT Our pro bono work can make a significant difference to charities and NGOs, enabling our partners to raise awareness and funds, recruit members and achieve campaign objectives.	Pro bono work benefits our business too, providing rewarding creative opportunities for our people that often result in award-winning campaigns that raise the profile of our agencies.
	DIVERSE, EQUITABLE AND INCLUSIVE TEAMS Diversity and difference power creativity. We foster an inclusive culture across WPP: one that is equitable and respectful of diverse thoughts and individual expression.	We want all of our people to feel valued and able to fulfil their potential, regardless of background, lived experience, sex, gender, race and ethnicity, thinking style, sexual orientation, age, religion, disability, family status and so much more.	See people on pages 6-15
DATA & TECHNOLOGY	DATA ETHICS AND PRIVACY Data – including consumer data – can play an essential role in our work for clients. Data security and privacy are increasingly high-profile topics for regulators, consumers and our clients.	We have a responsibility to look after this data carefully, to collect data only when needed and with consent where required, and to store and transfer data securely.	See data ethics, privacy and security on page 43
SIMPLER STRUCTURE	CAMPUSES Our work to simplify our structure and consolidate our office space is driving a positive impact on our energy use and carbon footprint. We continue to move employees into campuses, closing multiple smaller sites and replacing them	with fewer, larger, more efficient buildings that offer modern, world-class workspaces. By 2025, we expect 85,000 of our people will work in at least 65 net zero campuses powered by renewable electricity.	See planet on pages 16-25
PEOPLE & CULTURE	SHARED VALUES ACROSS OUR BUSINESS AND SUPPLY CHAIN Strong employment policies, investment in skills and inclusive working practices help us recruit, motivate and develop the talented people we need to serve our clients in all disciplines across our locations.	Selecting suppliers and partners who adopt standards consistent with our own can reduce costs, improve efficiency and protect our reputation.	See people on pages 6-15 See our supply network on page 44