SUSTAINABILITY AND OUR STRATEGY

At WPP, we use the power of creativity to build better futures for our people, planet, clients and communities.

We have set a new sustainability strategy that directs us to use the power of creativity to build better futures for our people, planet, client and communities, and supports all five elements of our corporate strategy (see table on page 9).

The strategy sets out the action we are taking to make sure we are the employer of choice for all people – a company in which a sense of belonging is felt by everyone and our differences are celebrated. And it shows how we are tackling the greatest environmental challenges we face, committing to reach net zero carbon emissions across our value chain by 2030.

We know our clients also recognise these challenges and are looking for support and advice. That is why we are increasing our skills and capacity to assist them to make the transition to a more sustainable world. As an employer of 100,000 people in more than 100 countries, we are using our unique convening power and global partnerships to effect positive change for society as a whole.

That is why we are proud to partner with the United Nations, especially the World Health Organization and UN Women, to provide our skills in creativity, communications, data and technology to support them as they support the world.

There has never been a better time to seize the opportunities before us. We are determined to do our very best to realise this potential.

### OUR SUSTAINABILITY STRATEGY

#### MISSION

**PEOPLE**
- Become the employer of choice for all.

**PLANET**
- Maximise our positive impact on the planet.

**CLIENTS**
- Enable our clients on their sustainability journeys.

**COMMUNITIES**
- Use the power of our creativity and voice to create healthy and vibrant communities.

#### DELIVERED BY

**DRIVING DIVERSITY, EQUITY AND INCLUSION**

- Ensuring an inclusive working environment with fair representation.
- Building Campuses which make a positive contribution to local communities.
- Ensuring our client work is inclusive and accessible.
- Advancing equity and inclusion through our work, external partnerships and initiatives.

**ACCELERATING THE SUSTAINABLE ECONOMY**

- Growing sustainability skills and knowledge across our industry.
- Reaching net zero across our value chain by 2030.
- Supporting our clients to reduce their emissions and deliver their sustainability goals.
- Working with partners, social enterprises and clients to drive sustainability.

**ENSURING TRUST, FAIRNESS AND GOVERNANCE**

- A culture where everyone is treated with dignity and respect.
- Developing common carbon metrics as we move to integrated reporting.
- Ensuring fairness and high privacy and data ethics standards in our work.
- Buying responsibly and building a diverse supplier network.

**METRICS**

- Proportion of women 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
- Progress towards net zero carbon emissions in our operations by 2025 (scope 1 and 2) and in our value chain by 2030 (scope 3)
- Progress towards 100% renewable electricity
- Phase out single-use plastics in our offices by 2021
- Roll out diversity evaluation scores to track progress in inclusive marketing
- Rate of growth in sustainable and inclusive client briefs
- Building common standards to measure carbon emissions in media and production
- Investment in pro bono work and free media space
- Progress towards investing $30 million in racial equity initiatives
Our sustainability strategy is aligned to all five elements of our corporate strategy.

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