

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

	 PEOPLE	 PLANET	 CLIENTS	 COMMUNITIES
MISSION	Become the employer of choice for all.	Maximise our positive impact on the planet.	Enable our clients on their sustainability journeys.	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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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.

STRATEGIC ELEMENT	SUSTAINABILITY STRATEGY		
VISION & OFFER	SUSTAINABILITY AT THE HEART OF OUR OFFER FOR CLIENTS A growing number of clients are embracing sustainability and are looking to articulate the purpose 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.	Sustainability at the heart of our offer for clients, see pages 37-42 Transparency and trust, see page 51
	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 powers creativity. We foster an inclusive culture across WPP: one that is equitable, tolerant 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.	Employer of choice for all, see pages 13-27
DATA & TECHNOLOGY	PRIVACY AND DATA ETHICS 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.	Privacy and data ethics, see page 56
SIMPLER STRUCTURE	GREENER OFFICE SPACE 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 environmentally friendly buildings that offer modern, world-class workspaces.	Planet, see pages 28-36
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.	Employer of choice for all, see pages 13-27 Supply network, see page 53