

SUSTAINABILITY AND OUR STRATEGY

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

Our sustainability strategy directs us to use the power of creativity to build better futures for our people, planet, clients and communities, and supports all five elements of our corporate strategy (see table, page 11).

Our Sustainability strategy sets out the action we are taking to be the employer of choice for all people, knowing that when all our people feel secure, safe and confident to share their ideas, it has a direct impact on creativity and the power of collaboration.

It shows how we are tackling the greatest environmental challenges we face, committing to reach net zero carbon emissions across our supply chain by 2030.

Our clients are increasingly focused on how to ensure their own targets, from combatting climate change to tackling inequity, translate into tangible change. We are building our skills and capacity to assist them on their own sustainability journeys.

The greatest impact we have is through our work for clients, which reaches billions of people and – through its influence on consumer choice, behaviour and outlook – has the power to bring about positive change. We are proud to partner with the United Nations, especially the World Health Organization and UN Women, to use our creativity and expertise to support their work.

These commitments are not just the right thing to do; they are cutting through with our clients and people who want to work with and for companies that share their values and help them to achieve their own goals.

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.



Watch our ESG investor presentation at wpp.com/investors

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 support 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 supply 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 supply chain by 2030 (Scope 3) Progress towards 100% renewable electricity Phase out single-use plastics in our offices 	<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 over three years through our Racial Equity Programme

Our sustainability strategy is aligned to all five elements of our corporate strategy.

STRATEGIC ELEMENT	SUSTAINABILITY STRATEGY		
VISION & OFFER	<p>SUSTAINABILITY AT THE HEART OF OUR OFFER FOR CLIENTS</p> <p>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.</p>	<p>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.</p>	<p>See Clients on pages 37-41</p> <p>See Transparency and Trust on page 50</p>
	<p>SOCIAL INVESTMENT</p> <p>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.</p>	<p>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.</p>	<p>See Communities on pages 42-47</p>
CREATIVITY	<p>DIVERSE, EQUITABLE AND INCLUSIVE TEAMS</p> <p>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</p>	<p>potential, regardless of background, lived experience, sex, gender, race and ethnicity, thinking style, sexual orientation, age, religion, disability, family status and so much more.</p>	<p>See People on pages 16-28</p>
	<p>PRIVACY AND DATA ETHICS</p> <p>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</p>	<p>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.</p>	<p>See Data: privacy, security and ethics on pages 54</p>
DATA & TECHNOLOGY			
SIMPLER STRUCTURE	<p>NET ZERO CAMPUSES</p> <p>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</p>	<p>smaller sites and replacing them with fewer, larger, more environmentally friendly 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.</p>	<p>See Planet on pages 29-36</p>
	<p>SHARED VALUES ACROSS OUR BUSINESS AND SUPPLY CHAIN</p> <p>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.</p>	<p>Selecting suppliers and partners who adopt standards consistent with our own can reduce costs, improve efficiency and protect our reputation.</p>	<p>See People on pages 16-28</p> <p>See Our Supply Network on pages 52</p>
PEOPLE & CULTURE			