

SUSTAINABILITY AND OUR STRATEGY

As the importance of sustainability grows for our clients, so does its impact on WPP.

WHY SUSTAINABILITY MATTERS

2018 has seen record heatwaves on four continents, and perilous water shortages in South Africa, Australia and India. It has seen women the world over say #MeToo, and consumers take a stand on plastic packaging at supermarket checkouts.

From technological disruption, climate change and resource scarcity to skills shortages, demographic shifts and political uncertainty, our clients, across every sector, face a complex set of interconnected social, economic and environmental pressures.

The potential upside to tackling sustainability challenges is significant – it is estimated that sustainable business model innovation could open economic opportunities worth \$12 trillion and create 380 million jobs¹.

Consumer expectations are changing. Today's consumers want more from their favourite brands than just a great product – they expect transparency across the supply chain and want brands to have a point of view and to play an active role in society. Yet there is often cynicism and a lack of trust about corporate motivations and actions.

OUR RESPONSE

Our clients look to us to provide the insight, expertise and creative solutions they need to navigate this changing landscape and communicate their purpose effectively and authentically. Our own sustainability strategy helps us to do this with credibility, meeting changing client expectations while reducing risks and creating a more resilient business for the long term.

SUSTAINABILITY AND OUR STRATEGY

Our sustainability strategy supports all five elements of our new corporate strategy, which we introduced in late 2018. The table on page 6 sets out the most material ways in which sustainability supports our strategy.

Information relating to our new corporate strategy is set out in our Annual Report from page 42.

To find out more about:

- our strategy;
- business model;
- principal risks and how they are managed;
- Taskforce on Climate-related Financial Disclosures statement; and
- carbon emissions statement;

Download our Annual Report & Accounts 2018.



wpp.com/annualreport2018

¹ Better Business, Better World, Business & Sustainable Development Commission, January 2017.

STRATEGIC ELEMENT	SUSTAINABILITY STRATEGY		
VISION & OFFER	A STRONGER OFFER FOR OUR CLIENTS A growing number of clients are grappling with sustainability challenges and 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.	A stronger offer for our clients, see pages 11-14 Transparency and trust, see pages 45-46
	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 companies.
	DIVERSE AND INCLUSIVE TEAMS Creativity thrives on diversity of background and thought. This makes having a diverse and inclusive workplace essential to our long-term business	success. We want all of our people to feel valued and able to fulfil their potential, regardless of gender, ethnicity, age or disability.	Attracting and retaining talent, see pages 21-30
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 pages 47-48
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 are reducing the overall number of offices we occupy, moving to	locations that use green building standards and reduce our impact, help us to use space more efficiently and encourage collaboration between our companies.	Environment, see pages 31-39
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.	Attracting and retaining talent, see pages 21-30 Supply chain, see pages 40-43