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.

Our sustainability commitments support our corporate strategy and help us navigate a dynamic social and economic landscape, responding to evolving stakeholder expectations and shaping our contribution to the world around us. They add focus and 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 goals and deliver positive impact.

WPP IS THE CREATIVE TRANSFORMATION COMPANY

We aim to build better futures for our people, planet, clients and communities through the four pillars of our sustainability strategy:

### PEOPLE

**Become the employer of choice for all**

To foster exceptional and diverse talent and equip our people with the knowledge and capability to creatively tackle some of society’s biggest challenges:

- Build a culture where everyone is treated with dignity and respect
- Ensure an inclusive working environment with fair representation
- Grow sustainability skills and knowledge across our industry

### PLANET

**Maximise our positive impact on the planet**

To decouple our emissions from growth and lead the industry to decarbonise:

- Develop common carbon metrics across our industry
- Build campuses that make a positive contribution to local communities
- Reach net zero across our supply chain by 2030

### CLIENTS

**Enable our clients on their sustainability journeys**

To support progress towards a sustainable and inclusive economy where our clients thrive:

- Ensure fairness and high privacy and data ethics standards in our work
- Ensure our client work is inclusive and accessible
- Support our clients as they deliver their emissions reduction and wider sustainability goals

### COMMUNITIES

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

To build a resilient global society where consumers and communities alike are included and empowered:

- Buy responsibly and build a diverse supplier network
- Advance equity and inclusion through our work, external partnerships and initiatives
- Work with partners, social enterprises and clients to drive sustainability

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1 Executive leadership roles are defined as the agency board and executive leadership population as reported through WPP’s financial reporting system.

2 2022 energy metric restated in line with the procedures set out in the WPP Sustainability Reporting Criteria 2023. For details of the nature and impact of the restatement, see page 61.

3 Indicates the selected metrics have been subject to independent limited assurance procedures by PricewaterhouseCoopers for the year ending 31 December 2023. For PwC’s 2023 Limited Assurance report and the WPP Sustainability Reporting Criteria 2023, see our 2023 Sustainability Report at wpp.com/sustainabilityreport2023.