



WPP Circular Economy Plastics Policy

WPP is committed to playing its part in tackling pollution from single-use plastics and, through collaborative effort with our partners and clients, we will contribute to finding sustainable solutions that enable a positive plastic value chain with better environmental outcomes.

Guiding Principles

We have signed up to the [New Plastics Economy Global Commitment](#) led by UN Environment and the Ellen MacArthur Foundation and share their common vision for a circular economy for plastics where plastic never becomes waste or pollution.

WPP has also pledged to work with clients and partners to drive change at scale, including:

1. inspiring consumers to think differently about plastic packaging and changing their behaviour;
2. creating more sustainable approaches to product and packaging design; and
3. developing new systems for recycling products.

Our Single-Use Plastics Definition

We define single-use plastics as plastic items which are intended to be used only once before they are thrown away, and are items which cannot be reused, recycled or composted after use. These are the items we aim to phase out across all WPP's offices and campuses by the end of 2020.

Reuse, Composting and Recycling

To ensure that the plastic products that we use do not end up in landfill, we must provide the appropriate waste facilities for collection, reuse, composting and recycling.

We recognise that accessibility to systems for collection, reuse, composting and recycling differs globally and within countries/localities. To find solutions, we will work with our clients and partners wherever possible to build effective, efficient and inclusive systems that will help drive employee and consumer awareness at scale.

Scope of phasing out single-use plastic

Our commitment of phasing out all single-use plastics applies to all WPP's offices, campuses and co-location spaces worldwide. This is with the following exceptions of single-use plastic items:

- Plastic items that are required for use for legal/health and safety reasons e.g. first aid items, food gloves;
- Items purchased by WPP as part of assistive arrangements for disabled employees e.g. medically required plastic straws;
- Plastic items that are designed to be used over a period of years e.g. furniture, IT equipment;
- Single use plastic items that are stocked/provided at the specific request of a client.

These requests should be carefully considered on a case by case basis to ensure that:

- oThe appropriate waste facilities are in place to ensure that the plastic items can be reused, recycled or composted
- oWhere appropriate, this is regarded as an opportunity to collaborate with our client to engage with a circular economy and develop innovative, inclusive and creative solutions for plastic pollution
- Single Use plastic items that are brought into our premises by employees, clients and other stakeholders. However, it is our intention to make it easier to reuse, recycle and/or compost these items in everyday life.

We will work with landlords and facilities management at each of our sites to ensure adequate waste streams are in place to reuse, recycle or compost plastics. We will encourage our direct and indirect suppliers that provide products to WPP to adhere to our policy and encourage suppliers to apply the same standards within their organisations and supply chains.

Glossary

Compostable: If something is compostable, it is capable of decomposing back into natural elements within 6-12 weeks in optimal conditions, either composting at home or in industrial facilities. The time it takes for something to decompose depends largely on the composting conditions, and the product itself. Packaging that requires industrial composting should also comply with the certifiable EN13432 standard.

Recyclable: If something is recyclable, it means it can be broken down into its raw materials and repurposed, so it can be used again.

Reusable: Reusable products are not the same as recyclable products. If something is reusable, it means that after it has served its original purpose it can be used again without any kind of treatment.

Guidelines

The following steps are designed to help ensure the appropriate choices, effort and resources are made towards reduction of plastic pollution relative to risks and constraints.

THE WASTE HIERARCHY

1.Rethink	Avoid unnecessary single-use plastic products through behaviour change, redesign and innovation Consider the environmental implications of choosing a new material, look first to options that avoid waste
2. Reuse	Find reusable items and repurpose current plastic items (e.g. refillable water bottles, milk rounds etc)
3.Recycle	Ensure that the appropriate waste streams are in place so that all plastic can be reused, recycled or composted in practice.

	<p>Recycle Correctly:</p> <ul style="list-style-type: none">• Check with local authorities on recycling and composting capabilities and requirements• Provide clearly labelled sorting bins in key places around the office and kitchen areas• Provide clear signage on what materials go into which bins• Teach your employees what can and cannot be recycled• Food contamination is a major problem for recycling as recycling facilities will reject items with rotting residue <p>If using non-plastic alternatives (e.g. FSC paper and card, aluminium or tin) ensure that the item won't end up in landfill</p>
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Further Information

For further information please refer to WPP's Plastic Jargon Busting and Plastics Cheat sheet (available here: <https://inside.wpp.com/insidewpp/about/sustainability>).