A STRONGER OFFER FOR OUR CLIENTS

Our biggest sustainability impact is through the work we do for clients, which reaches billions of people each year.

Our clients are grappling with a complex set of social and environmental challenges, changing consumer expectations, and the disruptive impact of technology. Yet at the same time, there are major opportunities they can seize from new markets for more sustainable products and services.

Marketing is a powerful tool with the potential to change people’s attitudes and behaviour. So it is important that we apply high ethical standards to our work. We continue to maintain high standards and compliance procedures in areas such as business ethics, human rights, and data security and privacy.

OUR FOCUS AREAS

- Supporting clients to create brands with purpose and integrate sustainability into strategy, communications and marketing
- Meeting high ethical standards in our client work

HOW ARE WE DOING?

13% of our revenues are from clients who engaged with us on sustainability

WHO’S IN CHARGE?

Our agencies and client leads oversee our work with clients on sustainability. Our Group Chief Counsel and Head of Sustainability oversees our approach to ethics and compliance. We set clear ethical standards for our people and companies through our policy framework and training including the WPP Code of Business Conduct. In 2018, we appointed our first Global Head of Culture, Judy Jackson, to help us bring our values to life.
A STRONGER OFFER FOR OUR CLIENTS

Increasingly, our clients aspire to create brands with purpose and look to us to help them to integrate sustainability into brand strategy, communications and marketing.

We partner with a growing number of clients on sustainability-related briefs. Our blend of expertise means we can offer clients the latest technology alongside the creativity needed to inspire consumers and help to make behavioural shifts more desirable.

This work is of growing importance to WPP. A survey of our top client team leaders in 2018 found that over 80% had recently discussed sustainability with their clients, with almost half of these discussions relating to the development of a brand campaign.

Our work in this area includes:
- **Brand and strategy consulting:** integrating social and environmental values into brand and business strategy.
- **Technology and research:** using technology and data to understand consumer attitudes and behaviour in relation to sustainability.
- **Communications:** helping clients communicate credibly on social and environmental issues with all audiences from consumers, employees and citizens to investors, regulators, the media and NGOs. This can include social marketing campaigns that raise awareness or drive behaviour change on issues of public interest, often for government and NGOs as well as corporate clients.

Given our clients’ growing focus on sustainability, during 2019 we will explore how we can further build our sustainability capabilities and facilitate collaboration on sustainability-related briefs.

Examples of our work for clients are included throughout this report.

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**WPP SUSTAINABILITY REPORT 2018**

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**£2.07bn**

Revenues generated through clients who engaged with us on sustainability

(2017: £2.11bn)

**13%**

Equivalent to approximately 13% of our total revenue

(2017: 13%)
“Start a little good” is a consumer campaign bringing sustainability to life for millions in India and showing how everyone can make a positive difference through small actions.

First, a series of video spots each tackled one of Hindustan Lever’s sustainability priorities in an accessible and engaging way. Now a series of “Plastic becomes fantastic” events are under way, including clean-up drives in parks, beaches and other public spaces with the rubbish collected being recycled to create new, useful objects such as benches, spectacle frames and fishing nets.

NO MORE LITTER
On the occasion of his birthday, a public holiday in India, this campaign reminded everyone of how Mahatma Gandhi lived his philosophy – be the change you want to see. The spot shows actors dressed as Gandhi visiting busy streets in Mumbai, where they pick up recently dropped litter and put it in the bin – highlighting how easy it can be to change bad habits.

SAVING WATER
This emotive spot placed a shower in a poor rural village in one of the driest areas of India. It highlighted why saving water is so important and how everyone can get involved – half the village could drink the water they need in the time it takes for the average Indian city dweller to take a shower.

TACKLING PLASTIC WASTE
This spot showed a cow in danger from eating plastic waste. Though the topic is serious, the spot uses humour to make its point. It shows how the villagers come together to rescue the animal – an example of how we all need to play a part in tackling sustainability issues.

RESULTS
130m people reached through Saving Water video
December 2018–February 2019

79m views of Saving Water video
December 2018–February 2019
Statistics for gender-based violence in South Africa are alarming, with some studies suggesting that up to 40% of all men have abused their partners. Research shows that abuse rates are closely linked to alcohol consumption and often spike after big football matches. Ogilvy Cape Town and Carling Black Label used the Soweto Derby, one of the most fiercely contested matches in African football, to launch this campaign reminding people that there is no excuse for violence against women. A female choir sang the national football anthem with altered lyrics to highlight the issue of domestic abuse. The campaign was discussed in the South African parliament and is now being rolled out to five other countries.

RESULTS

45m people reached March 2018-May 2018
86% increase in positive brand sentiment March 2018-May 2018

To learn more see wpp.com/songforchange