Why sustainability matters

Sustainability issues are important to WPP in the work we do for our clients, the way we run our offices and consider our people and other stakeholders.

Our commitment to sustainability supports our business by creating revenue growth and minimising costs in the following ways:

- Supporting client relationships
- Helping us attract and retain the best people
- Allowing us to meet investor expectations
- Giving us access to digital marketing and insight business
- Creating the right skills base
- Helping us manage reputational risk
- Improving cost efficiency

Awards and recognition 2012

The Full Sustainability Report, together with our Annual Report, trading statements, news releases, presentations, and previous Sustainability Reports, are available online at www.wpp.com

Watch our interview videos online at www.wpp.com/sustainability

Cover illustration by Erica Hestu Wahyuni
The impact of our work

Marketing and communications services play an important role in the progress towards a more sustainable society. Our companies work with clients on many aspects of sustainability.

<table>
<thead>
<tr>
<th>WPP companies apply their sustainability expertise across all disciplines:</th>
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<tbody>
<tr>
<td><strong>RESEARCH and INSIGHT</strong> Our consumer insight companies help clients to understand changing attitudes to sustainability issues and the role of business and government in society, and to test the impact of different sustainability communications approaches.</td>
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<tr>
<td><strong>CONSUMER COMMUNICATIONS</strong> Our advertising, digital and direct communications companies help clients communicate credibly with consumers and other customers on sustainability issues. They help them promote the green or ethical credentials of their products and services.</td>
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<tr>
<td><strong>EMPLOYEE COMMUNICATIONS</strong> Our companies help clients to engage their employees on social and environmental issues and integrate sustainability into their business.</td>
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<tr>
<td><strong>STAKEHOLDER COMMUNICATIONS</strong> Our PR and public affairs companies help clients to communicate with regulators, the media, NGOs and the public on sustainability issues.</td>
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<tr>
<td><strong>BRANDING and STRATEGY</strong> Our companies help clients develop their sustainability strategies and embed social and environmental values into their brands and marketing.</td>
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Our network of agencies with specialist sustainability offerings includes Burson-Marsteller’s Global Corporate Responsibility Practice, Hill+Knowlton Strategies CR & Sustainability Communications offering, JWT Ethos, OgilvyChange, OgilvyEarth and P&G’s S-Team.

“There is a clear opportunity for brands to mainstream sustainability into their products and services. It gives them competitive advantage, and earns them the consumer’s trust.”

Kunal Sinha
Chief knowledge officer
Ogilvy & Mather China
Marketing standards

Our work balances commercial objectives with the need to represent products and services honestly and accurately and to protect consumer privacy. Clear policies, training and communication reinforce our commitment to ethical behaviour.

Our approach covers the following three areas:
- Ethical decision making and business ethics
- Privacy
- Public affairs

Our Code of Conduct and Sustainability Policy explain our standards and set our the guiding principles for all our companies.

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Excerpts from WPP’s Code of Conduct
- We will not undertake work which is intended or designed to mislead, including in relation to social, environmental and human rights issues.
- We will consider the potential for clients or work to damage the Group’s reputation prior to taking them on. This includes reputational damage from association with clients that participate in activities that contribute to the abuse of human rights.

Privacy and data protection are important to our companies that use consumer data to develop and target marketing campaigns. In 2013, we published our Data Code of Conduct to help employees understand our approach and to make decisions that reflect our principles.

“Our business is built on responsible handling of information and data. Trust has to be absolutely maintained. This is central to our relationship with our data sources, usually consumers, and our clients, who trust us to manage services for them.”

George Pappachen
Chief privacy officer
Kantar

>100,000
Over 100,000 employees completed our ethics and anti-bribery training
Employment

We seek to recruit and retain the best, developing our people’s skills so we can continue to deliver the service our clients expect, wherever they are in the world.

We invest in high-quality training, competitive remuneration and employee development and wellbeing. Our commitment to diversity and inclusion helps us to recruit and retain talented people from all backgrounds.

165,000
WPP employees (including associates) (2011: 158,000)

3,000
offices in 110 countries worldwide

32%
of senior managers are women (2011: 31%)

54%
total female employees in 2012 (2011: 54%)

£57.8m
Investment in training & wellbeing in 2012 (2011: £58.3m)

“It’s an exciting time in the world of marketing communications. Our clients have such complex business challenges. So much is changing in our disciplines. We have to keep learning. We have to encourage new ways of thinking, create a culture of innovation.”

Celia Berk
Chief talent officer
Young & Rubicam Group
Environment

We aim for WPP to be a low-carbon and resource-efficient Group. Our strategy covers energy and climate change, resource efficiency and waste management.

Our ambitious target is to reduce our carbon emissions to 1.2 tonnes per person by 2020, a 65% reduction from our 2006 base line.

Our strategy focuses on:
- Improving energy efficiency;
- Reducing nonessential flights by promoting videoconferencing;
- Purchasing renewable electricity where available;
- Offsetting our unavoidable carbon emissions from business air travel.

![Graph showing carbon footprint over years]

2.45 tonnes of CO₂ emitted per person in 2012 (2011: 2.44)
16% electricity purchased from renewable sources (2011: 16%)
542 VC units supported by WPP’s videoconferencing program (2011: 400)

“Sustainability has become a part of the way we work at Team Detroit... We significantly cut energy use among other things, and we achieved LEED certification for the building.”

Toby Barlow
Executive creative director
Team Detroit
Social investment

Our companies provide communications services to charities for little or no fee, and negotiate free media space to run their campaigns. This pro bono work offers exciting creative opportunities to our people and supports their development.

**£5.1m**

**direct cash donations to charities**
(2011: £4.6m)

**£11.1m**

**value of pro bono work**
(2011: £10.5m)

**£14.3m**

**free media space negotiated on behalf of pro bono clients**
(2011: £12.4m)

**£16.2m**

**value of social investment**
(2011: £15.2m)

**£30.5m**

**total social contribution**
(2011: £27.7m)
Our pro bono work

Charities, NGOs and voluntary groups tackling challenging issues from health, poverty and human rights, to road safety and the environment need the best communications services to help them raise awareness, generate funds and motivate support, but many have very limited resources to invest.

“Working with charities has been a really positive experience for us at JWT. It stirs passions, creates new connections, sparks entrepreneurial spirit and creates great work.”

Claire Jackson
Board planning director
JWT London

Campaign: Donate Your Fame
OgilvyOne São Paulo for GRAACC
Campaign: Be Proud
Y&R Paris for Surfrider Foundation

Campaign: I Can’t Wait
Ogilvy Dublin for ISPCC

Campaign: Through Their Eyes
Ogilvy & Mather Hong Kong for ORBIS
Campaign: Sewn Guidelines
The Partners London for Fine Cell Work

Campaign: Stories
JWT London for Aspire

Campaign: Rapid Rescue
JWT Singapore for Red Cross Singapore
Campaign: **Break The Cycle**  
Y&R Mexico for **Save the Children**

Campaign: **Hard and Fast**  
Grey London for **The British Heart Foundation**

Case study campaign footage can be viewed in the Sustainability Report online at [www.wpp.com/sustainability](http://www.wpp.com/sustainability)