

COMMUNITIES



We aim to use the power of our creativity and voice to create healthy and vibrant communities

WHO'S IN CHARGE?

Most of our charitable giving and pro bono work is managed within our agencies, based on their values and their employees' passions. At a global level, we work with partners, including the UN, to drive sustainability at scale

HOW ARE WE DOING?

- \$16.2m** committed to inclusion programmes since 2020 as part of our commitment to invest \$30m over three years in racial equity (excludes 2022 investment)
- \$670,000** generously donated by 4,000+ employees to Ukraine emergency appeal, matched by WPP to bring the total to \$1.34 million
- £35.5m** total social contribution, taking into account cash donations, pro bono work, in kind contributions and free media space (2021: £41.0 million)

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INVESTING IN COMMUNITIES

We aim to use the power of our creativity and voice to support healthy and vibrant communities.

CREATIVITY FOR SOCIAL CHANGE

The work we do with our clients and partners has the power to inspire widespread social change. Good communications are essential to bring about the shift in attitudes and behaviour needed to end extreme poverty, inequality and climate change, and contribute towards the UN Sustainable Development Goals (SDGs).

We can help amplify the impact of charities and non-governmental organisations (NGOs) by providing marketing and creative services, often on a pro bono basis (for little or no fee).

This work is mutually rewarding: it is often worth more than an equivalent cash donation for the beneficiary, helping to increase donations, recruit members, change behaviour and achieve campaign goals, while also giving our colleagues the chance to work on fulfilling, impactful and sometimes award-winning campaigns that build their skills and knowledge and raise the profile of our agencies.

COMMON GROUND

Common Ground is a collaboration between the world's six largest advertising groups and the United Nations, created to support the SDGs. WPP's focus is on gender equality (SDG 5).

As a founding member of the Unstereotype Alliance, we partner with UN Women to work towards eradicating harmful stereotypes from all advertising and media and to drive positive social change. To mark the fifth anniversary of the Unstereotype Alliance, we hosted a celebratory panel at the Cannes Lions Festival of Creativity, discussing the importance of mobilising public action, and engaging employees worldwide as influential advocates.

In 2022, we engaged locally in Australia, Brazil, India, Kenya, South Africa, Turkey and the UK. We also shared insights and data with the global Unstereotype Alliance network on issues including body autonomy and the Consumer Equality Equation report, a study into the relationship between ethnicity and the consumer experience in the UK.



Download the Consumer Equality Equation report at wpp.com/consumer-equality-equation-report

RACIAL EQUITY

In June 2020, we committed to invest \$30 million over three years to use the power of creativity to build more equitable futures for our people and communities impacted by racism. Since then, we have committed \$16.2 million to inclusion programmes. This does not include amounts invested in 2022, as we are still in the process of collating and preparing the data. We intend to finalise our internal review of the data before reporting later in the year.

We aim to fund initiatives that will deliver immediate results, while also laying the foundation for meaningful and sustainable change.

Our Racial Equity Programme was crafted across three pillars:

- 1. Investment in internal equity and inclusion initiatives** such as the beginning of WPP Australia's reconciliation journey with the first step, Reflect, of its Reconciliation Action Plan – which aims to develop respectful relationships and create meaningful opportunities with Aboriginal and Torres Strait Islander people. Pillar 1 also includes our efforts in hiring, retaining, developing and promoting talent to ensure that our employees reflect the diversity of the communities and markets within which we work.
- 2. Creative use of media value and pro bono work** in support of non-profit organisations and charities with anti-racist objectives. Pillar 2 also includes charitable giving, such as the Ogilvy Molefi Thulo Bursary Fund, which is a long-term programme in partnership with the Loeries Awards Company that is designed to discover and support the next generation of industry creative talent in South Africa.
- 3. Funding for 'bold, audacious and creative' initiatives** that will create measurable impact in advancing racial equity around the world. For example, in 2022, we allocated funds to programmes ranging from a hands-on creative technology apprenticeship for high school graduates and underemployed adults in Pittsburgh's Black community, to a mentor training and personal development programme for formerly incarcerated men in the UK.



CREATIVITY HAS THE POTENTIAL TO ADDRESS THE BIGGEST CHALLENGES OF OUR TIME"

Rob Reilly
Global Chief Creative Officer, WPP

ACTION IN OUR LOCAL COMMUNITIES

We encourage our people to use their creativity and expertise to support the local causes they are passionate about, and we have a long tradition of pro bono work covering a range of issues from the arts to conservation, health and human rights.

In 2022, the WPP India Foundation, having supported over 15,000 underprivileged local children with education, training and social support since 2015, was announced as CSR Foundation of the Year (see page 37).

In Australia, we were named one of the most inclusive employers in the country.

And in the UK, we partnered with the One Club of Creativity to launch the One School, designed to support Black British creatives entering the industry with a free, 16-week portfolio and mentoring programme.

\$16.2 million

committed to inclusion programmes as part of our commitment to invest \$30m over three years (excludes investments in 2022)

SUPPORTING EMPLOYEE GIVING

Our people around the world donated generously to the UNHCR appeal set up by WPP agency Blue State to support those forced to flee their homes in Ukraine. More than 4,000 individuals between them donated \$670,000, which WPP matched, bringing the total to \$1.34 million. A number of clients, inspired by our appeal, donated a further \$1.4 million.

We continue to partner with the UNHCR to run employee match funding appeals for disaster relief. Our people have given in response to the floods in Pakistan and, in February 2023, in response to the devastating earthquakes in Turkey and Syria.

VOLUNTEERING

In addition to providing donations, we encourage our people to volunteer their time.

In France, we partnered with social engagement platform Wenabi to launch a new employee volunteering programme, We Care & We Act, to match the talent, skills and interests of our people with requests for volunteer support, enabling positive action in the community.

Our agencies also provide volunteering opportunities for our employees. For example, VMLY&R continued its annual Foundation Day tradition by closing for business all its offices around the world on 29 September to give more than 13,000 employees the opportunity to support causes and non-profit organisations of their choice. The day aims to highlight the collective impact of all employees rolling up their sleeves to give back in meaningful ways.

WHAT WE GAVE IN 2022

Our pro bono work was worth £9.6 million (2021: £7.6 million), for clients including UN Women. We also made cash donations to charities of £5.2 million (2021: £4.8 million).

During the year, WPP matched employee donations to a number of causes including our Ukraine emergency appeal.

Our pro bono work, combined with cash donations, resulted in a total social investment of £14.8 million (2021: £12.4 million), equivalent to 1.3% of headline profit before tax (2021: 0.9%).

WPP media agencies negotiated free media space worth £20.8 million on behalf of pro bono clients (2021: £17.3 million).

This included \$1.5 million media support for the UNHCR Ukraine campaign, thanks to the generosity of our media partners. The funds raised have been used by UNHCR to provide emergency shelter, relief items such as blankets, emergency payments and community support for the millions of people displaced by the conflict.

Our total social contribution, taking into account cash donations, pro bono work, in kind contributions and free media space, and excluding investments in inclusion programmes was £35.5 million (2021: £41.0 million).

£35.5m

total social contribution, taking into account cash donations, pro bono work, in kind contributions and free media space. Excludes investments in inclusion programmes (2021: £41.0 million)

\$670,000

generously donated by 4,000+ employees to Ukraine emergency appeal, matched by WPP to bring the total to \$1.34 million

THE KILLER PACK

A pack that kills mosquito larvae at source

OFFER EXPERIENCE

AGENCY VMLY&R, INDIA

CLIENT MAXX FLASH

Life-threatening diseases such as dengue and malaria were on the rise in certain areas of India. Unusually, this wasn't just in wet season – even in dry season, cases were climbing upwards.

While people were using mosquito repellents to fight mosquitoes inside the home, disease control authorities were alarmed by new breeding grounds popping up outside homes at rubbish collection points. These dumps were providing optimal conditions for mosquitoes to lay their eggs, creating an explosion in numbers.

Maxx Flash, a mosquito coil brand that helps fight mosquitoes inside homes, wanted to stamp out the mosquito menace at these breeding grounds. To answer the brief, VMLY&R created The Killer Pack. The 100% biodegradable packaging was lined and printed with active ingredients that kill mosquito larvae in the places they breed most, such as garbage dumps, dustbins, ponds, stagnant water or stormwater drains. A clever but long-lasting solution to a deadly issue.

61%
average reduction in dengue-causing larvae where distributed

Awards
Cannes Lion Grand Prix, Health & Wellness



WPP INDIA FOUNDATION

Long-term community support recognised with prestigious award

Since 2015, WPP India Foundation has been supporting underprivileged young people aged 11-18. In 2022, this work was recognised when the Foundation was awarded corporate social responsibility (CSR) Foundation of the Year at South Asia's largest CSR forum.

Since it began, the Foundation has opened doors to education, employment and better health for over 15,000 local young people.

A variety of activities take place, including English classes to improve academic scores. Children involved in the project achieved a 96% pass rate in 2022. The Foundation also developed a digital learning course in robotics, coding, 3D design and modelling – doubling participants' coding ability. Over 60% of girls who took part said they had a renewed interest in coding as a career option.

A vocational skills and livelihood training programme equips participants with the confidence, communication and presentation skills needed to secure work. Over 1,000 students have been placed, received a better job opportunity, or gained self-employment thanks to the Foundation. In addition, over 200 young people have been trained in job-readiness skills, helping them to sustain employment; 60% received an industrial placement or will be pursuing further education.



WPP INDIA FOUNDATION IS THE EMBODIMENT OF OUR MISSION IN INDIA. THIS AWARD, LIKE THE 15,000 LIVES CHANGED FOR THE BETTER THROUGH THE FOUNDATION, IS TESTAMENT TO THE TEAM'S COMMITMENT TO CREATING A BETTER FUTURE FOR OUR COLLECTIVE COMMUNITY"

CVL Srinivas
Country Manager, WPP India



WPP

FOUNDATION™
INDIA

RACIAL EQUITY PROGRAMME

Our Racial Equity Programme brings WPP's wider commitments and actions to life to help advance racial equity for our people and in communities.

We held two funding rounds in 2022 (our second and third funding rounds) which were open to all our markets. The second round took place between January and March 2022, while the third round completed at the end of the year.

The third round sought applications that aligned with one of three themes:

- 1. Data/tech/commerce:** in this category, we welcomed projects that leverage existing or emerging tech and data platforms and capabilities to identify, minimise and mitigate racial bias and/or tech-enabled projects that uplift, promote, and make more visible underrepresented voices, content, and issues
- 2. Creative:** in this category, we sought bold, audacious and creative projects that demonstrate that WPP is the creative transformation company
- 3. The Mashup:** in this category, we encouraged submissions to pool the resources of multiple agencies – and perhaps clients and partners too – to design and implement an intervention that advances racial equity

All applications were independently assessed by employees who volunteered as peer reviewers from different agencies in the markets from which applications were received. The rigorous assessment criteria prioritised a definitive commitment to advance racial equity, measurable impact on a specified target audience, and sustainable design.

Proposals with the highest aggregated scores were shortlisted and reviewed by the Commissioning Council through a short pitch process.



For a full list of successful projects, visit wpp.com/racialequityprogramme

RGBLACK

COUNTRY:
AUSTRALIA/NEW ZEALAND/
GLOBAL

AGENCY:
AKQA WITH SUPPORT
FROM SATALIA

COMMUNITY IMPACT:
EVERYONE, WITH AN ESPECIALLY
POSITIVE IMPACT ON PEOPLE
WITH DARKER SKIN TONES

For many years, white skin has been used as the standard to calibrate colours in photography using Shirley Cards. This made it difficult for Black skin tones to be portrayed authentically, and often they would look blurry, flat or shaded in photographic prints. This pattern has been repeated in technologies and algorithms trained to see human faces within digital image libraries. Studies have shown that it is challenging to locate and eliminate these biases. The result of their use is that real people are misrepresented or excluded.

AKQA is working towards building consensus in the creative and technology communities – working with colleagues, clients, corporates and educational institutions, it is championing a new standard of craft for digital creators that includes raising awareness of the dangers present in existing tools to trigger a response.

