

CLIENTS

The work we do for our clients reaches billions of people each year, presenting our greatest opportunity to create positive change.

WHO'S IN CHARGE?

Our agencies and client leads oversee our work with clients on sustainability. The WPP Executive Committee provides additional oversight and guidance on any ethical issues that may arise.

We set clear ethical standards for our people and companies through our policy framework and training including the WPP Code of Business Conduct.

HOW ARE WE DOING?

62%

of our top 50 clients have set or committed to set science-based carbon reduction targets.

PLAYBOOK

sustainability playbook launched, showcasing the diversity of our sustainability capability and innovative work.

IN THIS SECTION

WORK WITH IMPACT

Our growing offer to support our clients in delivering lasting positive impact through their brands.

ACTING ETHICALLY AND WITH INTEGRITY

Maintaining high standards and strong compliance in areas such as ethics, human rights, privacy and data security.

ETHICAL DECISIONS IN OUR WORK

Our review and referral process for sensitive client briefs that may present an ethical risk.

ULTIMATE SAFETY TEST

Volvo Cars placing sustainability at the heart of its brands.

OFFER COMMUNICATIONS

AGENCY GREY, LONDON

CLIENT VOLVO

A leader in automotive safety for decades, Volvo Cars is broadening its focus to sustainability and its commitment to climate neutrality and electric vehicles.

By 2040, with aims to become a fully climate-neutral company across its value chain and, by 2030, it plans to become a fully electric car company.

To announce the news, Grey created the 'Ultimate Safety Test' campaign, devised to reflect the company's commitment to climate neutrality and electrification.

In the new film, a spokesperson takes viewers on a tour of Volvo's safety tests over the decades. During one of these tests in the Arctic Circle, a collapsing glacier becomes a stark reminder that the biggest threat to our safety isn't on the road, it's climate change.

2.3bn
media impressions

Awards
Cannes Lions, Silver
Ad Age, Top 30 Ads
of the year



WORK WITH IMPACT

Consumers today are more vocal than ever about the brands they are choosing (or not choosing) to engage with: 85% believe brands should be about something more than just profit¹.

From combatting climate change to tackling racial inequity, many brands are increasingly focused on how to ensure the targets and pledges they are making translate into tangible change.

WPP's purpose – to use the power of creativity to build better futures for our people, planet, clients and communities – is resonating with our clients more than ever. We have taken significant strides to support our clients in achieving their sustainability and diversity, equity & inclusion (DE&I) goals. For example in 2021, Superunion was engaged on sustainability-related workstreams with 80% of its top 20 global clients. We anticipate more assignments and continue to strengthen our offer to ensure we can provide our clients with the best support and the expertise they need to deliver against their own sustainability ambitions.

We have found creative ways to do pitches and win business, often remotely. And rather than flying around the world, to find 'just the right location', we now produce most of our film and content remotely, using virtual technology and artificial intelligence (AI) which reduces travel and emissions. In 2021 we partnered with Microsoft to launch Cloud Studio, an innovative cloud platform that allows creative teams from across WPP's global network to produce campaigns for clients from any location around the world.

1 Find out more about virtual production on page 41

GroupM's Media Inclusion Initiative aims to direct investment in, and create opportunities for, diverse media companies and content creators with an initial focus on Black-owned media. In 2021 as part of this initiative, 20 clients have pledged to spend at least 2% of their total annual media budget in Black-owned media.

To train and equip our client leads, this year we launched a Sustainability Playbook to showcase the diversity of our sustainability capability and innovative work.

Our Inclusive Marketing Playbook and resource library embeds inclusive marketing principles in everything we do, and our Diversity Review Panel provides a forum to escalate and address concerns around potentially offensive or culturally insensitive work.

To help our leaders develop the knowledge and skills to lead in the age of artificial intelligence, this year we launched an executive diploma in Artificial Intelligence in Business at the University of Oxford Saïd Business School.

To harness the collective power of our industry, WPP became a founding member of #ChangeTheBrief Alliance, which scales a single-agency initiative originated at Mindshare into a not-for-profit partnership between agencies of every size and type – media, creative, design, PR – and their clients. Through a learning programme, insights and expert advice at a category level, the Alliance supports action to directly address the challenge of the climate crisis by encouraging members to adapt their work to promote more sustainable choices and behaviours via every channel available to them.

¹ Wunderman Thompson Intelligence.

AREA OF EXPERTISE

Purpose and brand strategy: integrating social and environmental values into brand and business strategy.

Consumer experience: creating consumer experiences to raise awareness, promote action, or address social or environmental challenges.

Movements and campaigns: rallying multiple stakeholders behind a common cause to change legislation, norms or behaviour in order to drive positive social change.

Consumer behaviour change: promoting more sustainable consumption and driving shifts in behaviour on social or environmental issues.

Innovation, product and service design: sustainable or inclusive by design products, packaging, and routes to market.

EXAMPLES IN THIS REPORT

Read how Grey helped Volvo remind us all that the biggest threat to our safety is not on the road, it's climate change, on page 38.

Read how AKQA helped Tennis Australia help audiences with visual impairments follow sport in real-time, on page 12.

Read how media and creative agencies worked together to help the WHO Foundation tackle vaccine inequity through raising funds for Covid-19 vaccines for lower-income countries, on page 46.

Read how Mediacom helped Walgreen Boots Alliance help the 'vaccine hesitant' become the 'vaccine ready', on page 49.

Read how Wunderman Thompson helped Degree, one of Unilever's key brands, pave the way for more inclusive design for beauty and personal care, on page 17.

Read how Ogilvy helped SC Johnson launch an immersive educational experience to highlight the impact of plastic waste on our oceans and inspire meaningful action, on page 30.

Read how Wunderman Thompson is helping HSBC reconnect the homeless back into society, on page 43.

ACTING ETHICALLY AND WITH INTEGRITY

The work we do for our clients is powerful – it regularly changes attitudes, opinions and the way people behave. As it is critical that these changes are for the better, we are committed to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity. All the advice we provide to our clients, and the content we produce for them, must meet rigorous standards and we will not undertake work which is intended or designed to mislead or deceive.

We work hard to maintain strong compliance in areas such as ethics, human rights, privacy and data security. All of this is covered in our Code of Business Conduct and in our mandatory online ethics training, which all employees (including freelancers working for more than four weeks) are required to complete annually.

There is growing scrutiny – from consumers and regulators – of the descriptions and labels used to promote the environmental credentials of products and services. We are working closely with our agencies to make sure that we are contributing to the discussion and to ensure that our marketing services promote transparency on the environmental attributes of products. In 2022, we will launch further training and

resources specifically to help our people appropriately manage and communicate environmental claims in their work.

We require that all the work our companies produce for clients complies with all relevant legal requirements, codes of practice and marketing standards. There are occasional complaints made about campaigns we have worked on, and some of these are upheld by marketing standards' authorities. Our agencies take action where needed to prevent a recurrence.

Our agencies have policies and processes to mitigate against online advertising appearing on sites with illegal, illicit or unsuitable content.

Our approach to limiting risk and improving trust and quality in the digital supply chain is multi-layered involving our trading, operational, technical, legal and industry engagement teams. Our guides on brand safety in gaming and advertising to children help our clients safely reach online audiences. In 2021, recognising the rise in climate misinformation, we added a dedicated climate change list to our harmful content site and app exclusion list.

We take a zero-tolerance approach to advertising placed adjacent to harmful content, in pirated content environments or on fraudulent or non-viewable placements. We recognise that zero tolerance does not always equal zero risk. That is why we apply a consultative approach to brand safety and brand suitability. We believe clients should be fully aware of the strategic, implementation and tactical implications of managing brand safety across all buying methods and media channels.

ETHICAL DECISIONS IN OUR WORK

We believe that clients have the right to communicate their views and market their products and services, provided doing so is lawful and complies with all applicable regulations and standards.

We have a review and referral process for work that may present an ethical risk, such as work for government clients, work relating to sensitive products or marketing to children.

Before our people can accept potentially sensitive work, they must refer the decision to the most senior person in the relevant office and then to the most senior WPP executive in the country concerned, who will decide if further referral to a global WPP executive is required. This referral process is covered in our mandatory How We Behave

training, which all staff (including freelancers working for more than four weeks) are required to complete on joining and then annually.

Our agencies also have copy-checking and clearance processes for the legal team to review campaigns before publication. These processes have strict requirements in highly regulated sectors such as pharmaceutical marketing.

Each of our agencies has a global Risk Committee, chaired by its respective CEO, to ensure that leadership has a full understanding of the risks across businesses and markets (see 'Risk Governance Framework' on page 88 of our Annual Report 2021).

HOGARTH: SUSTAINABLY MADE

A unique approach to creative production to help our agencies and our clients limit their carbon footprint.

Our creative production arm, Hogarth, is the world leader in producing and deploying content across all channels to drive growth and engagement for brands. Hogarth works for one in two of the world's top 100 brands, delivering to 157 markets across almost every sector, from automotive and entertainment to technology and pharmaceuticals.

However, production and content creation is responsible for a substantial proportion of the total carbon footprint of the marketing and communications process. In a typical year, the agency used to fly to around 1,500 locations all over the world, transporting talent, crew, sets and equipment in search of the perfect environment to shoot hours of footage, much of which was never used. A single hour of film typically generates five tonnes of CO₂e, resulting in estimated industry emissions of around a million tonnes of CO₂e a year.

So, as its clients and partners seek to reduce the environmental impact of their work and move towards net zero, Hogarth harnessed a new sustainable approach to content creation – 'Sustainably Made'.

Using virtual studios and real-time camera-to-cloud technology, the team removed the need for location shoots, allowing clients to see the results in real-time from wherever they are in the world. In turn, this enabled real-time feedback, minimising post-production time and expense. Duplication was reduced by using the same virtual set for different markets. And the team extended the lifecycle of assets by using AI-powered tagging throughout the production process, allowing them to identify, recycle and repurpose footage.

Sustainably Made is the future of content creation, allowing clients to produce the very highest-quality work at scale, tailored to every channel and audience, while significantly reducing its environmental impact.



75%
Estimate of all global productions to be carbon measured, optimised and residually offset by the end of 2023

BY CHANGING HOW WE MAKE WORK, WE CAN MAKE A SIGNIFICANT REDUCTION IN THE ENVIRONMENTAL IMPACT OF OUR ACTIVITY."

Richard Glasson
Global CEO, Hogarth

