

# Sustainability Policy

Our purpose at WPP is to use the power of creativity to build better futures for our people, planet, clients and communities. We believe that by living up to this purpose we will deliver a sustainable future not only for our people, planet, clients and communities but also for WPP and its shareholders. The more we behave in line with our purpose, the better our business will perform and the greater the sustainable returns will be to our shareholders.

This policy is structured to reflect each the four pillars of our sustainability strategy, which we are embedding across our business, and which aims to deliver on our purpose and to give us a balanced focus across environmental, social and governance issues. It is supported by a culture of integrity and transparency in which our people recognise that doing the right thing is good business.

This policy should be read in conjunction with wider policy documents including WPP's Code of Business Conduct and WPP's Environment Policy.

## People

People are at the heart of WPP's business and critical to our business success. We are committed to building a workforce that reflects the societies in which we operate and a culture that is inclusive and one where people feel they belong.

Our core values of being open, optimistic and extraordinary inform how we work. We foster an inclusive culture across WPP that is equitable, tolerant, and respectful of diverse thoughts and individual expression.

WPP upholds these values by:

- selecting and promoting its people on the basis of qualifications and merit, without discrimination or concern for factors such as sex, gender, race and ethnicity, sexual orientation, age, religion, national origin, disability or family status;
- supporting the training and career development of our people; and
- providing a safe and civilised workplace free from harassment or offensive behaviour, where everyone is treated with dignity and respect.

These actions are supported by these specific policies:

- Disability Policy

- Human Rights Policy Statement

## **Planet**

WPP aims to maximise its positive impact on the planet and only to act in accordance with the Paris Climate Agreement.

In line with the science-based carbon reduction targets WPP has set against the Greenhouse Gas (GHG) Protocol and in line with a 1.5°C planetary warming scenario, WPP's policy is to ensure carbon emissions reach net zero:

- in our own operations (scopes 1 & 2) by 2025 by reducing absolute emissions by 84% from a 2019 base year, including by purchasing 100% renewable electricity by 2025; and
- in our supply chain (scope 3) by 2030 by reducing absolute emissions by 50% from a 2019 base year.

These policy aims are supported by these specific policies:

- Environment Policy
- Circular Economy Plastics Policy

## **Clients**

Given the power of creativity to change attitudes and behaviour, WPP is committed to applying high ethical standards to its work to ensure those changes are for the better.

WPP's policy is to:

- comply with applicable regulations and self-regulatory codes of practice in the countries in which we operate;
- not knowingly create work which contains statements, suggestions or images offensive to general public decency and give appropriate consideration to the impact of our work on minority segments of the population, whether that minority be by race, religion, national origin, colour, sex, sexual orientation, gender identity, age or disability;
- not undertake work which is intended or designed to mislead in any respect, including social, environmental and human rights issues.

Delivery of this policy is supported by WPP's:

- Code of Conduct
- Political Activities and Engagement Policy
- Assignment Acceptance Framework
- Green Claims Guide

## **Communities**

We aim to give creativity back at scale which is why WPP has a long tradition of pro bono work covering a range of issues from the arts to conservation, health and human rights.

WPP agencies are encouraged to:

- undertake pro bono work for not-for-profit organisations involved in tackling social and environmental issues;
- make appropriate financial and other donations to social and environmental organisations;
- participate in organised volunteering activities as part of their support for local communities.

WPP also has policies in place to ensure our impact on society accords with the highest ethical standards set out in WPP's:

- Code of Conduct
- Code of Conduct – Supplier Version
- Human Rights Policy Statement
- Modern Slavery Statement
- Letter of Commitment for the UN Global Compact

## **Governance**

The Board is responsible for the overall long-term success of WPP and for setting the Company's purpose, values and culture and strategic direction, including on sustainability.

The Sustainability Committee supports the Board in its oversight of corporate responsibility, sustainability and related reputational matters. It reviews and monitors implementation of the Company's sustainability strategy and reviews policy statements on environmental and social matters. The Committee meets a minimum of four times a year.

The WPP Executive Committee sets the sustainability strategy and oversees the approach across agencies in its implementation, ensuring consistent execution and embedding the Company's culture and values. The Chief Sustainability Officer has operational responsibility for sustainability.

Our agencies are required to comply with this Sustainability Policy and report performance to WPP on an annual basis.

We require our people to take our ethics training, How We Behave, on joining and then on a regular basis. Topics include diversity, human rights, sustainability, business integrity, conflicts of interest and avoiding misleading work.