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## SUSTAINABILITY AT THE HEART OF OUR OFFER FOR 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. Our Group Chief Counsel and Head of Sustainability oversees our approach to ethics and compliance. The WPP Executive Committee sustainability working group, established in 2019, 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.

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### HOW ARE WE DOING?

1 in 5

of our top 50 clients have made commitments to carbon neutrality

80%

of our top 50 client leads have discussed sustainability with their clients

### IN THIS SECTION

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#### WORK WITH IMPACT

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

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#### COMPLIANCE WITH MARKETING STANDARDS

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

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#### ETHICAL DECISIONS IN OUR WORK

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

When P&G wanted to challenge negative stereotypes and champion under-represented groups, they turned to Grey.



## MY BEST SELF

**AGENCY**  
**GREY**

**CLIENT**  
**GILLETTE**

Gillette is on a mission to redefine masculinity for a new era. Grey created "My Best Self", a Facebook documentary following a young man who has transitioned and now faces an iconic moment in every man's life: his first shave. As we watch his dad teaching him how to shave, we are left with the message that "it's not just myself that's transitioning, it's everybody around me transitioning".

**110m**  
film views

**15bn**  
media impressions

Data from: November 2019



[wpp.com/mybestself](http://wpp.com/mybestself)

## DON'T HATE ME BECAUSE I'M BEAUTIFUL

**AGENCY**  
**GREY**

**CLIENT**  
**PANTENE**



In 1986, Grey created Pantene's iconic campaign: "Don't Hate Me Because I'm Beautiful". Since then, Pantene has become synonymous with beautiful hair... one stereotyped kind of beautiful hair. In 2019, Pantene wanted to challenge beauty stereotypes so Grey created the rallying cry, "Don't Hate Me Because I'm BeautifulLGBTQ+". Through the campaign we hear individuals speak about their identities and drive to be their true selves, empowering other members of the LGBTQ+ community and reminding us all what true beauty is all about.

**4,000**  
unique Twitter posts tagging #BeautifulLGBTQ+ on first day of campaign

**90%**  
positive social media reactions

Data from: June 2019

**WORK WITH IMPACT**

Our clients must balance a complex set of social and environmental challenges with changing consumer expectations and constant technological developments. While challenging, today's landscape also offers major opportunities to create new markets for more inclusive and sustainable products and services.

In response, our clients increasingly aspire to generate a lasting positive impact through their brands and look to us to help them express and enhance that impact through brand purpose and strategy, communications and marketing. The breadth and depth of our expertise means we can offer clients the latest technology alongside the creativity and sustainability expertise needed to inspire consumers and help shift behaviour to more sustainable norms.

This work is of growing importance to WPP. We are already engaging with corporate, government and NGO clients on issues ranging from plastic waste to human rights during the development of brand strategies or campaigns. Our agencies provide advice and thought leadership in a range of ways, including Mindshare's #ChangeTheBrief campaign (see page 17).

Recognising our clients' growing focus on sustainable products and practices, we continue to strengthen our offer to ensure we can provide our clients with the best support and the expertise they need to do well by doing good. Some of the highlights of our work in this area are set out in the table below and through the case studies featured in this report.

**80%**  
of our top 50 client leads have discussed sustainability with their clients

**1 in 5**  
of our top 50 clients have made commitments to carbon neutrality

**AREA OF EXPERTISE**

**EXAMPLES IN THIS REPORT**

**Brand and strategy consulting:** integrating social and environmental values into brand and business strategy

Read how Ogilvy helped IKEA show its customers why they make positive sourcing choices for people and planet on page 18

Read how Grey helped Volvo bring green energy to people's homes on page 18

**Technology and research:** using technology and data to understand consumer attitudes and behaviour in relation to sustainability

Read how H+K Strategies helped Doconomy launch a credit card with a carbon limit to inspire everyday action on climate change on page 42

**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

Read how Grey helped P&G challenge negative stereotypes and champion under-represented groups on page 15

Read how Design Bridge helped Lipton tackle loneliness on page 33

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

Read how VMLY&R helped The Amena Autism Center demystify autism on page 34

Read how Grey helped Amnesty International show Indonesians the power of a single signature and how Wunderman Thompson helped start a conversation about child brides in Lebanon on page 44

Read how Social Lab helped TikTok promote online safety on page 54

**Building a movement:** rallying multiple stakeholders behind a common cause to change legislation, norms or behaviour in order to drive positive social change

Read how Scholz & Friends helped The Female Company tackle the tampon tax in Germany on page 18

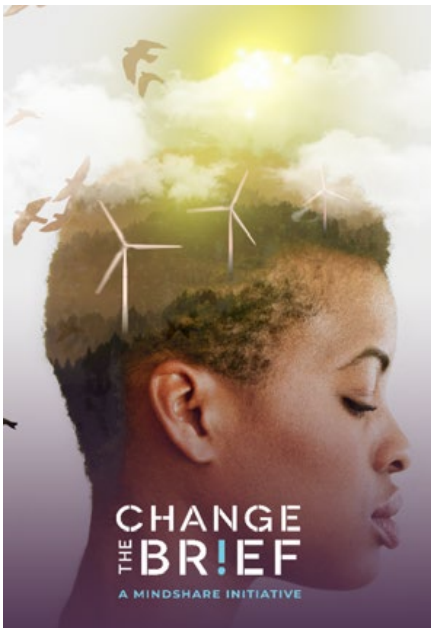
Read how AKQA is using open source software to help protect nature reserves from illegal deforestation on page 24

Read how Geometry helped Costa Ricans tackle unnecessary packaging on page 36

**Shifting social norms:** tackling taboos and shifting cultural norms to promote more sustainable consumption and tackle negative stereotypes

Read how WPP and VMLY&R are helping The National Opioid Action Coalition tackle the stigma of opioid addiction on page 24

Read how Wunderman Thompson helped Lux highlight Saudi Arabian women in male-dominated jobs on page 54



### CHANGE THE BRIEF

In November, on Mindshare's 22nd anniversary, the global network with 116 offices and 7,000 people spent the day connecting with the scale and urgency of the climate crisis and how their work could be part of the solution with #ChangetheBrief. #ChangetheBrief is an invitation for the advertising industry to use its skills to tackle the issue.

#ChangetheBrief is about creating work which answers the "Now" brief, but also the "Future" brief, to encourage the attitudes, lifestyles and behaviours which are consistent with a transition to a carbon-free world.

For example, through the "Future" brief, a food brand could develop packaging that encourages people to freeze unused food to avoid food waste, while a shampoo client could promote considerate water usage by creating a "songs to sing in the shower" playlist on Spotify lasting only four minutes.

As part of Mindshare day, the network took live briefs from Unilever to generate #ChangetheBrief ideas.

Carrie Timms, vice-president of global media at Unilever, said: "At Unilever, we believe brands should be a force for good for the world we live in. Mindshare's #ChangetheBrief initiative is a powerful statement to the industry that we should all do what we can through media, both expertise and investment, to deliver a more sustainable future."

Nick Emery, Global CEO Mindshare, said: "Our great challenge as a society and as an industry is to show how living sustainably is possible, enjoyable, fulfilling and aspirational, and that it can also drive our clients' business. These are all the things that we know how to do."

### COMPLIANCE WITH MARKETING STANDARDS

Marketing is powerful – it can change attitudes and behaviour. It is critical that we apply high ethical standards to our work to ensure those changes are for the better. We work hard to maintain high standards and strong compliance in areas such as ethics, human rights, privacy and data security.

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 companies 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. We take a zero tolerance approach to advertising placed adjacent to harmful content, in fraudulent environments or on non-viewable placements but we recognise that zero tolerance does not always equal zero risk. That is why we apply a consultative approach to brand safety. 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 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 elevate 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 How We Behave online training, which will contain a new sustainability module from 2020 onwards.

**i** See page 49 for more details about updates to our How We Behave training

Our companies 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.

In 2019, we established Network Risk Committees with the aims of ensuring accountability at both the enterprise and network level and to review, monitor and advise on risk and compliance throughout all of our businesses and markets. Duties include providing reports and insights on current risk exposures, identifying new risk types and tracking and pro-actively addressing any breaches of risk limits.

## LEADING THE CHARGE

AGENCY  
**FAMOUSGREY**

CLIENT  
**VOLVO**

Volvo asked FamousGrey to help them answer this question: what is the use of driving electric if you do not charge your car with green energy? To help meet this challenge, the agency created Volts by Volvo, a new energy contract for homes which provides 100% green electricity, so that drivers are not only using electric cars, but also charging them with green energy. And with the energy generated from both wind and solar and provided by green energy expert Eneco, the result is clear: no impact, zero emissions.



**7.5m**

Belgians reached  
(population 11 million)

**1 in 4**

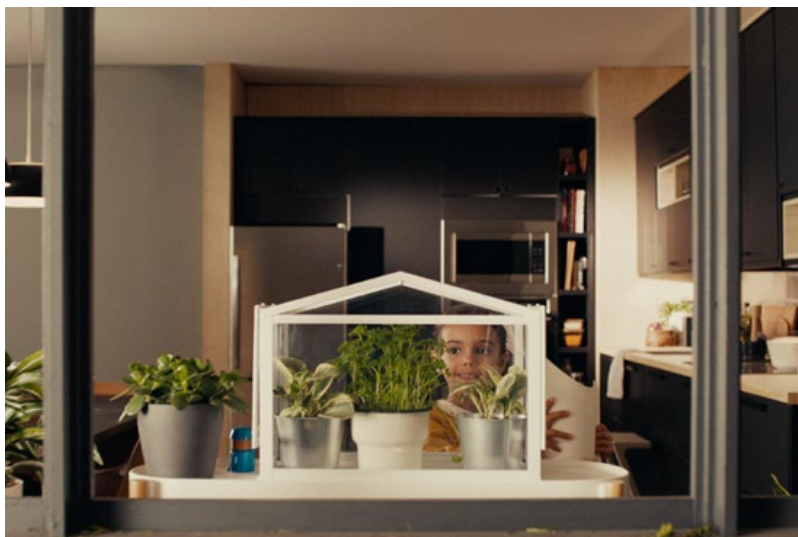
drivers of electric cars  
engaged with the  
Volts by Volvo platform

**71%**

said they would  
re-evaluate their  
electricity contract in  
a post-campaign survey

Data from: April 2019 – January 2020

 [wpp.com/voltsbyvolvo](http://wpp.com/voltsbyvolvo)



## WHY WE MAKE

AGENCY  
**OGILVY**

CLIENT  
**IKEA**

IKEA is known for selling affordable furnishings, but not everyone knows that this does not come at a cost to people and planet.

IKEA asked Ogilvy to showcase the choices they make to have a more positive impact on people and the planet. So Ogilvy created "Why We Make". Because everything from their sustainability initiatives, to inclusive employment practices, to community building and innovative and purposeful product design have always been core to what IKEA is all about – and all in service of helping people live their dreams at home.

**149m**

impressions

Data from: January – February 2020

 [wpp.com/whywemake](http://wpp.com/whywemake)