

WPP publishes its Sustainability Report 2015

The latest Sustainability Report from communications group WPP shows the business making progress on sustainability issues with its clients and in its own operations.

The Report highlights recent client work on sustainability themes as well as new thinking including J. Walter Thompson's Female Tribes, a look at how diversity in advertising can benefit the bottom line, aid consumer engagement and have a positive impact on society.

The Report quantifies the impacts of WPP's business in terms of monetary costs and benefits to society.

Performance highlights include:

- Clients who engaged with WPP on sustainability were worth at least £1.29 billion to the Group in 2015, equivalent to 11% of revenues.
- 47% of senior managers are women.
- 39% cut in its per head carbon footprint since 2006.
- Investments in skills and education including through 5,378 paid internships and apprenticeships and £41.1 million invested in training for employees.
- Partnerships with universities and training organisations in Africa, India and China to develop the skills base for the creative industry in faster growing economies.
- Pro bono work, charitable donations and negotiated free media space worth £43.8 million supporting NGOs working in areas such as environment, health and human rights.
- Continued progress on standards in areas such as consumer privacy and supply chain management.

WPP is now a signatory to the UN Global Compact and the Report forms its first communication on progress against the Compact's 10 principles.

"The marketing services sector has something of a unique role to play in sustainability. We are not large consumers of resources ourselves, but by working with our clients in both the public and private sectors we can help create the right conditions for sustainable change by building awareness, stimulating debate and engaging citizens and consumers on these issues. Our latest Sustainability Report shows how we are working with clients on these issues, as well as making progress within our own business."

Sir Martin Sorrell, Group Chief Executive, WPP

You can download WPP's Sustainability Report and a selection of recent pro bono campaigns at www.wpp.com/sustainabilityreports/2015/