

CARBON CALCULATOR

Our approach to sustainability

Sustainability will be a defining element of client growth over the next decade as more consumers demand sustainable products and increasingly spend with companies and brands that provide products and services that are better for the environment.

WPP have committed to delivering net zero emissions across scopes 1, 2 and 3 by 2030, and are the only communications group to include the media distribution supply chain within this pledge.

Our work to deliver this goal encompasses three elements: infrastructure, media supply ecosystem and strategic planning for clients.

Delivering net zero across three pillars

1. Operations: Our efforts to eradicate carbon from our scope 1 and 2 emissions are advanced, and we will be carbon neutral by 2025.

2. Media supply chain ecosystem: We believe that the carbon footprint of media operations will become a much more significant factor in the allocation of media investment and as such are developing the tools to advise and then optimize media on that basis.

GroupM has developed a carbon calculator to enable clients to estimate and potentially offset the impact of a media plan. We currently estimate for example that a \$1m investment in media is equivalent to 141k car miles.

Over the next 3 years we will substantially evolve the sophistication of this approach, with the goal of delivering significant reductions (rather than offsetting) in the carbon impact of media distribution. Key elements of this plan will involve:

- 2.0 calculators enabling us to measure carbon impact at an individual vendor level
- Working with partners across the media ecosystem to understand approaches which can drastically reduce carbon footprint
- Development of desktop tools which would quickly and simply enable the optimization of plans to produce a lower carbon impact

3. Strategy: We continue to work with clients and the broader industry to develop thinking that drives greater growth through sustainable approaches to marketing by resonating more with consumers.

<https://www.changethebrief.org/> shows how we have taken the Mindshare approach to sustainable strategies, asking teams to also consider a more environmental approach on every brief, and elevated this to an industry movement to drive the broadest possible change.