

WPP

15th May 2014

Mr Kert Davies
Executive Director
The Climate Investigations Center
P.O. Box 91
Alexandria
Virginia 22313
USA

Dear Kert,

Thank you for your letter dated 4th April which has been passed to me to respond to your four questions:


1. WPP has acknowledged climate change for over a decade and published twelve CR/sustainability reports. These include information on our carbon footprint and strategy for reducing it.
2. Yes, we have a target to reduce our carbon footprint to 1.8 tonnes CO2 per person by 2020. Our efforts to achieve this are explained in our report.
3. Yes we have a CR Policy and Code of Business Conduct available at these URLs:
<http://www.wpp.com/wpp/about/howwebehave/governance/>
<http://www.wpp.com/corporateresponsibilityreports/2010/cr-at-wpp/cr-policy.html>
4. There are more than 150 companies within the Group – and each is a distinctive brand in its own right. Between them, our companies work with 351 of the Fortune Global 500, all 30 of the Dow Jones 30, 69 of the NASDAQ 100 and 31 of the Fortune e-50.

We are selected to work on projects by our clients, based on a broad range of criteria including our creative ideas, planning and execution capabilities, as well as our environmental or social credentials. We work across all industries (for companies both privately and publically-owned) as well as governmental organisations, in over 100 geographies, as permitted under international sanctions and legislation.

We seek to ensure that our own work complies with local laws, marketing codes and our own Code of Business Conduct.

CR and sustainability have become increasingly important to many of our clients and our agencies are involved in helping them understand the issues and formulate effective communications. This runs across a number of our disciplines from research, design and PR to advertising. Our agencies also undertake a significant amount of pro-bono work for good causes, including environmental and social NGOs.

Yours sincerely



Paul Richardson