



# WPP ESG DATA BOOK 2025

## WPP ESG Data Book

This document provides a summary of 2025 non-financial metrics, including environmental and social metrics, and non-material data disclosures. For more detail on our double materiality process and the ESG topics identified as material to WPP, and how we are evolving our ESG disclosures, please see our Annual Report 2025 and Sustainability Report 2025 ([wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)).

Tables containing non-material disclosures are indicated using the symbol, °. As we evolve our disclosures to meet mandatory ESG reporting frameworks, we will continue to disclose information on topics that fall outside the Company's materiality threshold (including topics such as health and safety, country-level people metrics and waste) through this annual ESG Data Book and, where appropriate, through ESG rating platforms including CDP, EcoVadis and SEDEX.

We publish our Reporting Standards Index which provides a summary of the topics and disclosures covered and their location in our 2025 reporting. This can be found at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025).

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## Environment

### Carbon emissions statement: emissions and energy <sup>1,2</sup>

CO<sub>2</sub>e emissions breakdown (Tonnes) / Energy (MWh)

		2025		2024	2023	2019				
Emissions source <sup>▷</sup>		UK <sup>3</sup>		Non-UK		TOTAL				
Continuing operations		Energy MWh	Tonnes of CO <sub>2</sub> e	Energy MWh	Tonnes of CO <sub>2</sub> e	Energy MWh	Tonnes of CO <sub>2</sub> e	TOTAL Tonnes of CO <sub>2</sub> e		
Scope 1	Natural gas	4,259	873	6,707	1,374	10,966	2,247	3,331	3,787	6,299
	Diesel and heating oil	0	0	824	214	824	214	203	494	541
	Company cars (centrally contracted)	N/A	0	N/A	2,806	N/A	2,806	3,657	4,251	
	<b>Sub-total Scope 1</b>	<b>4,259</b>	<b>873</b>	<b>7,531</b>	<b>4,394</b>	<b>11,790</b>	<b>5,267</b>	<b>7,191</b>	<b>8,532</b>	<b>18,175</b>
	Company cars (locally contracted)	N/A	0	N/A	1,871	N/A	1,871	2,438	2,822	
	<b>Total Scope 1</b>	<b>4,259</b>	<b>873</b>	<b>7,531</b>	<b>6,265</b>	<b>11,790</b>	<b>7,138</b>	<b>9,629</b>	<b>11,354</b>	<b>25,015</b>
Scope 2	Standard electricity (location-based)	0	0	361	177	361	177	4,585	7,969	56,421
	Renewable electricity (location-based)	15,510	2,745	102,587	40,577	118,097	43,322	49,037	45,937	27,324
	Heat and steam	0	0	12,768	2,238	12,768	2,238	2,350 <sup>3</sup>	1,814	1,820
	<b>Total Scope 2 (location-based emissions)</b>	<b>15,510</b>	<b>2,745</b>	<b>115,716</b>	<b>42,992</b>	<b>131,226</b>	<b>45,737</b>	<b>55,972<sup>3</sup></b>	<b>55,720</b>	<b>85,565</b>
	Standard electricity (market-based)	0	0	361	178	361	178	4,570	8,154	60,750
	Renewable electricity (market-based)	15,510	0	87,077	0	102,587	0	0	0	0
	Heat and steam	0	0	12,768	2,238	12,768	2,238	2,350 <sup>3</sup>	1,814	1,820
	<b>Total Scope 2 (market-based emissions)</b>	<b>15,510</b>	<b>0</b>	<b>100,206</b>	<b>2,416</b>	<b>115,716</b>	<b>2,416</b>	<b>6,920<sup>3</sup></b>	<b>9,968</b>	<b>62,570</b>
Total Scope 1 and 2	Total Scope 1 and 2 (location-based)	<b>19,769</b>	<b>3,618</b>	<b>123,247</b>	<b>49,257</b>	<b>143,016</b>	<b>52,875</b>	<b>65,601<sup>3</sup></b>	<b>67,074</b>	<b>110,580</b>
	Total Scope 1 and 2 (market-based)	<b>19,769</b>	<b>873</b>	<b>107,737</b>	<b>8,681</b>	<b>127,505</b>	<b>9,554</b>	<b>16,549<sup>3</sup></b>	<b>21,322</b>	<b>87,585</b>
Scope 3	Business air travel (centrally contracted flights)						36,781	50,128 <sup>4</sup>	59,793	122,967
	Business air travel (locally contracted and uplifted)		N/A			N/A	12,747	26,629 <sup>4</sup>	15,894	
	<b>Total Scope 3 Business Air Travel</b>						<b>49,528</b>	<b>76,757<sup>4</sup></b>	<b>75,687</b>	<b>122,967</b>

Intensity metric		UK		Non-UK		2025 TOTAL	2024	2023	2019
Total Scope 1 and 2	Tonnes per full-time equivalent employee (market-based)	N/A	0.08	N/A	0.10	<b>0.10</b>	0.15 <sup>3</sup>	0.19	0.82
	Tonnes per £m revenue (market-based)				N/A	<b>0.71</b>	1.12 <sup>3</sup>	1.44	6.62
Scope 3 Business Air Travel	Tonnes per full-time equivalent employee				N/A	<b>0.50</b>	0.71 <sup>4</sup>	0.67	1.15

#### Notes on our emissions data

- Our carbon emissions statement has been prepared following the principles of the Greenhouse Gas Protocol and aligns with the Scope 2 market-based emissions methodology guidance. Our reporting incorporates carbon dioxide equivalent emissions from building energy use, company cars and business air travel and excludes emissions from refrigerant gases, immaterial in 2021 when we calculated our 2019 emissions total, but which will be included from 2026 as part of our updated methodology
  - Additional information on our carbon emissions methodology is included in our WPP Sustainability Reporting Criteria 2025
  - We identified instances of misclassification of heat and steam as natural gas, and omissions of heat and steam emissions across sites in 2024. This resulted in an understatement of both Scope 2 market-based and location-based emissions by 10.7% and 1.2% respectively. Total Scope 1 and 2 emissions and intensity metrics have been updated accordingly. The misclassifications also resulted in an overstatement of Scope 1 emissions of 0.3%, which falls below our 5% restatement threshold and therefore has not been restated. We have not restated the 2019 and 2023 comparatives due to a lack of reliable data for those periods
  - 2024 business air travel emissions restated due to the identification of out-of-scope exchanges included in data shared by a centrally contracted travel management company. This resulted in a 19% overstatement in centrally contracted business air travel emissions, and a 16% overstatement in total Scope 3 (business air travel) emissions, due to the impact on both the centrally and locally contracted totals. This restatement also impacts the Scope 3 tCO<sub>2</sub>e/employee. This does not impact the 2019 and 2023 comparatives, which are not restated. For more detail on WPP's approach to exchanged flights, see WPP Sustainability Reporting Criteria 2025
- Disclosures marked with this symbol relate to ESG topics that have been determined to be material through our double materiality assessment. Read more at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)

## Energy, air travel and waste

Energy Consumption <sup>➤</sup>	MWh	2025	2024	2023	2019
Direct energy		11,789	17,218 <sup>1</sup>	20,586	32,797
Electricity (non-renewable)		361	10,370	18,062	118,927
Electricity (renewable)		118,098	136,536	126,730	69,910
Heat and steam		12,768	13,023 <sup>1</sup>	10,095	9,707
<b>Total energy</b>		<b>143,016</b>	177,148 <sup>1</sup>	175,473	231,341
Energy/employee	MWh/employee	<b>1.5</b>	1.6	1.6	2.2
Proportion renewable electricity	%	<b>100%<sup>2</sup></b>	93%	88%	37%

<b>Business Air Travel</b> <sup>▷</sup>	<b>million miles</b>	<b>2025</b>	<b>2024<sup>4</sup></b>	<b>2023</b>	<b>2019</b>
<b>Business air travel (centrally contracted flights):</b>		<b>125</b>	119	152	
<b>Business air travel (locally contracted and uplifted)<sup>3</sup></b>		<b>33</b>	72	40	
<b>Total air miles travelled</b>		<b>158</b>	191	192	406

<b>Company Cars</b> <sup>▷</sup>	<b>%</b>	<b>2025</b>	<b>2024</b>	<b>2023</b>	<b>2019</b>
<b>Total hybrid or battery vehicles:</b>		<b>74%</b>	63%	46%	N/A

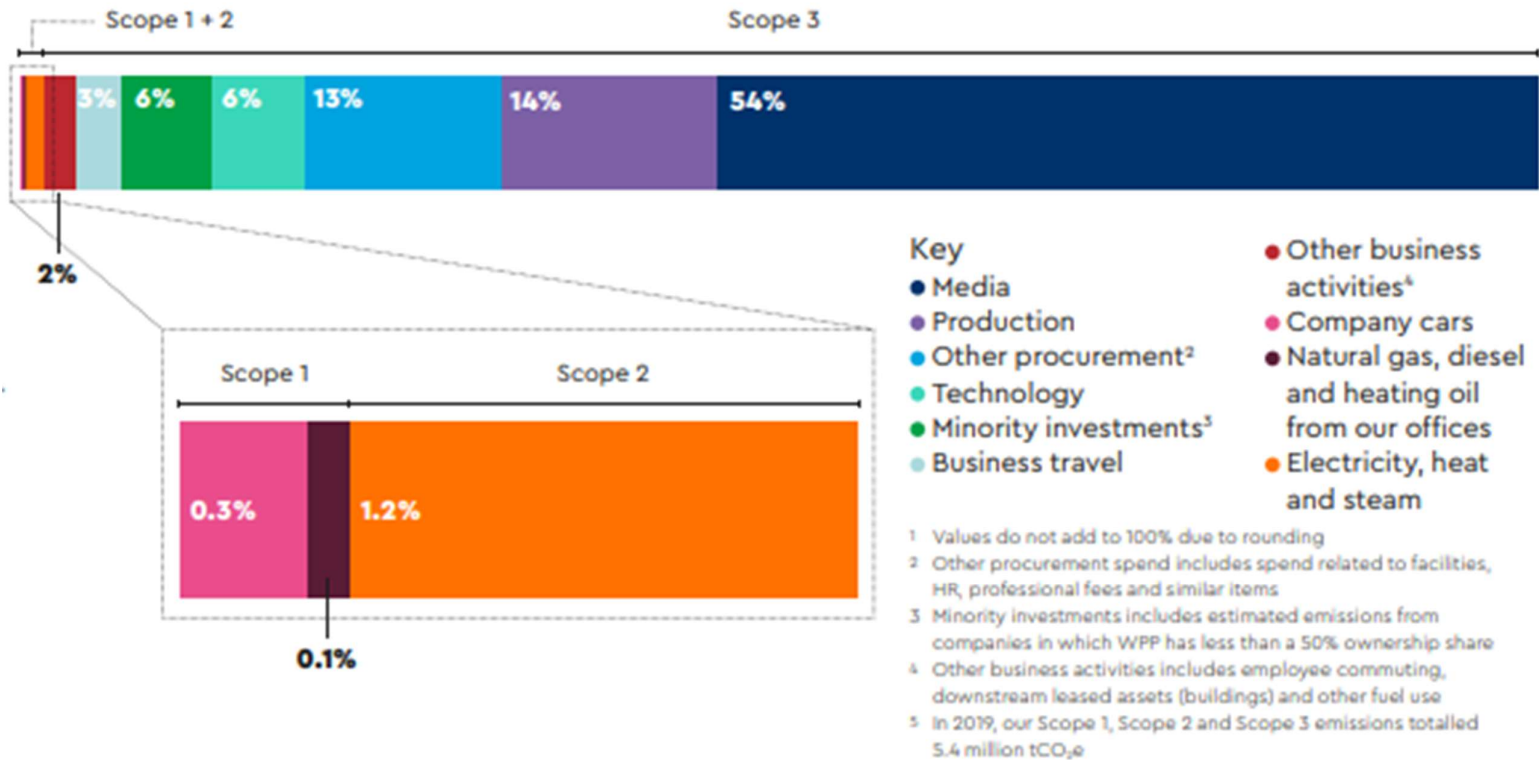
<b>Waste<sup>2, °</sup></b>	<b>Tonnes</b>	<b>2025</b>	<b>2024</b>	<b>2023</b>	<b>2019</b>
<b>Total waste</b>		<b>1,930</b>	2,337	2,003	8,578
<b>Total recycled waste</b>		<b>1,066</b>	1,066	1,125	4,778
<b>Proportion recycled waste</b>	<b>%</b>	<b>55%</b>	46%	56%	56%

#### Notes on Energy Consumption, Business Air Travel, and Waste data

- 1 We identified instances of misclassification of heat and steam as natural gas, and omissions of heat and steam emissions across sites in 2024. This resulted in an understatement of both Scope 2 market-based and location-based emissions by 10.7% and 1.2% respectively. Total Scope 1 and 2 emissions and intensity metrics have been updated accordingly. The misclassification also resulted in an overstatement of Scope 1 emissions of 0.3%, which falls below our 5% restatement threshold and therefore has not been restated. We have not restated the 2019 and 2023 comparatives due to a lack of reliable data for those periods
  - 2 2025 is the first year we applied RE100 Technical Criteria (March 2025) aligned exclusions for markets under 100MWh (not exceeding 500MWh in total) and where it was not technically feasible to purchase renewable electricity. After these exclusions, we reached 99.8% renewable electricity. For more details, see WPP Sustainability Reporting Criteria 2025
  - 3 We collect air travel emissions data from two centrally contracted third-party travel management companies. This covers 74% of Group air travel and we extrapolate for the remaining 26% (2024: 32%)
  - 4 2024 business air travel emissions restated due to the identification of out-of-scope exchanges included in data shared by a centrally contracted travel management company. This resulted in a 19% overstatement in centrally contracted business air travel emissions, and a 16% overstatement in total Scope 3 (business air travel) emissions, due to the impact on both the centrally and locally contracted totals. This restatement also impacts the Scope 3 tCO<sub>2</sub>e/employee. This does not impact the 2019 and 2023 comparatives, which are not restated. For more detail on WPP's approach to exchanged flights, see WPP Sustainability Reporting Criteria 2025
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- ° Disclosures marked with this symbol relate to ESG topics that have been determined to be immaterial through our double materiality assessment. We continue to disclose these metrics through our ESG Data Book. Read more at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)

**Our value chain emissions (2019)**

This chart shows the breakdown of WPP's Scope 1, 2 and 3 emissions baseline<sup>1</sup> (2019). Our total carbon emissions in 2019 were 5.4 million tCO<sub>2</sub>e



## Social

### Age

Age <sup>1,▷</sup>	2025	2024	2023
19 or under	0%	<1%	<1%
20-29	28%	31%	33%
30-39	41%	40%	39%
40-49	20%	19%	19%
50-59	9%	8%	8%
60 and over	2%	<2%	<2%

### Gender

Gender <sup>1,▷</sup>		2025		2024		2023	
		Female	Male	Female	Male	Female	Male
Board & Executive Leaders	%	42%	58%	42%	58%	41%	59%
	#	1,066	1,498	1,458	2,037	1,471	2,082
Senior managers	%	55%	45%	54%	46%	53%	47%
	#	12,093	9,737	10,657	9,189	10,768	9,404
Other employees	%	57%	43%	58%	42%	58%	42%
	#	41,915	31,267	48,244	35,476	51,039	37,567
Total employees	%	56%	44%	56%	44%	56%	44%
	#	55,074	42,500	60,359	46,702	63,278	49,053

#### Notes on our age and gender data

1) The percentages above exclude a small proportion where Gender or Age is unknown or undisclosed. For 2025 this is 1% of total headcount.

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## Health & Wellbeing

Health & Wellbeing <sup>o</sup>	2025	2024	2023	2022
Days lost to sickness (including injuries & stress)	375,517	420,988	422,652	400,617
Work-related injuries (requiring 3+ days absence)	366	359	326	316
Work-related deaths	0	0	0	0
Days lost to sickness / employee	3.8	3.9	3.8	3.5

## Works Councils & Trade Union Membership

Works Councils & Trade Unions <sup>o</sup>	2025	2024	2023	2022
Membership	3%	2%	3%	4%

## Apprenticeships & Internships

Apprenticeships & Internships <sup>o</sup>	2025	2024	2023	2022
Paid internships	5,065	6,112	5,624	6,639
Paid apprenticeships	1,047	1,295	1,317	1,062
Total paid internships and apprenticeships	6,703	7,407	6,941	7,701

## Training

Future Readiness Academy <sup>▷</sup>	2025	2024	2023	2022
Cumulative number of lesson completions	196,740	104,564	64,809	15,829

### Notes on our workforce data

- <sup>o</sup> Disclosures marked with this symbol relate to ESG topics that have been determined to be immaterial through our double materiality assessment. We continue to disclose these metrics through our ESG Data Book. Read more at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)
- <sup>▷</sup> Disclosures marked with this symbol relate to ESG topics that have been determined to be material through our double materiality assessment. Read more at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)

## Workforce ethnicity data

Our workforce ethnicity data covers our operations in the UK 2023-2025.

UK Data (2023-2025) <sup>1,○</sup>	Year	Asian	Black	Mixed / Multiple	Other Ethnic Group	White	Unknown or Undisclosed
Board Members or Executive Leaders	2025	3.6%	0.3%	1.0%	2.0%	67.8%	25.3%
	2024	4.1%	1.0%	1.2%	2.2%	74.4%	17.1%
	2023	5.6%	2.1%	2.6%	1.1%	75.8%	12.7%
Senior Managers	2025	7.3%	2.2%	2.1%	2.2%	61.7%	24.5%
	2024	6.6%	2.4%	2.8%	1.8%	67.3%	19.1%
	2023	8.3%	2.8%	2.3%	1.6%	74.3%	10.8%
Other Employees	2025	10.8%	4.4%	3.7%	2.2%	52.2%	26.7%
	2024	10.9%	4.7%	3.3%	1.8%	51.5%	27.8%
	2023	11.9%	5.4%	3.8%	2.1%	61.5%	15.3%
All Staff	2025	10.0%	3.9%	3.4%	2.2%	54.4%	26.1%
	2024	9.8%	4.1%	3.1%	1.9%	55.7%	25.5%
	2023	10.9%	4.7%	3.4%	1.9%	64.8%	14.3%

### Notes on our ethnicity data

<sup>1</sup> Changes in our ethnicity data reflects structural changes we have made to our business in the year, including job classification, mergers and disposals

<sup>○</sup> Disclosures marked with this symbol relate to ESG topics that have been determined to be immaterial through our double materiality assessment. We continue to disclose these metrics through our ESG Data Book. Read more at [wpp.com/sustainabilityreport2025](http://wpp.com/sustainabilityreport2025)

## Social Investment

	£ million	2025	2024	2023	2022
<b>Social investment<sup>o</sup></b>					
Charitable donations		3.9	4.5	3.6	5.2
Pro bono work		3.3	4.6	9.0	9.6
Free media space		21.7	17.8	19.5	20.8
<b>Total Social Investment</b>		<b>28.9</b>	26.9	32.1	35.5
<b>Social Investment as a % of Reported Headline Profit Before Tax</b>		<b>5.5%</b>	0.9%	0.8%	1.3%

### Notes on our social investment data

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