



**ACCELERATING
IDEAS THAT
WILL CHANGE
THE WORLD**



dentsu
ΛEGIS
network

Future Proof
2020

dentsu
AEGIS
network

Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 123 countries worldwide with over 30,000 dedicated specialists.

www.dentsuaegisnetwork.com



THE WORLD WE
NOW LIVE IN

Dentsu Aegis Network is focused on delivering first-class results and is underpinned by a clear set of values and behaviours that guide us in everything we do. To achieve the network vision, we are launching an ambitious new CSR strategy, Future Proof 2020.

And it needs to be ambitious in a world changing at a faster rate than ever before.

A changing climate; the growth of the global middle class in a time of social instability; changing expectations of government, business and civil society; rapid technological change driving convergence; and the millennial generation growing up surrounded by content; these elements are all transforming our role in this world.



CLIMATE CHANGE

No business or individual has been left untouched by climate change. We need to show how business can be working in an environmentally conscious way, within our planet's boundaries.

SUSTAINABILITY-CONSCIOUS CONSUMERS

The global middle class, exploding at a time of climate change and social instability, has given rise to the sustainability-conscious consumer. We need to meet these consumers' higher expectations for businesses to do more good and inspire consumers to make sustainable choices.

TRUST AND TRANSPARENCY

In this globalising and convergent world, the expectations of business (as well as government and civil society) have increased. We need to earn citizens' on-going trust by ensuring that we are open and honest about how we do business.

DIGITAL NATIVES

Today's young generation have grown up in a connected, digital world, and they take this attitude into their lives and work. We need to engage them beyond business as usual in which we actively shape new solutions to make a different and better future happen.





AMBITION



AMBITION

At our best, we're known for brilliant ideas that connect consumers and companies through successful media, digital and creative communications services.

But in a convergent, content-driven world of seven billion people, with growing social instability and a changing climate, our ideas need to go even further. We need to do more good.

We believe that our industry has the potential to change the world. Dentsu Aegis Network can help shape and accelerate ideas that can positively affect the big social, economic and environmental challenges we all face. In an industry that thrives on ideas that create value, we can use our expertise to make a valuable contribution to ideas that make change happen.

To do that we have to be different and better: it's going to take a whole new level of ambition. Because in the next five years, we believe that sustainability challenges will have just as much of a transformative effect on our business as digital has had over the last five.

This is the ambition behind Future Proof 2020. It's more than a sustainability plan: it makes a valuable contribution towards our corporate strategy of innovating the way brands are built. And it is one of the best ways to demonstrate our values and make ambitious, pioneering, responsible, agile and collaborative come alive.

We will use our unrivalled skills in understanding consumers and digital innovation to create demand for a more sustainable society and enable the organisations creating change get there faster.

We will empower our talented colleagues to do brilliant, meaningful work. And for our clients, there's nothing like seeing a truly innovative, ground-breaking initiative to show how pioneering a better future is not only possible, but already happening.

Future Proof 2020: accelerating ideas that will change the world.

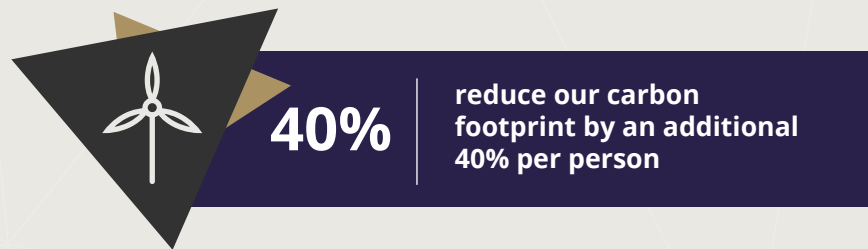


**OUR AMBITIOUS
TARGETS TO
ACHIEVE BY 2020**

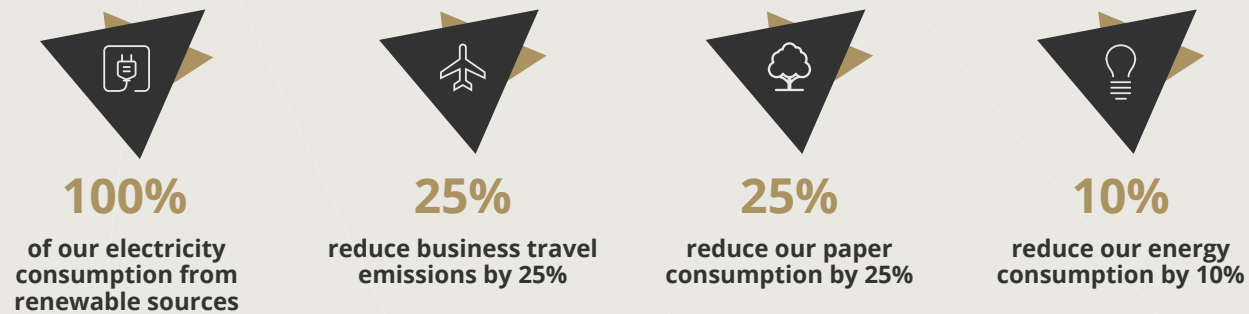
WORKING

REDUCING OUR ENVIRONMENTAL IMPACTS

Since 2010 we have cut our carbon footprint by 20% per person. However, in preventing global temperatures from rising over 2C this century, we will pioneer and lead the way by reducing our environmental impacts by an additional 40% per person by 2020.



The overall goal is achieved by reaching the following targets:



CHANGING

LEADING ON SUSTAINABILITY WITH OUR SUPPLY CHAIN PARTNERS

Every year we spend over £10bn through our partners and suppliers; a hugely positive investment in the local and global economy. This gives us an incredible opportunity to, for the first time, work with our entire supply chain to get with the programme – of creating a better future together.



The overall goal is achieved by reaching the following targets:



LIVING

PROMOTING SUSTAINABLE BEHAVIOURS ACROSS SOCIETY

Every day we influence more than 7 billion consumers on where to shop, what to buy, who to like through our content. With such great power comes great responsibility. We are in a unique position to build on our core expertise around digital communication and consumer insight to accelerate sustainable change. Because sustainability and consumption shouldn't be mutually exclusive.



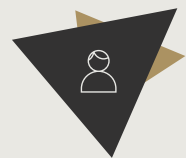
Engage 1,000,000 people with sustainable consumption campaigns

The overall goal is achieved by reaching the following targets:



100%

launch a responsible code of conduct that outlines our key principles



100%

train 100% of client-facing people on responsible marketing principles



50

incubate 50 social enterprises and start-ups to drive sustainable consumption




100,000

educate 100,000 young people on sustainable consumption

GIVING

BUILDING THE SKILLS AND IMPACT OF COMMUNITY ORGANISATIONS

Government and business cannot solve all problems; we need a vibrant and effective civil society to work with us to tackle the sustainability challenges in society. By offering our time and skills to local community organisations we can amplify their reach and impact. We need to support change makers to deliver the change we want to see in our communities.



Enable 500 charities to build communications capabilities

The overall goal is achieved by reaching the following targets:



75%

engage 75% of our people around global action days



\$1m

donate \$1m in unrestricted core costs to local charitable organisations



+10%

enhance our people's work engagement by +10%



+10%

enhance our people's marketing related skills by +10%

A black and white photograph of a crowd of people walking, blurred to convey motion. The image is overlaid with a light gray geometric pattern of thin lines forming various polygons. The text 'PUTTING WORDS INTO ACTION' is centered in a bold, white, sans-serif font. It is framed by two white L-shaped corner brackets: one on the top-left and one on the bottom-right.

**PUTTING WORDS
INTO ACTION**



Lofty words. But how are we actually going to achieve these targets?

First of all, we have a solid track record and a robust foundation to build on. Our first five-year CSR strategy, Future Proof, achieved a 20% carbon footprint reduction per person and over £60m in time and money invested through our volunteering programmes.

Future Proof 2020 is our continuation of pioneering sustainability ideas, all made possible through brilliant teams of change makers in the network. Together we are taking five years' award-winning CSR experience to new heights.

CSR TEAM

Manages the day-to-day implementation of Future Proof 2020, coordinating with all stakeholders to achieve the ambitions. Based in London, it is now five full-time professionals strong and led by Frank Krikhaar, the CSR Director.

CSR STEERING GROUP

Oversees all matters relating to sustainability. Chaired by the CEO of EMEA and Americas, Nigel Morris, it includes senior representatives from across the business and global functions. The Senior management support in the group makes change happen faster.

DENTSU AEGIS NETWORK BOARD

The Dentsu Aegis Network Board sets the Future Proof 2020 strategy, and is continuously updated on progress and performance, as a part of every board meeting. The appetite from the Board is clear: to be leading the industry on CSR.

CSR LEADS AND CHAMPIONS

Digital pioneers - a mix of full-time, part-time or volunteer based colleagues, who make sure we keep producing ground-breaking ideas to change local communities and do our part for a more sustainable world.

LOCAL EXPERTISE FOR GLOBAL IMPACT

Lastly, we haven't developed Future Proof 2020 in isolation. We have done this with the help of more than 700 internal and external contacts – and our mother company Dentsu Inc. Future Proof 2020 links into their CSR strategy, centred around four “shared ambitions”. It means that we are completely aligned and on the same journey to accelerate sustainable change.

**We believe advertising can change the world.
Someone has to.**



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