

As a company responsible for some of the world's most iconic marketing campaigns, IPG has a special responsibility to build our business practices in line with social and environmental considerations and communicate our marketing messages in a way consistent with the long-term health of our communities.

We define sustainability broadly and understand it to include the health of our environment and the betterment of the communities where our employees live and work as well as ensuring a diverse and inclusive workforce.

This past year, we have taken steps to solidify and strengthen our commitment to sustainability. This marks the first year that we will publish a sustainability report using the [GRI G4](#) framework as a reference and including a GRI Content Index. This year, we also signed on to the [United Nations Global Compact](#) — the first U.S.-based ad holding company to do so — and committed to the Compact's principles in the areas of environmental sustainability, fair labor practices, human rights and anticorruption.

During 2015, we also began to measure our emissions and other environmental impacts using [Greenhouse Gas Protocol Corporate Standards](#). We are moving toward a comprehensive understanding of our environmental footprint, enabling us to set strategic environmental targets.

We continue to make strides in our areas of focus — energy usage, recycling, travel and green building practices, as outlined in our corporate sustainability policy — with a 31 percent reduction in square foot per employee during the last decade and a 66 percent reduction in power consumption in our central IT operations since 2008.

Our commitment to our communities also includes employee volunteerism and broad-based pro bono work, as well as cash donations and management commitment. This work can be viewed on our [website](#) and includes examples of how our people are helping to [provide light from renewable sources to underserved communities](#), [deliver clean water](#) and [ensure that teens stay drug free](#).

Finally, the messages we develop on behalf of our clients' brands are steeped in long-term thinking that reflects a commitment to the health of the environment and global community. Examples from IPG agencies include [a partnership with Unilever to increase hand washing and save lives in India](#), [our antibiotics work with Coca Cola around Ramadan](#), and [our LGBT pride campaign with Stoli](#).

We will continue to strengthen and build upon our commitment to sustainability during the year ahead. It's the right thing to do for our employees, for our clients and for our business.



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A handwritten signature in black ink that reads 'Michael I. Roth'.

Michael I. Roth
Chairman and CEO