

C0. Introduction

C0.1

(C0.1) Give a general description and introduction to your organization.

Interpublic Group (IPG) is one of the world's premier global advertising and marketing services companies. Through our 52,000 employees in all major world markets, our companies specialize in consumer advertising, digital marketing, communications planning, media, public relations and specialized communications disciplines.

Our companies create customized marketing programs for clients that range in scale from large global marketers to regional and local clients. Comprehensive global services are critical to serve our multinational and local clients in markets throughout the world as they seek to build brands, increase sales of their products and services and gain market share.

The work we produce for our clients is specific to their unique needs. Our solutions vary from project-based activity involving one company to long-term, fully integrated campaigns created by multiple IPG companies working together. With offices in more than 100 countries, we can operate in a single region or deliver global integrated programs.

The role of our holding company is to provide resources and support to ensure that our companies can best meet clients' needs. Based in New York City, our holding company sets company-wide financial objectives and corporate strategy, establishes financial management and operational controls, guides personnel policy, directs collaborative interagency programs, conducts investor relations, manages corporate social responsibility programs, provides enterprise risk management and oversees mergers and acquisitions. In addition, we provide certain centralized functional services that offer our companies operational efficiencies, including accounting and finance, executive compensation management and recruitment assistance, employee benefits, information technology, marketing information retrieval and analysis, internal audit, legal services, real estate expertise and travel services.

C0.2

(C0.2) State the start and end date of the year for which you are reporting data.

	Start date	End date	Indicate if you are providing emissions data for past reporting years	Select the number of past reporting years you will be providing emissions data for
Reporting year	January 1 2018	December 31 2018	Yes	1 year

C0.3

(C0.3) Select the countries/areas for which you will be supplying data.

- Canada
- China
- France
- Germany
- India
- Israel
- Japan
- Poland
- South Africa
- Spain
- United Arab Emirates
- United Kingdom of Great Britain and Northern Ireland
- United States of America

C0.4

(C0.4) Select the currency used for all financial information disclosed throughout your response.

USD

C0.5

(C0.5) Select the option that describes the reporting boundary for which climate-related impacts on your business are being reported. Note that this option should align with your chosen approach for consolidating your GHG inventory.

Other, please specify (All NA/All UK/Other>50,000 SF)

C1. Governance

C1.1

(C1.1) Is there board-level oversight of climate-related issues within your organization?

Yes

C1.1a

(C1.1a) Identify the position(s) (do not include any names) of the individual(s) on the board with responsibility for climate-related issues.

Position of individual(s)	Please explain
Director on board	While the entire Board of Directors considers the implications of climate change and other key issues of corporate social responsibility (CSR) as it impacts IPG, the primary responsibility sits with the Corporate Governance Committee of the Board and specifically with the Chairperson of the Committee. The responsibility of this committee is to oversee and make recommendations to the Board regarding the Company's policies and practices with respect to issues of global corporate citizenship and social responsibility, including diversity and inclusion, environmental sustainability, charitable and social matters.

C1.1b

(C1.1b) Provide further details on the board's oversight of climate-related issues.

Frequency with which climate-related issues are a scheduled agenda item	Governance mechanisms into which climate-related issues are integrated	Scope of board-level oversight	Please explain
Scheduled – some meetings	<ul style="list-style-type: none"> Reviewing and guiding risk management policies Reviewing and guiding annual budgets Monitoring and overseeing progress against goals and targets for addressing climate-related issues 	<Not Applicable>	IPG created a Sustainability Working Group, with representatives from the Communications, Risk, Real Estate, Procurement, Investor Relations, Travel and Legal functions, which is tasked with reviewing, coordinating and promoting the Company's efforts in the area of sustainability at the consolidated corporate level. This involves scheduled meetings with the Board of Directors, which has overall responsibility for the oversight and management of the Company's risks and of the Company's sustainability program. Climate-related issues are integrated into multi-disciplinary company-wide risk management processes, monitoring and overseeing progress against goals and targets for addressing climate-related issues (as an intensity target was introduced in the fiscal year 2017/2018) and reviewing and guiding annual budget, as there is a dedicated budget for emissions reductions activities.

C1.2

(C1.2) Provide the highest management-level position(s) or committee(s) with responsibility for climate-related issues.

Name of the position(s) and/or committee(s)	Reporting line	Responsibility	Coverage of responsibility	Frequency of reporting to the board on climate-related issues
Environment/Sustainability manager	<Not Applicable>	Both assessing and managing climate-related risks and opportunities <i>Specifically relating to climate change and other sustainability issues the Company has a Senior Director of Corporate Responsibility & Communications who is tasked with reviewing, coordinating and promoting the Company's efforts in this area at the consolidated corporate level. The Director works with representatives from the Communications, Risk, Real Estate, Procurement, Investor Relations, Travel and Legal functions. The Senior Director reports to the VP of Corporate Communications and to the Executive Vice President, Chief Strategy and Talent Officer of IPG. She meets regularly with IPG's Board of Directors to report on these issues.</i>	<Not Applicable>	Annually
Other C-Suite Officer, please specify (EVP, Chief Strategy and Talent Officer)	<Not Applicable>	Both assessing and managing climate-related risks and opportunities	<Not Applicable>	Annually

C1.2a

(C1.2a) Describe where in the organizational structure this/these position(s) and/or committees lie, what their associated responsibilities are, and how climate-related issues are monitored (do not include the names of individuals).

While the entire Board of Directors considers the implications of climate change and other key issues of corporate social responsibility (CSR) as it impacts IPG, the primary responsibility for these matters sits with the Corporate Governance Committee of the Board. The responsibility of this committee is to oversee and make recommendations to the Board regarding the Company's policies and practices with respect to issues of global corporate citizenship and social responsibility, including diversity and inclusion, environmental sustainability, charitable and social matters.

Specifically relating to climate change, the Company has also formed a Sustainability Working Group, with representatives from the Communications, Risk, Real Estate, Procurement, Investor Relations, Travel and Legal functions - this mix of individuals and departments enables IPG to monitor and identify climate-related risks across all areas we do business. The Sustainability Working Group is tasked with reviewing, coordinating and promoting the Company's efforts in this area at the consolidated corporate level. The Sustainability Working Group reports to the Board of Directors and schedules appropriate meetings related to identified climate issues, risks and/or opportunities. Ultimately, the Board of Directors has overall responsibility for the oversight and management of the Company's risks.

It is the role of the Company's management, in particular agency management, to identify and pursue the opportunities presented by clients' responses to the challenges presented by climate change and their development and marketing of new products and services. At the parent-company level, senior management, including a dedicated Senior Director of Corporate Responsibility & Communications as well as the Chief Financial Officer, the Chief Strategy and Talent Officer, the Chief Risk Officer and the General Counsel, is responsible for identifying and prioritizing the risks faced by the Company and its operating units, and for identifying which risks are sufficiently material to warrant the specific consideration of the Company's Board of Directors or its committees.

C1.3

(C1.3) Do you provide incentives for the management of climate-related issues, including the attainment of targets?

	Provide incentives for the management of climate-related issues	Comment
Row 1	Yes	

C1.3a

(C1.3a) Provide further details on the incentives provided for the management of climate-related issues (do not include the names of individuals).

Entitled to incentive	Type of incentive	Activity incentivized	Comment
All employees	Non-monetary reward	Efficiency project	Employees and IPG agencies that demonstrate a commitment to efficiency and sustainability through internal projects and client-related work have the opportunity to be recognized in internal and external communications platforms. One of these platforms resides on the Sustainability and Purpose section of the corporate website: https://www.interpublic.com/our-values/sustainability-purpose

C2. Risks and opportunities

C2.1

(C2.1) Does your organization have a process for identifying, assessing, and responding to climate-related risks and opportunities?

Yes

C2.1a

(C2.1a) How does your organization define short-, medium- and long-term time horizons?

	From (years)	To (years)	Comment
Short-term	0	3	
Medium-term	3	10	
Long-term	10	30	

C2.1b

(C2.1b) How does your organization define substantive financial or strategic impact on your business?

IPG has a robust framework for evaluating a wide range of risks and opportunities, including risks and opportunities that are climate-related, and whether they have a substantive financial impact, defined as an impact exceeding 5% of group operating revenues.

C2.2

(C2.2) Describe your process(es) for identifying, assessing and responding to climate-related risks and opportunities.

Value chain stage(s) covered

Direct operations

Risk management process

Integrated into multi-disciplinary company-wide risk management process

Frequency of assessment

Annually

Time horizon(s) covered

Medium-term

Long-term

Description of process

IPG has a robust framework for evaluating a wide range of risks and opportunities, including risks and opportunities related to sustainability, and whether they have a substantive financial impact, defined as an impact exceeding 5% of group operating revenues. This process is overseen by the Company's senior management, including the Chief Financial Officer, the Chief Operating Officer, the Chief Risk Officer and the General Counsel. These individuals are responsible for the identification and remediation of the principal risks facing the Company and its operations, which includes the operational and regulatory risks that may be posed by climate change. The Company's management, including agency management, is responsible for identifying and executing on business opportunities, including the opportunities presented by clients' responses to the challenges presented by climate change and their development and marketing of new products and services. Specifically relating to climate change, the Company has dedicated a Senior Director of Corporate Responsibility and Communications, and has also formed a Sustainability Working Group, with representatives from the Communications, Risk, Real Estate, Procurement, Investor Relations, Travel and Legal functions, which is tasked with reviewing, coordinating and promoting the Company's risks and efforts in this area at the consolidated corporate level. Ultimately, the Board of Directors has overall responsibility for the oversight and management of the Company's risks. IPG incorporates the physical risks of climate change into its business continuity planning, focusing on the increasing likelihood of extreme weather events. For example, many large cities in which IPG operates have multiple office buildings: if a building in New York City was to be rendered unusable by an extreme weather event, nearby offices have the ability to host displaced employees. Network infrastructure investments also enable the remote working capabilities of employees around the world in the event that office space is unusable due to extreme weather. Additionally, IPG has considered transitional risks and opportunities related to climate change, such as shifting market preferences. As more clients seek to partner with agencies that understand sustainability issues and trends, IPG's visible commitment to sustainability through such measures as reducing its own Scope 3 emissions by reducing employee travel, and reporting appropriately on this progress, is viewed as an opportunity to bolster its reputation among clients. Furthermore, as a global company, IPG is subject to the transitional risks associated with changing legal conditions associated with climate change. The risk of different parts of the Company operating under different climate change systems is something the Company tracks and is aware of.

C2.2a

(C2.2a) Which risk types are considered in your organization's climate-related risk assessments?

	Relevance & inclusion	Please explain
Current regulation	Relevant, always included	Current regulations related to climate risk and resiliency are always considered in our multi-disciplinary company-wide risk identification, assessment, and management processes. At IPG specifically, many of our largest office spaces are located in NYC and London, which have very progressive regulations and policy programs related to climate risk and resiliency. We consider all of these regulations in every municipality that we operate in around the world to make sure to minimize risk in our operations.
Emerging regulation	Relevant, always included	Emerging regulations are always considered in our multi-disciplinary company-wide risk identification, assessment, and management processes. At IPG specifically, many of our largest office spaces are located in NYC and London, which have very progressive regulations and policy programs related to climate risk and resiliency. We monitor emerging regulations in this area, especially when it could change the operating cost of our leased office space.
Technology	Relevant, sometimes included	As a forward-looking company, IPG looks at technological change as a business opportunity. Given increased consumer and business interest technologies around climate change mitigation and adaptation, IPG sees this as a major opportunity where the Company can partner with clients to better explain and show clients' capabilities to deal with climate change issues.
Legal	Relevant, always included	Legal issues related to climate change are always considered in our multi-disciplinary company-wide risk identification, assessment, and management processes. Given the creative nature of IPG's work, the Company is not overly exposed to climate change legislation or litigation. While this risk is fairly minor, the Company has some exposure to legislation and must remain vigilant to make sure IPG is in compliance with ever changing legal mandates in the various markets around the world in which we operate or risk fines and other penalties.
Market	Relevant, always included	Market-related risks concerning climate change and related issues are always included in our multi-disciplinary company-wide risk identification, assessment, and management processes. Climate-related risks that IPG's clients deem as important are also risks that IPG deems as important. As a specific example at IPG, we are increasingly being asked by our clients to report on climate-related issues, performance and strategy. CDP is one of the methods that clients are reaching out to us to obtain this information. We consider the risk of increased reporting, or not reporting, and the tradeoffs / costs and risks these decisions entail.
Reputation	Relevant, always included	Increased stakeholder concern on climate-related issues or negative stakeholder feedback on IPG's response to climate-related issues are seen as risks, as they have the potential to significantly affect IPG's revenue positively or negatively depending on how we manage these issues. At IPG specifically, this is seen as an immediate and current risk. Reputation is always included in our multi-disciplinary company-wide risk identification, assessment, and management processes. At IPG our clients are increasingly engaging with us on these issues and looking to see progress each year.
Acute physical	Relevant, always included	Acute physical effects related to climate change such as extreme weather are always considered in our multi-disciplinary company-wide risk identification, assessment, and management processes. At IPG specifically, we have been affected in the past by extreme weather. For example, Super Storm Sandy greatly impacted our operations in New York, and more recent examples include work disruptions from Hurricanes Harvey, Maria and Irma. Not only do we risk property damage, or injury to our employees, but we also have the risk of our employees not being able to continue their work. At IPG, as a response to this risk, we have implemented a formal business continuity program, which includes remote working, off-site working locations, backups, and other risk management strategies to make sure we can continue delivering quality work on time as expected by our clients even in the face of extreme weather or other natural disasters that may be related to climate change. Some recent examples of how we supported our Puerto Rico agencies in preparation for and in the aftermath of Hurricane Maria: · Shared alerts and weather warnings ahead of the storm · Shared damage reports and infrastructure updates after the storm · Liaised with agency crisis team to establish immediate needs, including those of employees and their family members · Liaised with our hub office in Miami to ascertain next steps and client priorities · Worked to develop payroll advances for employees · Connected agency leadership with asset (property) management
Chronic physical	Relevant, sometimes included	IPG could be affected by sea level rise in high-risk locations, for example New York City and Miami, potentially leading to property damage, damage to assets and increased insurance premiums. Additionally, at IPG specifically, rising mean temperatures are a risk that will likely lead to increased operating costs through increased air conditioning use. As this is seen as a risk in the long term, chronic physical risks are not always included in climate-related risk assessments. They are assessed less frequently than other more immediate risks.

C2.3

(C2.3) Have you identified any inherent climate-related risks with the potential to have a substantive financial or strategic impact on your business?

Yes

C2.3a

(C2.3a) Provide details of risks identified with the potential to have a substantive financial or strategic impact on your business.

Identifier

Risk 1

Where in the value chain does the risk driver occur?

Direct operations

Risk type & Primary climate-related risk driver

Chronic physical	Rising sea levels
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Primary potential financial impact

Decreased asset value or asset useful life leading to write-offs, asset impairment or early retirement of existing assets

Climate risk type mapped to traditional financial services industry risk classification

<Not Applicable>

Company-specific description

Many of our agencies' offices are in places expected to be among the worst affected by sea-level rise. Specifically, we have a significant number of buildings and offices in New York City and Miami, which are areas anticipated to be heavily impacted by rising sea levels in the next few decades.

Time horizon

Long-term

Likelihood

About as likely as not

Magnitude of impact

Low

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

The financial impact of this risk should be low because most of our buildings are leased.

Cost of response to risk

0

Description of response and explanation of cost calculation

We maintain a Business Continuity Office, and each of our major agencies are required to update a business continuity plan regularly which includes data backups, off-site work locations, remote working capabilities, partnerships between agencies for resiliency and many other ways to make sure the work and product deliverables continue even in extreme weather or during natural disasters.

Comment

We do not anticipate any additional cost involved with this management method.

Identifier

Risk 2

Where in the value chain does the risk driver occur?

Direct operations

Risk type & Primary climate-related risk driver

Chronic physical	Rising mean temperatures
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Primary potential financial impact

Increased indirect (operating) costs

Climate risk type mapped to traditional financial services industry risk classification

<Not Applicable>

Company-specific description

Rising global average temperatures could result in increased air-conditioning costs and related energy costs in our offices.

Time horizon

Long-term

Likelihood

Likely

Magnitude of impact

Low

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

We anticipate that the impact of anticipated temperature increases could increase air-conditioning cost anywhere from 5-10%.

Cost of response to risk

0

Description of response and explanation of cost calculation

We are considering energy-efficient and sustainable office space, such as LEED-certified space, in all of our new property buildouts and re-locations to minimize and mitigate this increase in costs through efficiency.

Comment

We do not anticipate any additional cost involved with this management method.

Identifier

Risk 3

Where in the value chain does the risk driver occur?

Downstream

Risk type & Primary climate-related risk driver

Reputation	Increased stakeholder concern or negative stakeholder feedback
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Primary potential financial impact

Decreased revenues due to reduced demand for products and services

Climate risk type mapped to traditional financial services industry risk classification

<Not Applicable>

Company-specific description

If IPG were to develop a reputation for inadequate climate-related efforts in the face of growing customer awareness and increasing sustainability-related demands, clients could lose trust in IPG, which could cause these clients to look at other opportunities to meet their marketing and communications needs and result in reduced revenue for IPG.

Time horizon

Medium-term

Likelihood

About as likely as not

Magnitude of impact

Medium-low

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

The potential financial implications depend on the nature and size of the client.

Cost of response to risk

0

Description of response and explanation of cost calculation

We publish a sustainability report referencing the GRI framework each year, and we also respond to the CDP Climate and CDP Supply Chain surveys each year. This year we responded for the first time to the RobecoSAM Corporate Sustainability Assessment (CSA). We favor energy-efficient and sustainable office space whenever re-locating or building out new locations. Each year we work to improve our management of and reputation around climate-related issues, including partnering with our clients on these matters.

Comment

We do not anticipate any additional cost involved with this management method.

C2.4

(C2.4) Have you identified any climate-related opportunities with the potential to have a substantive financial or strategic impact on your business?

Yes

C2.4a

(C2.4a) Provide details of opportunities identified with the potential to have a substantive financial or strategic impact on your business.

Identifier

Opp1

Where in the value chain does the opportunity occur?

Direct operations

Opportunity type

Products and services

Primary climate-related opportunity driver

Development of new products or services through R&D and innovation

Primary potential financial impact

Other, please specify (Increased revenues due to new product and service offerings.)

Company-specific description

IPG believes that the economic and social impact of climate change, including as a result of regulatory initiatives, presents the Company's agencies and their clients with significant marketing and communications opportunities as those challenges are addressed.

Time horizon

Short-term

Likelihood

Very likely

Magnitude of impact

Medium

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

The potential financial implications depend on the nature and size of the client.

Cost to realize opportunity

0

Strategy to realize opportunity and explanation of cost calculation

We view sustainability as a business imperative for IPG, for our agencies, and for our clients. As our talent innovates and works to drive sustainability efforts both at IPG and with our clients, we create and expand markets for sustainable products and services.

Comment

We do not anticipate any additional cost involved with this management method.

Identifier

Opp2

Where in the value chain does the opportunity occur?

Direct operations

Opportunity type

Products and services

Primary climate-related opportunity driver

Shift in consumer preferences

Primary potential financial impact

Increased revenues resulting from increased demand for products and services

Company-specific description

IPG anticipates that the impact of climate change presents the Company's agencies and their clients with significant marketing and communications opportunities as those challenges are addressed. IPG agencies and corporate business development teams work with their clients to identify and address those challenges and opportunities. The growing demand for sustainable products and services, not only in the developed economies, but also across developing markets, presents business and financial opportunities for the Company's clients and for IPG. As the Company's clients develop and launch new products and services, IPG and its agencies have the opportunity to partner with them to market their solutions and tailor their communication strategies.

Time horizon

Short-term

Likelihood

Very likely

Magnitude of impact

Medium

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

The potential financial implications depend on the nature and size of the client.

Cost to realize opportunity

0

Strategy to realize opportunity and explanation of cost calculation

The creative talent at IPG's agencies is driving sustainability efforts through what they do best: developing marketing campaigns that create new markets for sustainable products, in partnership with forward-thinking clients. These marketing efforts can shift demand toward more environmentally responsible products and can result in consumer behavior changes that reduce environmental and social pressures on a meaningful scale.

Comment

We do not anticipate any additional cost involved with this management method.

Identifier

Opp3

Where in the value chain does the opportunity occur?

Direct operations

Opportunity type

Resource efficiency

Primary climate-related opportunity driver

Move to more efficient buildings

Primary potential financial impact

Reduced indirect (operating) costs

Company-specific description

At IPG specifically, we are including assessments of climate-resilient and efficient technologies in our real estate department whenever we relocate or build out new space. By moving our offices into more efficient buildings, we have the opportunity to save on operating costs such as electricity, heating and air conditioning.

Time horizon

Short-term

Likelihood

Very likely

Magnitude of impact

Medium

Are you able to provide a potential financial impact figure?

No, we do not have this figure

Potential financial impact figure (currency)

<Not Applicable>

Potential financial impact figure – minimum (currency)

<Not Applicable>

Potential financial impact figure – maximum (currency)

<Not Applicable>

Explanation of financial impact figure

We expect that the potential financial implications will lower our risk of increased energy, heating and cooling costs.

Cost to realize opportunity

0

Strategy to realize opportunity and explanation of cost calculation

Beginning in 2016, all new tenant buildouts conform to LEED-certified or better.

Comment

We do not anticipate any additional cost involved with this management method.

C3. Business Strategy

C3.1

(C3.1) Have climate-related risks and opportunities influenced your organization's strategy and/or financial planning?

Yes

C3.1a

(C3.1a) Does your organization use climate-related scenario analysis to inform its strategy?

No, and we do not anticipate doing so in the next two years

C3.1c

(C3.1c) Why does your organization not use climate-related scenario analysis to inform its strategy?

Our business continuity program and site incident plans, which develop comprehensive emergency management procedures for a substantial set of our office locations to respond to disruptions caused by extreme weather, helps to make sure we are ready to react to the immediate impacts in various climate-change-related scenarios. In addition, the sustainability program and its various initiatives related to climate change, such as our publishing of an annual sustainability report, our response to RobecoSAM, and our response to CDP, help us to explore these issues strategically each year and engage to meet the needs of our clients in areas related to climate change.

Currently, IPG does not consider climate change to be a significant immediate short-term threat, given the nature of the Company's business (a provider of marketing and communications services) and physical presence (as a non-manufacturing and non-site-specific business). IPG currently gains information on climate-related risks through research and discussions with stakeholders, and, considering the low immediate threat to IPG of climate-related risks based on the nature of the company, we feel that this approach is sufficient at present. We will continue to explore this each year as we anticipate that important stakeholder expectations and other factors may change over the next few years.

C3.1d

(C3.1d) Describe where and how climate-related risks and opportunities have influenced your strategy.

	Have climate-related risks and opportunities influenced your strategy in this area?	Description of influence
Products and services	Yes	Better competitive position to reflect shifting customer preferences. IPG believes that the economic and social impact of climate change, including as a result of regulatory initiatives, presents the Company's agencies and their clients with significant marketing and communications opportunities as those challenges are addressed. This area is already impacting our business and will continue to do so in the future.
Supply chain and/or value chain	No	As a professional services firm whose primary business is generating marketing solutions rather than physical products, climate change does not directly impact our supply chain.
Investment in R&D	Yes	IPG agencies and corporate business development teams work with their clients to identify and address those challenges and opportunities related to climate change. The growing demand for sustainable products and services, not only in the developed economies, but also across developing markets, presents business and financial opportunities for the Company's clients and for IPG in the short-term. As the Company's clients develop and launch new products and services, IPG and its agencies have the opportunity to partner with them to market their solutions and tailor their communication strategies.
Operations	Yes	Rising sea levels and increasing global mean temperatures are expected to impact our operations over the long term. Many of our agencies are located in places expected to be among the worst affected by sea-level rise. For example, New York City and Miami, where we maintain significant operations, are areas anticipated to be heavily impacted by rising sea levels in the next few decades. Our operations, including the ability for our employees to work and deliver to our clients on time, could be affected by climate-related issues.

C3.1e

(C3.1e) Describe where and how climate-related risks and opportunities have influenced your financial planning.

	Financial planning elements that have been influenced	Description of influence
Row 1	Revenues Indirect Capital expenditures Capital allocation Acquisitions and divestments Access to capital Assets Liabilities	Revenues IPG's principal revenue risks comes from reputational risk, including not only clients' perception of the quality of our work, but also their perception of the Company as a valued business partner. With businesses and consumers increasingly wanting to only purchase goods and services from ethical companies, IPG needs to maintain itself as a company taking climate change and sustainability seriously or risk losing revenue opportunities over the long term. Indirect costs IPG is cognizant of how its activities can impact the environment. Accordingly, the Company has taken several actions to mitigate its energy usage which have impacted operating costs. For example, IPG now requires all new buildouts to be LEED-certified wherever possible. This has reduced emissions as well as operating costs. As well, by increasing virtualization by 80% since 2008, the Company has reduced power consumption in IT operations by 66%, further reducing emissions and operating costs. Our financial planning for this element covers the short, medium, and long term. Capital expenditures / capital allocation While IPG includes risks and opportunities related to climate change when allocating capital, the Company does not generally own physical structures that would be impacted by climate change and thus does not need to allocate capital for adaption. We plan over the long term to continually evaluate climate change issues that have the potential to impact our owned assets. Acquisitions and divestments While IPG has a successful track record of integrating acquisitions, because we are expanding our reporting boundary year on year, that has the real impact, rather than a particular acquisition or divestment. Over the long-term, this area may impact us as CDP defines it. Access to capital At the present time, our access to the capital markets and other sources of financial capital has not been impacted by climate change, although we do see an increasing number of investment funds whose investment criteria are driven by ethical and social considerations, including climate change. The true source of capital that has made IPG successful has been our human capital. Employees are more and more interested in working at ethical corporations and we expect this attitude to impact our access to talent over the long term. Assets IPG rents rather than owns the overwhelming majority of its facilities. Our key asset is our people – our talent. So, this area is not impacted in the short term. We plan, over the long term, to continually evaluate climate change issues that have the potential to impact our owned assets. Liabilities As IPG generally lacks physical liabilities that would be impacted by climate change, we do not believe this area is relevant to our business. We plan, over the long term, to continually evaluate climate change issues that have the potential to impact our physical liabilities.

C3.1f

(C3.1f) Provide any additional information on how climate-related risks and opportunities have influenced your strategy and financial planning (optional).

N/A

C4. Targets and performance

C4.1

(C4.1) Did you have an emissions target that was active in the reporting year?

Intensity target

C4.1b

(C4.1b) Provide details of your emissions intensity target(s) and progress made against those target(s).

Target reference number

Int 1

Year target was set

2017

Target coverage

Company-wide

Scope(s) (or Scope 3 category)

Scope 2 (location-based)

Intensity metric

Metric tons CO2e per unit FTE employee

Base year

2015

Intensity figure in base year (metric tons CO2e per unit of activity)

1.33

% of total base year emissions in selected Scope(s) (or Scope 3 category) covered by this intensity figure

100

Target year

2030

Targeted reduction from base year (%)

10

Intensity figure in target year (metric tons CO2e per unit of activity) [auto-calculated]

1.197

% change anticipated in absolute Scope 1+2 emissions

50

% change anticipated in absolute Scope 3 emissions

0

Intensity figure in reporting year (metric tons CO2e per unit of activity)

1.11

% of target achieved [auto-calculated]

165.413533834586

Target status in reporting year

Achieved

Is this a science-based target?

No, and we do not anticipate setting one in the next 2 years

Please explain (including target coverage)

The intensity target covers 100% of our measured Scope 2 emissions in the base year. Our target is set on an intensity basis because each year we are expanding the boundary of the buildings that we are collecting data from, as data becomes more available. Therefore, as our absolute emissions will tend to go up, our intensity metric will allow us to measure our performance in reducing year over year emissions against our target.

C4.2

(C4.2) Did you have any other climate-related targets that were active in the reporting year?

No other climate-related targets

C4.3

(C4.3) Did you have emissions reduction initiatives that were active within the reporting year? Note that this can include those in the planning and/or implementation phases.

Yes

C4.3a

(C4.3a) Identify the total number of initiatives at each stage of development, and for those in the implementation stages, the estimated CO2e savings.

	Number of initiatives	Total estimated annual CO2e savings in metric tonnes CO2e (only for rows marked *)
Under investigation	0	0
To be implemented*	0	0
Implementation commenced*	0	0
Implemented*	2	2320
Not to be implemented	0	0

C4.3b

(C4.3b) Provide details on the initiatives implemented in the reporting year in the table below.

Initiative category & Initiative type

Energy efficiency in production processes	Process optimization
---	----------------------

Estimated annual CO2e savings (metric tonnes CO2e)

1160

Scope(s)

Scope 2 (location-based)

Voluntary/Mandatory

Voluntary

Annual monetary savings (unit currency – as specified in C0.4)

0

Investment required (unit currency – as specified in C0.4)

0

Payback period

No payback

Estimated lifetime of the initiative

6-10 years

Comment

Information Technology – to improve IT operational efficiencies and reduce energy consumption, IPG has migrated its IT infrastructure and applications operations to the state-of-the-art Scott Technology Center facilities located on the campus of the University of Nebraska at Omaha. IPG consolidated its four Global IT Data Centers to this new facility, which utilizes energy-efficient technology and virtualization. As a result, since 2008, IPG IT has decreased the number of physical servers in our production and disaster recovery facilities by 30% while increasing its hosting services; more than doubling the amount of storage. IPG also achieved a 66% reduction in IT power consumption and reduced the Central IT data center square footage by half when we centralized our data centers (starting in 2008). IPG is now sustaining an 80/20 ratio of virtual to physical machines which have decreased racks, ports, and overall carbon footprint. IPG IT continues to adopt new energy-efficient technology as older servers and storage age out and need replacement, and over the years, we have been able to continue to reduce the number of server racks and power required to run IPG’s enterprise infrastructure and applications while continually adding new feature functionality. Additionally, Central IT moved from New York City to Jersey City, NJ, and achieved Gold level LEED certification in our new IT headquarters.

Initiative category & Initiative type

Energy efficiency in buildings	Other, please specify (LEED-Certified buildouts, "green design", and sharing facilities)
--------------------------------	--

Estimated annual CO2e savings (metric tonnes CO2e)

1160

Scope(s)

Scope 1

Voluntary/Mandatory

Voluntary

Annual monetary savings (unit currency – as specified in C0.4)

0

Investment required (unit currency – as specified in C0.4)

0

Payback period

No payback

Estimated lifetime of the initiative

6-10 years

Comment

IPG encourages its employees and agencies to implement policies and energy usage guidelines that meet or exceed local regulations. IPG favors occupying "green spaces," and encourages all agencies to consider such facilities where possible. In fact, all new tenant buildouts since the beginning of 2016 are being executed at LEED-Certified or better. Sharing facilities is another component to reducing our carbon footprint. IPG Real Estate policies, SP&Ps 104 Real Estate (domestic only) and 105 Real Estate (international only) require all agencies to look within the portfolio for real estate solutions before committing to leasing new office space. We encourage agencies to employ "Green Designs" when designing their offices. This includes open space planning (80% workstations / 20% offices).

C4.3c

(C4.3c) What methods do you use to drive investment in emissions reduction activities?

Method	Comment
Dedicated budget for other emissions reduction activities	The Company has formed a Sustainability Working Group, with representatives from the Communications, Risk, Real Estate, Procurement, Investor Relations, Travel and Legal functions, which is tasked with reviewing, coordinating and promoting the Company's efforts in the area of sustainability at the consolidated corporate level. The Working Group has hired The Governance and Accountability Institute to assist the Company in developing and implementing its emissions reduction activities and policy. IPG has also named Jemma Gould as Senior Director, Corporate Responsibility & Communications, to identify and implement corporate policies and best practices with respect to sustainability.
Employee engagement	Interpublic communicates to its employees the value of individual responsibility to deliver behavioral change, including recycling, energy usage and local sourcing. Sustainability practices, including, for example, a travel program that endorses public transport and video conferencing where possible and a "green building" real estate initiative, are communicated throughout the Company.
Internal incentives/recognition programs	In April 2014 the Company first published STRONGER, its new report on corporate citizenship at the IPG companies. STRONGER has now been transformed into a dynamic site (https://www.interpublic.com/our-values/sustainability-purpose/) that showcases a sampling of the agencies' work on social issues in the communities where employees live and work, as well as a snapshot of IPG's programming in the area of environmental responsibility. The Company has encouraged its agencies to report their activities and initiatives in this area to be considered for recognition on this site.
Compliance with regulatory requirements/standards	IPG encourages its employees and agencies to implement policies and energy usage guidelines that meet or exceed local regulations. All new tenant build-outs are required to be LEED-certified or better whenever feasible. IPG also has a sustainability policy which you can find here: https://www.interpublic.com/wp-content/uploads/2019/07/SPP-121-Sustainability-Environmental-Impact.pdf
Employee engagement	To help ensure that travel across the organization is as sustainable as possible, the IPG Travel department has enhanced the Company's online booking tool to allow employees to sort air travel by carbon dioxide (CO2) emissions as well as by time and cost. The Company was one of the first Fortune 500 companies to implement such a program.

C4.5

(C4.5) Do you classify any of your existing goods and/or services as low-carbon products or do they enable a third party to avoid GHG emissions?

No

C5. Emissions methodology

C5.1

(C5.1) Provide your base year and base year emissions (Scopes 1 and 2).

Scope 1

Base year start

January 1 2015

Base year end

December 31 2015

Base year emissions (metric tons CO2e)

2496.8

Comment

Scope 2 (location-based)

Base year start

January 1 2015

Base year end

December 31 2015

Base year emissions (metric tons CO2e)

21964.2

Comment

Scope 2 (market-based)

Base year start

Base year end

Base year emissions (metric tons CO2e)

Comment

C5.2

(C5.2) Select the name of the standard, protocol, or methodology you have used to collect activity data and calculate emissions.

The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)

C6. Emissions data

C6.1

(C6.1) What were your organization's gross global Scope 1 emissions in metric tons CO2e?

Reporting year

Gross global Scope 1 emissions (metric tons CO2e)

4762.9

Start date

January 1 2018

End date

December 31 2018

Comment

Past year 1

Gross global Scope 1 emissions (metric tons CO2e)

4786.3

Start date

January 1 2017

End date

December 31 2017

Comment

C6.2

(C6.2) Describe your organization's approach to reporting Scope 2 emissions.

Row 1

Scope 2, location-based

We are reporting a Scope 2, location-based figure

Scope 2, market-based

We have no operations where we are able to access electricity supplier emission factors or residual emissions factors and are unable to report a Scope 2, market-based figure

Comment

C6.3

(C6.3) What were your organization's gross global Scope 2 emissions in metric tons CO2e?

Reporting year

Scope 2, location-based

27781.9

Scope 2, market-based (if applicable)

<Not Applicable>

Start date

January 1 2018

End date

December 31 2018

Comment

Past year 1

Scope 2, location-based

29546.8

Scope 2, market-based (if applicable)

<Not Applicable>

Start date

January 1 2017

End date

December 31 2017

Comment

C6.4

(C6.4) Are there any sources (e.g. facilities, specific GHGs, activities, geographies, etc.) of Scope 1 and Scope 2 emissions that are within your selected reporting boundary which are not included in your disclosure?

No

C6.5

(C6.5) Account for your organization's gross global Scope 3 emissions, disclosing and explaining any exclusions.

Purchased goods and services

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm, IPG does not have a material amount of purchased goods and services that that would affect Scope 3 emissions.

Capital goods

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm, IPG does not have a material amount of capital goods that would affect Scope 3 emissions.

Fuel-and-energy-related activities (not included in Scope 1 or 2)

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG provides advertising and marketing solutions, and does not have a material amount of fuel and energy-related activities that are not included in Scope 1 or 2.

Upstream transportation and distribution

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG provides advertising and marketing solutions, and therefore there is not a material upstream transportation and distribution of goods.

Waste generated in operations

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm, IPG does not have a material amount of waste that that would affect Scope 3 emissions.

Business travel

Evaluation status

Relevant, calculated

Metric tonnes CO2e

62834

Emissions calculation methodology

TRX* CO2 Emissions Methodology for Air Travel 1) Gather airline schedule data (city pair, miles, carrier, aircraft, seats) 2) Determine fuel burn rates for aircraft and distance 3) Calculate total CO2 emissions for the flight 4) Allocate emissions between cargo and passengers 5) Allocate emissions per cabin 6) Adjust for passenger load factors
Note: The TRX model is built in a modular manner so that the highest-quality, most up-to-date, trustworthy public information available can be used. *TRX is IPG's global travel data consolidator

Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

Please explain

IPG's 52,000 employees around the world travel nearly 300 million miles each year on airplanes. Several years ago, the IPG travel department developed a new way to track carbon emissions related to that travel and a way for our business travelers to play a big part in reducing those emissions. While we work to limit our travel where possible, in a client services business, some of our travel is essential. Efficient travel policies – traveling less where possible, traveling lighter and traveling smarter – is a shared goal that we have committed to. To help ensure that travel across our organization is as sustainable as possible, we have enhanced our online booking tool to allow business travelers to sort air travel by carbon dioxide (CO2) emissions as well as by time and cost. This tracking system has been turned on in nearly all countries where online booking is available, allowing our business travelers to assess comparative CO2 emissions between IPG preferred carriers, allowing us to make smarter travel choices that are also less damaging to the environment. By understanding the impact each of us can have upon the economic, environmental, and social sustainability of our communities, our employees can contribute in small ways to the ongoing health of our communities. Our travel program that takes carbon emissions into consideration was one of the first of its kind to be instituted at a Fortune 500 company.

Employee commuting

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm operating mostly in major cities, the majority of IPG's employee's commute via mass transit.

Upstream leased assets

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As an advertising and marketing firm, IPG does not have any material upstream leased assets.

Downstream transportation and distribution

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG provides advertising and marketing solutions, and therefore there is no material upstream transportation and distribution of goods.

Processing of sold products

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG does not manufacture or produce products for sale directly as it provides advertising and marketing services to clients.

Use of sold products

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG does not manufacture or produce products for sale directly as it provides advertising and marketing services to clients.

End of life treatment of sold products

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG does not manufacture or produce products for sale directly, but provides advertising and marketing services to clients.

Downstream leased assets

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm, IPG does not have any material downstream leased assets.

Franchises

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

IPG does not have any franchises.

Investments

Evaluation status

Not relevant, explanation provided

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

As a marketing and advertising firm, IPG does not have a material amount of investments that would affect Scope 3 emissions.

Other (upstream)

Evaluation status

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

Other (downstream)

Evaluation status

Metric tonnes CO2e

<Not Applicable>

Emissions calculation methodology

<Not Applicable>

Percentage of emissions calculated using data obtained from suppliers or value chain partners

<Not Applicable>

Please explain

C6.7

(C6.7) Are carbon dioxide emissions from biogenic carbon relevant to your organization?

No

C6.10

(C6.10) Describe your gross global combined Scope 1 and 2 emissions for the reporting year in metric tons CO2e per unit currency total revenue and provide any additional intensity metrics that are appropriate to your business operations.

Intensity figure

1.11

Metric numerator (Gross global combined Scope 1 and 2 emissions, metric tons CO2e)

32544.8

Metric denominator

full time equivalent (FTE) employee

Metric denominator: Unit total

29300

Scope 2 figure used

Location-based

% change from previous year

5.13

Direction of change

Decreased

Reason for change

GHG emissions intensity per full time equivalent (FTE) employee decreased from 2017 to 2018: in 2017 it was 1.17 MTCO2e Employee, and in 2018 it was 1.11 MTCO2e per employee (5.13% decrease). The reason for the decrease is due to energy efficiency programs and also due to the implementation of standards in the management of our real estate portfolio that require new leases and buildouts to be LEED certified. The expanded boundary as of the end of 2018 included 54% of our worldwide headcount, and 65% of our worldwide square footage.

C7. Emissions breakdowns

C7.1

(C7.1) Does your organization break down its Scope 1 emissions by greenhouse gas type?

No

C7.2

(C7.2) Break down your total gross global Scope 1 emissions by country/region.

Country/Region	Scope 1 emissions (metric tons CO2e)
Canada	686.04
United States of America	3361.77
United Kingdom of Great Britain and Northern Ireland	480.82
France	8.28
Germany	184.22
Israel	41.74

C7.3

(C7.3) Indicate which gross global Scope 1 emissions breakdowns you are able to provide.

Please select

C7.5

(C7.5) Break down your total gross global Scope 2 emissions by country/region.

Country/Region	Scope 2, location-based (metric tons CO2e)	Scope 2, market-based (metric tons CO2e)	Purchased and consumed electricity, heat, steam or cooling (MWh)	Purchased and consumed low-carbon electricity, heat, steam or cooling accounted for in Scope 2 market-based approach (MWh)
United States of America	20159.31		73078.8	
Canada	591.73		8781.05	
United Kingdom of Great Britain and Northern Ireland	2248.67		10557.57	
France	24.29		309.42	
China	1333.39		1789.88	
Germany	344.39		1810.4	
Israel	369.26		1230.32	
Japan	382.74		918.02	
South Africa	1459.26		1572.27	
Spain	171.65		570.27	
United Arab Emirates	65.77		103.83	
Poland	262.36		408.41	
India	369.04		386.99	

C7.6

(C7.6) Indicate which gross global Scope 2 emissions breakdowns you are able to provide.

Please select

C7.9

(C7.9) How do your gross global emissions (Scope 1 and 2 combined) for the reporting year compare to those of the previous reporting year?

Decreased

C7.9a

(C7.9a) Identify the reasons for any change in your gross global emissions (Scope 1 and 2 combined), and for each of them specify how your emissions compare to the previous year.

	Change in emissions (metric tons CO2e)	Direction of change	Emissions value (percentage)	Please explain calculation
Change in renewable energy consumption	0	No change	0	
Other emissions reduction activities	1788.37	Decreased	5	Our combined Scope 1 and 2 emissions for 2017 were 34,333 MTCO2e and in 2018 combined emissions decreased by 1,788.37 MTCO2e to 32,545. This calculates to a 5% decrease in Scope 1 and 2 combined emissions YOY. The reason for the decrease is due to energy efficiency programs and the implementation of standards in the management of our real estate portfolio.
Divestment	0	No change	0	
Acquisitions	0	No change	0	
Mergers	0	No change	0	
Change in output	0	No change	0	
Change in methodology	0	No change	0	
Change in boundary	0	No change	0	
Change in physical operating conditions	0	No change	0	
Unidentified	0	No change	0	
Other	0	No change	0	

C7.9b

(C7.9b) Are your emissions performance calculations in C7.9 and C7.9a based on a location-based Scope 2 emissions figure or a market-based Scope 2 emissions figure?

Location-based

C8. Energy

C8.1

(C8.1) What percentage of your total operational spend in the reporting year was on energy?

More than 0% but less than or equal to 5%

C8.2

(C8.2) Select which energy-related activities your organization has undertaken.

	Indicate whether your organization undertook this energy-related activity in the reporting year
Consumption of fuel (excluding feedstocks)	Yes
Consumption of purchased or acquired electricity	Yes
Consumption of purchased or acquired heat	No
Consumption of purchased or acquired steam	Yes
Consumption of purchased or acquired cooling	No
Generation of electricity, heat, steam, or cooling	Yes

C8.2a

(C8.2a) Report your organization's energy consumption totals (excluding feedstocks) in MWh.

	Heating value	MWh from renewable sources	MWh from non-renewable sources	Total (renewable and non-renewable) MWh
Consumption of fuel (excluding feedstock)	HHV (higher heating value)	0	25865.4	25865.4
Consumption of purchased or acquired electricity	<Not Applicable>	0	72689.59	72689.59
Consumption of purchased or acquired heat	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Consumption of purchased or acquired steam	<Not Applicable>	0	2846.07	2846.07
Consumption of purchased or acquired cooling	<Not Applicable>	<Not Applicable>	<Not Applicable>	<Not Applicable>
Consumption of self-generated non-fuel renewable energy	<Not Applicable>	0	<Not Applicable>	0
Total energy consumption	<Not Applicable>	0	101401.06	101401.06

C8.2b

(C8.2b) Select the applications of your organization's consumption of fuel.

	Indicate whether your organization undertakes this fuel application
Consumption of fuel for the generation of electricity	No
Consumption of fuel for the generation of heat	Yes
Consumption of fuel for the generation of steam	No
Consumption of fuel for the generation of cooling	No
Consumption of fuel for co-generation or tri-generation	No

C8.2c

(C8.2c) State how much fuel in MWh your organization has consumed (excluding feedstocks) by fuel type.

Fuels (excluding feedstocks)

Natural Gas

Heating value

HHV (higher heating value)

Total fuel MWh consumed by the organization

25028.63

MWh fuel consumed for self-generation of electricity

<Not Applicable>

MWh fuel consumed for self-generation of heat

<Not Applicable>

MWh fuel consumed for self-generation of steam

<Not Applicable>

MWh fuel consumed for self-generation of cooling

<Not Applicable>

MWh fuel consumed for self-cogeneration or self-trigeneration

<Not Applicable>

Emission factor

53.06

Unit

kg CO2 per million Btu

Emissions factor source

https://www.epa.gov/sites/production/files/2018-03/documents/emission-factors_mar_2018_0.pdf

Comment

Fuels (excluding feedstocks)

Fuel Oil Number 2

Heating value

HHV (higher heating value)

Total fuel MWh consumed by the organization

836.76

MWh fuel consumed for self-generation of electricity

<Not Applicable>

MWh fuel consumed for self-generation of heat

<Not Applicable>

MWh fuel consumed for self-generation of steam

<Not Applicable>

MWh fuel consumed for self-generation of cooling

<Not Applicable>

MWh fuel consumed for self-cogeneration or self-trigeneration

<Not Applicable>

Emission factor

10.21

Unit

kg CO2e per gallon

Emissions factor source

https://www.epa.gov/sites/production/files/2018-03/documents/emission-factors_mar_2018_0.pdf

Comment

C8.2d

(C8.2d) Provide details on the electricity, heat, steam, and cooling your organization has generated and consumed in the reporting year.

	Total Gross generation (MWh)	Generation that is consumed by the organization (MWh)	Gross generation from renewable sources (MWh)	Generation from renewable sources that is consumed by the organization (MWh)
Electricity	0	0	0	0
Heat	25865.4	25865.4	0	0
Steam	0	0	0	0
Cooling	0	0	0	0

C9. Additional metrics

C9.1

(C9.1) Provide any additional climate-related metrics relevant to your business.

C10. Verification

C10.1

(C10.1) Indicate the verification/assurance status that applies to your reported emissions.

	Verification/assurance status
Scope 1	No third-party verification or assurance
Scope 2 (location-based or market-based)	No third-party verification or assurance
Scope 3	No third-party verification or assurance

C10.2

(C10.2) Do you verify any climate-related information reported in your CDP disclosure other than the emissions figures reported in C6.1, C6.3, and C6.5?

No, but we are actively considering verifying within the next two years

C11. Carbon pricing

C11.1

(C11.1) Are any of your operations or activities regulated by a carbon pricing system (i.e. ETS, Cap & Trade or Carbon Tax)?

No, and we do not anticipate being regulated in the next three years

C11.2

(C11.2) Has your organization originated or purchased any project-based carbon credits within the reporting period?

Yes

C11.2a

(C11.2a) Provide details of the project-based carbon credits originated or purchased by your organization in the reporting period.

Credit origination or credit purchase

Credit purchase

Project type

Other, please specify (Offset donations have been pooled with other business offset donations and have supported carbon offset projects in our renewable energy projects categories: <https://carbonfund.org/renewable-energy/>)

Project identification

Purchased 1,919.9 Tonnes of CO2 Emissions Offsets from CarbonFund.org which supports carbon reduction projects worldwide including renewable energy, methane destruction, energy efficiency, and forestry. Here are examples of some of the projects included in the basket: <https://carbonfund.org/renewable-energy/>

Verified to which standard

Other, please specify (Carbonfund.org carbon offsets must meet the same, strict eligibility requirements to ensure the validity and transparency of the carbon emissions neutralization process: <https://carbonfund.org/standards/>)

Number of credits (metric tonnes CO2e)

1919.9

Number of credits (metric tonnes CO2e): Risk adjusted volume

1919.9

Credits cancelled

No

Purpose, e.g. compliance

Voluntary Offsetting

C11.3

(C11.3) Does your organization use an internal price on carbon?

No, and we do not currently anticipate doing so in the next two years

C12. Engagement

C12.1

(C12.1) Do you engage with your value chain on climate-related issues?

Yes, our suppliers

Yes, our customers

Yes, other partners in the value chain

C12.1a

(C12.1a) Provide details of your climate-related supplier engagement strategy.

Type of engagement

Compliance & onboarding

Details of engagement

Included climate change in supplier selection / management mechanism

% of suppliers by number

100

% total procurement spend (direct and indirect)

100

% of supplier-related Scope 3 emissions as reported in C6.5

0

Rationale for the coverage of your engagement

Sustainability is now considered in Company and agency activities, planning, operations and outreach, as well as with IPG's suppliers and business partners. Every time a supplier contract is signed, the Company requests that the supplier complete a detailed questionnaire, including information about their sustainability practices. IPG policy is to review its contracts with existing suppliers at least every three years. IPG expects its suppliers to share its commitment to operating in sync with the long-term health of the environment. Interpublic has also adopted a Supplier Code of Conduct (<https://www.interpublic.com/wp-content/uploads/2019/07/SPP382SupplierCodeofConduct.pdf>) applicable to all suppliers and their employees, agents and subcontractors. IPG believes it is necessary to engage 100% of their suppliers relating to climate change and other sustainability-related issues in order to ensure 100% on-boarding and that progress towards sustainability can be made throughout the supply chain. This also ensures that all suppliers are treated equally, in terms of sustainability-related engagement and requirements. In accordance with the Supplier Code of Conduct, IPG expects its suppliers to share the same social responsibility it does of growing business in a sustainable fashion. IPG believes that environmental stewardship and local business development are of utmost importance, and the Company constantly seeks new ways to fulfill its responsibilities to the environment. Interpublic expects its suppliers to adopt an environmentally friendly policy, share its commitment to sustainability, and comply with all applicable environmental laws and regulations.

Impact of engagement, including measures of success

Ensures that IPG has a benchmark for its suppliers' sustainability and climate-related performance at the beginning of the relationship and can then work together from there to improve it. Assessing suppliers for climate-related performance and other sustainability-related performance at the beginning of the contract means that IPG can identify their forerunners and those lagging behind and concentrate their efforts on engaging with and helping to improve those lagging behind. Potential climate-related risks throughout the supply chain can be assessed and consequently monitored. IPG can target specific suppliers to engage with on these issues to manage and reduce the risk.

Comment

C12.1b

(C12.1b) Give details of your climate-related engagement strategy with your customers.

Type of engagement

Education/information sharing

Details of engagement

Run an engagement campaign to education customers about your climate change performance and strategy

% of customers by number

100

% of customer - related Scope 3 emissions as reported in C6.5

0

Portfolio coverage (total or outstanding)

<Not Applicable>

Please explain the rationale for selecting this group of customers and scope of engagement

Increasingly, IPG's clients have been asking for more information on the Company's sustainability programs, including information relevant to climate change. In response to this growing demand, IPG has developed several methods of engaging and educating all clients about its climate-change performance and strategy. The Company believes it is important to communicate about its efforts and performance to all clients, and this is the rationale for engaging with the entire group. Sustainability is now considered in Company and agency activities, planning, operations and outreach, as well as with IPG's suppliers and business partners. IPG's Sustainability Report (<https://www.interpublic.com/gri-reports/>) and its Sustainability and Purpose site (<https://www.interpublic.com/our-values/sustainability-purpose/>) are publicly available for all clients to access, and is shared pro-actively by our agencies with their clients. This report is part of an engagement campaign to educate customers about IPG's climate change performance, strategy, and wider sustainability-related achievements and targets.

Impact of engagement, including measures of success

The impact of this engagement is an improvement in the relationships with our clients. As a measure of success, we have recently been approached by several of our largest clients to partner together in working on emissions reductions projects, and are forming stronger relationships with these clients around shared values. Further, we are finding that as these relationships build, new opportunities arise around client engagements related to sustainability. Through these types of engagements with clients/customers, we are working together to create a fundamental change in marketing, which shifts demand toward more environmentally responsible products and can result in consumer behavior changes that reduce environmental and social impacts on a meaningful scale. The creative minds at our agencies are driving sustainability strategy through what they do best: innovation. As part of Interpublic's long-term growth strategy, our agencies are developing advertising campaigns that create new markets for sustainable products, in partnership with forward-thinking clients.

C12.1d

(C12.1d) Give details of your climate-related engagement strategy with other partners in the value chain.

Other partners in the value chain constitute NGOs that IPG works with and also the Governments in IPG's countries of operations. IPG is a participant in the United Nations Global Compact, an initiative that encourages companies to align strategies and operations with universal principles on human rights, labor, environment and anti-corruption, and to report on the actions the company takes to advance these societal goals. Additionally, we are part of Common Ground, an initiative that brings together the companies in our sector in support of the UN Sustainable Development Goals. IPG has adopted Goal #6, access to water and sanitation, and is working on a number of initiatives in support of this goal including a water project in Mozambique (<https://www.interpublic.com/news/ipg-supported-water-project-in-mozambique-is-complete/>). We also aim to strengthen the communities where our employees live and work. Every day, around the world, teams from our agencies are working in their local markets on projects that include promoting organic farming (<https://www.interpublic.com/case-study/fcb-chicago-and-michelob-promote-organic-farming-on-super-bowl/>), breaking down gender stereotypes (<https://www.interpublic.com/case-study/mccann-new-york-and-microsoft-partner-on-super-bowl-ad-with-katie-sowers/>) and bringing awareness to mental health (<https://www.interpublic.com/case-study/mullenlowe-london-and-bupa-uk-focus-on-mental-health/>). The Company and its agencies have also responded to the COVID-19 pandemic, working with client partners around the world (<https://www.interpublic.com/our-work/>).

C12.3

(C12.3) Do you engage in activities that could either directly or indirectly influence public policy on climate-related issues through any of the following?

- Trade associations
- Funding research organizations
- Other

C12.3b

(C12.3b) Are you on the board of any trade associations or do you provide funding beyond membership?

Yes

C12.3c

(C12.3c) Enter the details of those trade associations that are likely to take a position on climate change legislation.

Trade association

American Association of Advertising Agencies (the 4As)

Is your position on climate change consistent with theirs?

Consistent

Please explain the trade association's position

The mission of the 4As is to improve and strengthen the advertising agency business in the United States. As part of that goal, the organization works with federal, state, and local governments to help achieve desirable social and civic goals, and facilitates the application of its members' skills and talents to pro bono efforts on behalf of worthwhile social and community causes.

How have you influenced, or are you attempting to influence their position?

The Company engages with policy makers principally through its membership in trade organizations such as the 4As. Through its Washington office, the 4As represents the interests of 4As members as well as of the advertising industry as a whole. As the Company does not believe its interests with respect to the challenges posed by climate change differ from those of its fellow industry participants, it does not typically engage policy makers on an individual basis in this area.

C12.3d

(C12.3d) Do you publicly disclose a list of all research organizations that you fund?

Yes

C12.3e

(C12.3e) Provide details of the other engagement activities that you undertake.

Interpublic continually engages on in sustainability through the creative work of its agencies (<https://www.interpublic.com/our-work/>). As part of Interpublic's long-term growth strategy, its agencies develop advertising campaigns that create new markets for sustainable products, in partnership with forward-thinking clients. The Company believes this represents a fundamental change in marketing, since it shifts demand toward more environmentally responsible products, and can result in consumer behavior changes that reduce environmental and social pressures on a meaningful scale.

At the corporate level, IPG is a signatory of the United Nations Global Compact, an initiative that encourages companies to align strategies and operations with universal principles on human rights, labor, the environment and anti-corruption.

This year, IPG has continued its support of United Nations Sustainable Development Goal #6, access to water and sanitation for all. Some of our agencies' work in this important area includes partnerships that bring clean water to areas where it is sorely lacking, as well as corporate initiatives like a donation to fund a hand pump for a well in Ethiopia (<https://www.interpublic.com/news/construction-completed-on-ipg-water-project-in-ethiopia/>) that brings clean water to hundreds there. IPG and its agency Huge were recognized by the United Nations for our work with Common Ground, the initiative that brings together the large holding companies in our sector in support of the Sustainable Development Goals (SDGs). Huge helped create a YouTube campaign aimed at garnering Gen Z's support of the SDGs.

Understanding that sustainability is a significant opportunity as well as an important responsibility for IPG, we began to report (<https://www.interpublic.com/gri-reports/>) on our sustainability initiatives utilizing the GRI-Standards framework. In this, our sixth year of reporting, we continue to progress on our sustainability journey, making strides on this key indicator of our success as a company and as a corporate citizen.

C12.3f

(C12.3f) What processes do you have in place to ensure that all of your direct and indirect activities that influence policy are consistent with your overall climate change strategy?

All IPG employees must act with integrity and transparency to build relationships and trust with clients. For that reason, the IPG Code of Conduct (https://www.interpublic.com/wp-content/uploads/2019/07/IPG_CoC_2018-English-International.pdf) forms the foundation of how employees should act and do business day-to-day. The code lays out key policies such as anti-bribery and anti-corruption, as well as around political and lobbying activities. While IPG employees are permitted to participate in political activities, including those activities which are related to climate change, they may only do so in a personal capacity and not as a representative of the company, nor may they make political contributions in the name of IPG or using IPG funds. All lobbying activities, including those activities which are related to climate change, must first be cleared with the IPG Legal Department except where the applicable office's regular business activities consist of such lobbying activities.

C12.4

(C12.4) Have you published information about your organization's response to climate change and GHG emissions performance for this reporting year in places other than in your CDP response? If so, please attach the publication(s).

Publication

In voluntary sustainability report

Status

Complete

Attach the document

2019_ipg-gri.pdf

Page/Section reference

All

Content elements

Governance
Strategy
Risks & opportunities
Emissions figures
Emission targets

Comment

C15. Signoff

C-FI

(C-FI) Use this field to provide any additional information or context that you feel is relevant to your organization's response. Please note that this field is optional and is not scored.

N/A

C15.1

(C15.1) Provide details for the person that has signed off (approved) your CDP climate change response.

	Job title	Corresponding job category
Row 1	Chairman and Chief Executive Officer	Chief Executive Officer (CEO)