IPG is a purpose-driven creative company, committed to achieving the highest standards on environmental, social, and governance issues (ESG).

We are focused on five strategic priorities that define our ESG work.

We bring these five strategic ESG pillars to life at our own company, as well as with our clients. To see examples of the work we are doing alongside marketers and media partners to create a more sustainable and equitable world, visit interpublic.com/our-work.
Climate Action
Caring for our planet.

IPG focuses on energy-efficient and sustainable office spaces in our real estate portfolio. All new tenant buildouts require LEED certification wherever possible.

909 Third Ave, New York

IPG has joined The Climate Pledge, co-founded by Amazon and Global Optimism, to reach net-zero carbon across our business by 2040, 10 years ahead of the Paris Agreement.

IPG has set an emissions reduction target in line with limiting global temperature rise to 1.5 degrees Celsius through The Science Based Targets initiative, the best-practice framework for validating emissions reduction targets.

We are committed to sourcing 100% renewable electricity by 2030.

IPG has measured our greenhouse gas (GHG) emissions since 2015.

We report annually into the Global Reporting Initiative (GRI), CDP and SASB.
Human Capital

Protecting employee health and safety, providing fair compensation, and supporting career growth.

IPG hosts a variety of wellness, safety, and career development events to encourage employees’ personal and professional growth including:

- Trainings on stress reduction
- Skills-based training
- Leadership training
- Mental health training
- Yoga
- Transition assistance
- Lunch and learns
- Self-care emails and newsletters
- Themed employee awareness campaigns
- IPG crisis preparedness program
- Individual department training
- Empowership
- Regular performance and career development reviews

IPG regularly surveys its employees to ensure that we are being responsive to employee needs and concerns.

94% of corporate employees said they are proud to work at IPG

93% said they’d recommend the company as a good place to work

We have embraced an environment of flexibility during the pandemic, with plans to use these learnings moving forward.

IPG Corporate Virtual Town Hall
Diversity, Equity and Inclusion

Building strong practices intentionally focused on inspired inclusivity into all levels of our organization, talent pipeline, and supply chain.

20% overall diversity spend level, maintained over several years

with 5% spend specifically on Black-owned business

Our “Inclusive@Work” website includes a vast array of resources on topics from ensuring inclusivity while working remotely to fostering civil discourse during uncertain times to a manager’s guide to racial turmoil.

Business Resource Groups host educational and networking events for employees, like our Juneteenth programming as well as initiatives focused on healing in our Pan-Asian communities.

IPG was the first advertising holding company to release race and gender composition of its leadership.

In 2006, IPG became the first in our industry to tie the compensation of CEOs to diversity hiring, promotions, and representation.

As part of our ongoing effort to ensure pay equity, we conduct an annual review in conjunction with an independent outside expert.

In 2021, IPG Mediabrands and MAGNA launched a first-of-its-kind Equity Upfront™ initiative to raise visibility for Black-owned and Black-targeted media businesses. IPG committed to a minimum of 5% spend across all of our clients by 2023.
Data Ethics & Privacy
IPG has a responsibility to promote high standards in data management, privacy and security and to ensure the ethical use of data.

We know that ethical data use, digital responsibility, and conscious marketing are the way to ensure relevant and respectful engagements in the digital economy.

It is our duty to protect and assure appropriate use of information related to people and to promote policies within the industry that do the same.

Responsible Media and Content
We work to ensure that the media channels we use to reach consumers serve their intended purpose without contributing harm.

IPG partners with The Unstereotype Alliance to implement best practices in creating work free from stereotypes.

IPG Mediacbrands introduced its Media Responsibility Principles in June 2020 to help balance brand safety and brand responsibility in advertising and have released their latest Media Responsibility Index which measures top social platforms’ adherence to the principles.
ESG at Interpublic Group
Overview as of November 2021

Governance
Practices and processes that help ensure we move the needle on ESG.

40% of IPG’s board members are women

IPG developed a new Board Diversity Policy, formalizing the company’s longstanding commitment to maintaining a gender and ethnically inclusive board that reflects diverse perspectives, skills, geographic and cultural backgrounds, and experiences in areas relevant to our global operations.

Anti-Corruption Policy
Anti-Harassment and Equal Opportunity Policy
Corporate Governance Guidelines
Corporate Governance and Social Responsibility Committee Charter
Human Rights Policy
IPG Code of Conduct
Supplier Code of Conduct
Sustainability and Environmental Impact Policy
Travel and Entertainment Policy U.S. and Canada
Travel and Entertainment Policy International

Ratings
SUSTAINALYTICS
MSCI
CDP

Partnerships

Recognitions
Timeline
ESG efforts and achievements over the years.

**2006**
- IPG was the first in the industry to tie the compensation of CEOs to diversity hiring, promotions, and representation

**2009–2021**
- IPG was named to the Human Rights Campaign’s Corporate Equality Index

**2013**
- IPG’s program to track travel emissions was the first of its kind to be instituted at a Fortune 500 company

**2015**
- IPG began measuring greenhouse gas emissions (GHGs)
- IPG was the first U.S.-based advertising holding company to publish a GRI report

**2016**
- IPG began requiring all new tenant buildouts to have a LEED certification wherever possible

**2019–2021**
- IPG was listed in the FTSE4Good Index

**2020**
- IPG became the first advertising holding company to release its EEO1 statistics around gender and race
- IPG reached 100% boundary coverage, including all locations and offices in the company’s global portfolio, for energy and emissions data
- IPG’s MSCI rating increased to A
- IPG received a “low-risk” rating from Sustainalytics

**2020–2021**
- IPG recognized on the Dow Jones Sustainability Index (DJSI) North America, and is the only advertising holding company listed
- IPG was included on the Bloomberg GEI

**2021**
- IPG was named a top 10 best place to work for diversity by Forbes
- IPG signed on as a founding member of AdGreen
- IPG committed to set science-based targets through the Science Based Targets initiative (SBTi), the best-practice framework for validating emissions reduction targets
- IPG committed to source 100% renewable electricity by 2030
- IPG joined The Climate Pledge, co-founded by Amazon and Global Optimism, to reach net-zero carbon across our business by 2040

For more information on our ESG work, contact:
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