



Urban art in our Melbourne car park



Our Please Cycle ambassadors in London



Polish campaign to reclaim the streets



Posterscope's global A Day campaign



New York's Annual Service Day in Brooklyn



FUTURE PROOF ON A PAGE

dentsu

Carat

Vizeum

iProspect[®]

Posterscope

isobar

dentsu AEGIS network



South Africa's Miles for Smiles initiative



Posterscope's global A Day campaign



Green advertising by mencompany in Italy



Movember team in New Zealand



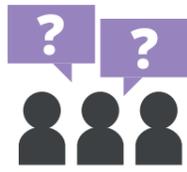
Bangkok orphanage support in Thailand

THE BIGGER PICTURE

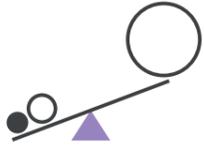
WHY WE NEED TO TACKLE OUR SOCIAL, ENVIRONMENTAL & ECONOMIC IMPACTS



We are increasingly exposed to resource shortages and unpredictable climate patterns.



Media convergence is growing public concern about advertising practices.



Global social and economic instability disrupts our business.



The influence of advertising on consumers' attitudes and behaviours is coming under increasing scrutiny.

THE BUSINESS CASE

HOW TAKING THE LEAD CAN ADD BUSINESS VALUE



Future Proof helps us create the best place to work in the industry.



Future Proof can help spark innovation to achieve our corporate mission.



Future Proof can bring the operating model alive and create a consistent network through collaboration and trust.



Future Proof enhances our corporate reputation and employer brand.

FUTURE PROOF'S VISION IS TO...

- 1 Become a more responsible business.
- 2 Inspire positive action.
- 3 Reinvent the way brands are built.

OUR TARGETS UNTIL 2015



Reduce the carbon footprint of our products and services per employee by 20%.



Increase our community investment to the equivalent of 1% of our people's time.

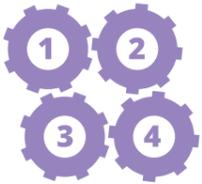


Enable 90% of our people to understand what Future Proof means in their day-to-day job.



Involve 90% of our people in creating the best place to work in the industry.

DELIVERY MODEL



Global social media campaigns to raise awareness amongst a predominantly digital & young audience



Central investment in global programmes that leverage the power of digital to do good to connect global network



Global integration of Future Proof into functional departments to embed CSR into day-to-day operations



Engagement of Future Proof champions to unlock locally meaningful action on the Future Proof agenda

1 GLOBAL CAMPAIGNS THAT USE SOCIAL MEDIA TO RAISE AWARENESS

MARCH—APRIL



Marking Earth Hour and Earth Day, the **30 Days of Green** campaign uses social media to engage our global network to take small steps towards a greener future.

MAY



Working with our champions in CSR and HR, the **DAN Wellbeing** campaign brings issues like work/life balance, stress management and healthy eating under everyone's attention.

JUNE—JULY



Every year our **Volunteer Challenge** engages our 200 offices in the network to engage with the local community in a race to clock up the highest number of volunteer hours.

SEPTEMBER



Our **Human Rights** campaign highlights diversity, from gender to ethnic background, anti-discrimination, and human rights internally and externally to our people.

OCTOBER—NOVEMBER



We share our media skills and knowledge through **Media for Good**. Sharing "what we do best" makes a huge positive contribution to the social mission of charities.

DECEMBER



We finish the year by asking attention for those that could use a helping hand. **Care & Share** brings holiday cheer to the needy inside and outside the network.

2 GLOBAL PROGRAMMES THAT LEVERAGE THE POWER OF DIGITAL TO DO GOOD

MARCH—APRIL



iSave is our in-house energy-saving desktop widget that allows our people to save energy at their desk. Users compete with other offices, countries and brands to claim the green trophy.

MAY



Please Cycle is our award-winning programme to encourage cycling and walking to work by our people, using mobile technology to nudge green behaviour in return for small incentives.

JUNE—JULY



GlobalGivingTIME is a digital volunteering community where our people directly help small- and medium-sized charities all around the world with issues around media and communication.

SEPTEMBER



Developed by Dentsu Inc., **Human Rights College** is an interactive training module to engage our people on diversity and human rights.

OCTOBER—NOVEMBER



We encourage our people to future proof their work for clients by integrating CSR insights. **The Comms Lab** is our global programme to upskill our people.

DECEMBER



Bringing our people and businesses together, this programme uses digital technology to help re-build Japan after the earthquake.

3 FUNCTIONAL INTEGRATION

Technology	Finance	HR	Legal	Comms	New Business
Power management	Capital expenditure	Route to good	Contracts	Awareness	Pitches
Procurement	Reporting	Global Check-in	Client compliance	Engagement	Client compliance
Follow-me printing		On-boarding	OP11 Charitable donations	Awards & Marketing	RFPs/RFIs
Servers		Reporting		Corporate reputation	
Video conferencing		Learning & development			
Waste & recycling		Attraction & retention			

4 LOCAL PARTNERSHIPS AND INITIATIVES

In nearly all our countries we also have partnerships and initiatives that respond to a felt need. Together they unlock meaningful impacts locally and contribute towards the Future Proof targets.



PROGRESS & PERFORMANCE

Since our launch in 2010 we have made fantastic progress and we are on track to achieve our 2015 targets.

- £7.9m** community investment in cash, time and in-kind
- 3,128** volunteers
- 17,490** hours volunteered
- 346** charity partnerships
- 4,477** beneficiaries of our work
- 60%** of beneficiaries reported a change in quality of life
- 56%** report increased employee pride and commitment
- 9%** reduction in water consumption
- 58%** rate of recycling across our network
- 5%** lower electricity consumption per employee
- 13%** reduction of carbon footprint per employee
- 3%** reduction of business travel per employee

AWARDS WON: FINALIST: INDUSTRY PARTNERSHIPS

