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Omnicom Environmental Policy

At Omnicom, we approach sustainability as an opportunity to promote innovation, increase efficiency, and reduce waste. Maximizing resources is part of being an efficiently managed company. Promoting sustainability involves making informed choices and providing incentives to do so.

As a signatory to the United Nations Global Compact, we are committed to “undertake initiatives to promote greater environmental responsibility and encourage the diffusion of environmentally-friendly technologies.”

We are a global company committed to promoting environmental stewardship. We recognize that the local and national context of our companies matter. Therefore, we set an overall framework for Omnicom, and empower each company to take responsibility for developing and implementing local environmental policies, procedures, and training consistent with the local environment.

We will minimize our environmental impact by encouraging our companies to consider their environmental footprint in terms of:

- Conscious design of office space
- Energy efficiency
- Travel and commuting
- Procurement
- Recycling and waste management

Conscious Design of Office Space

There is a growing interest in and support for creating “green spaces” which are places that conserve energy, reduce carbon emissions, and can contribute to sustainability. Omnicom supports the creation of “green spaces” and encourages its companies to work towards becoming “green spaces” and to take steps to create more innovative and green work environments.

Several of our companies are occupying offices with open space planning, which is commonly defined as 80 percent workstations and 20 percent offices and conference rooms.

When securing new office space, we will endeavor to find green buildings which minimize energy use and that use conscious design such as LEED certified buildings.

Energy Efficiency

Omnicom is developing strategies to become more energy efficient and to reduce our CO2 emissions. We will work to decrease our total energy consumption. Wherever possible, we will increase our consumption of renewable energy, including expanding our use of solar, wind, and geothermal energy sources, among others. We promote energy and cost savings through the use of fluorescent or LED lighting.

Travel and Commuting

We seek to promote smart travel policies which reduce the need for travel wherever possible and minimize our environmental footprint. We invest in video conferencing technology that decreases the need for travel to meetings.

Some of our companies provide incentives for employees to use public transportation, cycle, and car pool or use other methods to reduce their environmental footprint.

Procurement

Our environmental footprint is linked to that of our suppliers. We will use our leverage as a global company to conduct purchasing in ways that promote sustainability. For example, our company-wide procurement will give preference to environmentally-friendly computers and appliances.

Recycling and Waste Management

We promote recycling at Omnicom and encourage our companies to create incentives to make this feasible. All electronic equipment should be recycled. We encourage our companies to provide clearly marked recycling bins and guidance to employees on how to recycle.

Our Work with Environmental Organizations

Our companies may opt to promote sustainability by working with environmental organizations. We describe these activities in our annual Corporate Responsibility Report.

Stakeholders

We are committed to engaging in dialogue with our stakeholders on sustainability issues. We pledge to listen and learn in ways that enhance our commitment to increasing our environmental stewardship.

Management Systems

In order to promote the adoption of our Environmental Policy, Omnicom will:

- Publish an Environmental Policy
- Translate the Environmental Policy into relevant languages where we have operations
- Encourage our companies to include guidance on environmental issues in their communications to employees
- Assign a corporate officer to be the point person on environmental issues
- Set measurable goals for implementing the Environmental Policy
- Report annually on progress made on achieving targets in reducing our energy and paper use, as well as carbon emissions
- Require all employees to follow relevant laws related to the environment
- Review the Environmental Policy on an annual basis.

Key Related Documents

Omnicom Code of Business Conduct

Omnicom 2017 Corporate Responsibility Report