

# 'INSPIRING PEOPLE EVERYWHERE TOWARDS A NEW WAY OF LIVING'

dentsu

“ Sets the bar for agency networks approach. Really mature, holistic strategy developed over several years with a large level of investment and partnership. Great to see leadership incentives tackled. ”

- Campaign Ad Net Zero judge.



## Challenge

dentsu intended to inspire "people everywhere towards a new way of living" in relation to both their environmental and social impact.

## Brief

Continue their industry-leading work in the sustainability sector, building a diverse and inclusive workforce and society.

## Solution

Remain headstrong with their 2030 'Social Impact' strategy, embedding sustainability at the heart of dentsu's business, operations and culture. They developed campaigns that promote sustainable behaviours, consumption and production, achieving its science-based target on Scope 1 and 2 nine years early.

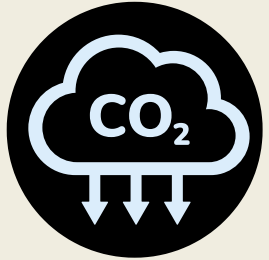
## Execution

- Linked dentsu's corporate finance and executive incentive plan to ESG.
- Delivered training that equipped client teams with the skills to support brands in achieving net zero.
- Organised their own volunteering event- One Day for Change- uniting more than 8,000 employees.

## Results



31,000 volunteer hours to local nature and circular economy causes.



53% scope 1 & 2 emissions reduced in 2022.