

# CEO foreword

**Dentsu's ambition is to be a beacon of constant innovation and a force for good. We help clients navigate and thrive in a world of change and believe that the progressive, human-centric solutions we create can have powerful returns for both business and society.**

During a year of unprecedented challenges, I am proud of the progress we made and the care that our people continued to show for our clients and our business throughout 2020. Having joined dentsu six months into the pandemic, I was truly amazed by the momentum maintained throughout the year and continuing into 2021. As 90% of our workforce switched to working from home in a matter of days, and face to face interactions turned into over 200,000 virtual meetings each week, we saw our people come together more than ever, despite being physically apart.

We didn't let the pandemic stand in the way of progress; our global Social Impact programmes The Code and Female Foundry quickly pivoted to virtual

offerings, supporting those who have been most disproportionately impacted by COVID-19 – young people and women.

## **Our industry-leading climate ambition**

Within the first three months of joining dentsu, I had the honour of announcing that we had achieved our goal to be powered by 100% renewable energy, quickly followed by our industry-leading commitment to become a Net Zero emissions business by 2030. We are part of a select but growing number of companies committed to the highest level of climate ambition, to prevent a rise above 1.5°C in order to mitigate the most dangerous effects of climate change. It is therefore no surprise to me that nearly all of dentsu's largest clients have also set, or have committed to set, a Net Zero emissions target.

## **Making a difference through our innovative work**

Our industry has a powerful and key role to play in the fight against climate change. At dentsu, we are committed to using that influence for good, and will help inspire better, more sustainable consumer behaviours through the impactful work we do with our clients. You can read more about some of these innovative examples in this report – including Kroger's Chefbot helping tackle food waste in the U.S.

and Arla's augmented reality game helping Finnish families to recycle.

Our work continues to be a source of great pride for all dentsu associates. No more so than when it drives positive outcomes for society and delivery of the UN Sustainable Development Goals. We champion work that challenges perceptions and confronts the difficult realities for many in society; in 2020 we tackled normalised attitudes to domestic violence in India and Thailand, worked with Amnesty International to fight against racism in Italy, and celebrated true inclusivity and diversity with Crayola in the US. There is no societal challenge so big that our industry doesn't have the insight, creativity and power to address it. That is why Social Impact continues to be the lens through which we do business.

## **Our strength lies in our difference**

At dentsu, we seek out diverse perspectives, celebrate difference and are building an inclusive culture where everyone is empowered to bring their authentic self to work. We've put gender equality at the forefront for many years and have recently set a bold commitment to have 50% representation of women at all senior levels of our business by 2025. Additionally, in the US we've committed to 30%+ multicultural representation by 2025, with 25% representation in Executive levels. These are

small but necessary steps to make our company representative of the world we live in and the people we seek to serve.

## **Taking our place in The Decade of Action**

I continue to be so impressed by our team's commitment to our Social Impact agenda and goals, and this report demonstrates our ability to deliver on these ambitious targets as we take our place in The Decade of Action. I would like to thank our people, our clients and our partners for their radical collaboration to make this happen and for believing that through shared action we can build value for society, as well as a profitable, sustainable and inclusive business.

As we move forward into the 'new normal' we must continue to recognise dentsu's unique position to influence the way people think, feel and act, and use that power for both growth and good.



**Wendy Clark**

Global CEO, dentsu international