

GRI CONTENT INDEX 2016

GRI G4 guidelines were used as a reference. The below table includes those aspects that were found material.

GRI	DESCRIPTION	LOCATIONS & COMMENTS
STRATEGY AND ANALYSIS		
G4-1	Statement from the most senior decision maker of the organization about the relevance of sustainability to the organization and its strategy for addressing sustainability.	Letter from Our Executive Leadership (CSR Report pg. 3)
ORGANIZATIONAL PROFILE		
G4-3	Name of the organization.	Weber Shandwick
G4-4	Primary brands, products, and/or services.	What We Do (http://www.webershandwick.com/what-we-do)
G4-5	Location of organization's headquarters.	New York, NY
G4-6	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	Global Network http://www.webershandwick.com/who-we-are/global-network
G4-7	Nature of ownership and legal form.	CMGRP, Inc. is a wholly-owned unit of The Interpublic Group of Companies (NYSE: IPG).
G4-8	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Global Network http://www.webershandwick.com/who-we-are/global-network
G4-9	Scale of the reporting organization.	Weber Shandwick's global employees totaled approximately 3,600, and core operations included 80 cities in 34 countries as of September 2017.
G4-10	Total workforce by employment type, employment contract and region.	The majority of Weber Shandwick's workforce is composed of full-time workers, and there are no significant seasonal fluctuations in employment numbers. The company does not disclose employee gender information.
G4-11	Percentage of employees covered by collective bargaining agreements.	Weber Shandwick employees are not covered by a collective bargaining agreement.
G4-12	Describe the organization's supply	Weber Shandwick is a professional services firm. Our services are commercially available, and our business doesn't typically involve use of raw goods and materials. Our company relies on vendors to provide the supplies we require to perform our jobs. We are committed to managing our procurement function and supply chain proactively, in such a way as to deliver environmental benefits alongside financial ones.
G4-13	Significant changes during the reporting period regarding the organization's size, structure, ownership or its supply chain.	In 2016, Weber Shandwick expanded its operations into Nashville, Santa Barbara and Guildford. (http://www.webershandwick.com/who-we-are/global-network)

GRI CONTENT INDEX 2016

GRI G4 guidelines were used as a reference. The below table includes those aspects that were found material.

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ORGANIZATIONAL PROFILE: COMMITMENTS TO EXTERNAL INITIATIVES		
G4-14	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	Weber Shandwick seeks to minimize its impact on the environment and continually improve its environmental performance through its operations, engagement & awareness, compliance and beyond.
G4-15	Externally developed economic, environmental and social charters, principles or other initiatives to which the organization subscribes or endorses.	Weber Shandwick is committed to complying with all applicable legal environmental requirements and industry standards, striving to go beyond compliance through our ISO 14001 and LEED certifications as well as ongoing advancement in our operations. (CSR Report Page 6)
G4-16	Memberships in associations and/or national/ international advocacy organizations in which the organization: <ul style="list-style-type: none"> + Holds a position on the governance body; + Participates in projects or committees; + Provides substantive funding beyond routine membership dues; or + Views membership as strategic. 	In North America, the firm makes a contribution to Carbonfund.org to offset non-billable travel. Weber Shandwick is a member of the U.S. Green Building Council. As of May 2017, CEO Andy Polansky is an advisory board member of the Advertising Council, The College of New Jersey Foundation, the Arthur W. Page Society and is a member of The Seminar. President Gail Heimann is a Board Member of the LAGRANT Foundation, PR Council, and She Runs It (formerly Advertising Women of New York). Chairman Jack Leslie is Chairman of the Duke Global Health Institute's Board of Advisors, Chairman of the U.S. African Development Foundation Board of Directors, Chairman of the Advisory Committee on Voluntary Foreign Aid, Chairman of the Ron Brown Scholar Program Board of Trustees and a member of the President's Advisory Council on Doing Business in Africa, Council on Foreign Relations and the Circumnavigators Club. CEO, UK & EMEA Colin Byrne is a trustee of ActionAid, a board member of the Chartered Institute of Public Relations and the American Advertising Federation. CEO, Canada & President, Weber Shandwick North Greg Power is a member of the advisory board for the Institute of Communications and Advertising (ICA) and is a member of the Canadian Public Relations Society, International Association of Business Communicators, the Canadian marketing Association and the Canadian Council of Public Relations Firms. SVP Diversity & Inclusion Judith Harrison is President, PRSA Foundation, President Elect of New York Women in Communications Foundation, a board member of Colorcomm, the Ron Brown Scholar Program, and a member of the 4A's Diversity Steering Committee. President, Insights & Analytics Allyson Hugley is a member of the Market Research Council, International Association for Measurement and Evaluation of Communications, Advertising Research Foundation, IPR Measurement commission and the AAPOR. SVP External Affairs Nancy Nichols is an advisory board member for the Advertising Educational Foundation.
REPORT SCOPE AND BOUNDARY		
G4-17	Entities included in financial statements.	What We Do (http://www.webershandwick.com/what-we-do) and Global Network (http://www.webershandwick.com/who-we-are/global-network)
G4-18	Explain the process for defining the report content and the Aspect Boundaries. Explain how the organization has implemented the Reporting Principles for Defining Report Content	In defining the report content, we took materiality into consideration by addressing the issues of greatest relevance to our business and our stakeholders, in addition to aligning with parent company Interpublic Group's reporting.
G4-23	Changes from previous reports in terms of scope and/or boundaries.	In 2016, Weber Shandwick expanded its operations into Nashville, Santa Barbara and Guildford. (http://www.webershandwick.com/who-we-are/global-network)

GRI CONTENT INDEX 2016

GRI G4 guidelines were used as a reference. The below table includes those aspects that were found material.

GRI	DESCRIPTION	LOCATIONS & COMMENTS
-----	-------------	----------------------

STAKEHOLDER ENGAGEMENT

G4-24	List of stakeholder groups engaged by the organization.	The firm's key stakeholders include employees, clients and vendors.
-------	---	---

REPORT PROFILE

G4-28	Reporting period for information provided.	January - December 2016
G4-29	Date of most recent previous report.	2015 (http://www.webershandwick.com/uploads/news/files/2015_CSR_Report.pdf)
G4-30	Reporting cycle.	Annual
G4-31	Contact point for questions regarding the report	csr@webershandwick.com

REPORT PROFILE: GRI CONTENT INDEX

G4-32	<p>Report the "in accordance" option the organization has chosen.</p> <p>Report the GRI Content Index for the chosen option.</p> <p>Report the reference to the External Assurance Report, if the report has been externally assured.</p>	This report contains Standard Disclosures from the GRI G4 Sustainability Reporting Guidelines.
-------	---	--

GOVERNANCE

G4-34	Governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	Weber Shandwick Leadership Team (http://www.webershandwick.com/who-we-are/leadership); Weber Shandwick North America CSR Committee and U.K. Environmental Committee.
-------	---	--

GRI CONTENT INDEX 2016

GRI G4 guidelines were used as a reference. The below table includes those aspects that were found material.

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ETHICS AND INTEGRITY		
G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	Weber Shandwick values include executional excellence, collaboration and growth, diversity, equity and inclusion, integrity and transparency. As part of Interpublic Group (IPG) we comply with IPG's Code of Conduct (http://www.interpublic.com/about/corporate-governance), which serves as the foundation of how we do business on a day-to-day basis, and provides us with guidelines on how to work with our colleagues, suppliers, clients and others with whom we may interact as we do business. We operate globally and our world has become increasingly complex, so the Code of Conduct is updated regularly and all employees are required to participate in training. We take pride in our reputation and high moral and ethical standards, and ensure 100% compliance with our Code of Conduct, dedication to success, executional excellence, collaboration and growth.
G4-57	Helplines or advice lines for employees.	IPG Code of Conduct (http://www.interpublic.com/about/corporate-governance)
G4-58	Mechanisms for reporting concerns about unethical or unlawful behavior.	Interpublic Alert Line (http://www.interpublic.com/about/corporate-governance)

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ECONOMIC ASPECT — ECONOMIC PERFORMANCE		
G4-EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments.	IPG 2016 Annual Report (http://investors.interpublic.com/phoenix.zhtml?c=87867&p=irol-reportsannual)
ASPECT — INDIRECT ECONOMIC IMPACTS		
G4-EC8	Significant indirect economic impacts and extent of impacts.	A Sustainable Way of Life (CSR Report p. 6); A Step Toward Sustainability (CSR Report p. 6); Our Carbon Offset Initiative (CSR Report p. 7)
ENVIRONMENTAL ASPECT — MATERIALS		
G4-EN1	Materials used by weight or volume.	Unable to quantify at this time.
G4-EN2	Percentage of materials used that are recycled input materials.	Measurement is on a case-by-case basis. Procurement of office supplies considers use of recycled and recyclable materials. In our office buildings that are LEED certified, construction is done with LEED principles in mind.
ASPECT — ENERGY		
G4-EN3	Energy consumption within the organization.	In 2014, we began requiring all new North American leases to provide electricity sub-metering to incentivize tenant-driven energy efficiency. We aim to be able to report on this in North America by the end of 2020.
G4-EN4	Energy consumption outside of the organization.	Unable to quantify at this time.
G4-EN5	Energy intensity.	Unable to quantify at this time.
G4-EN6	Reduction of energy consumption.	Unable to quantify at this time.
G4-EN7	Reductions in energy requirements of products and services.	Unable to quantify at this time.

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
-----	-------------	----------------------

ASPECT — BIODIVERSITY

G4-EN11	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	The firm's global office leases are located in major metropolitan areas.
---------	--	--

ASPECT — EMISSIONS

G4-EN15	Direct greenhouse gas emissions.	Unable to quantify at this time.
G4-EN16	Energy indirect greenhouse gas emissions.	Unable to quantify at this time.
G4-EN17	Other indirect greenhouse gas emissions.	Unable to quantify at this time.
G4-EN18	Greenhouse gas emissions intensity.	Unable to quantify at this time.
G4-EN19	Initiatives to reduce greenhouse gas emissions	Weber Shandwick achieved its stated 2014 LEED certification goal of 70 percent of U.S. offices and 85 percent of the firm' headcount working in LEED space by 2016. Weber Shandwick London is also ISO 14001 certified - the highest International standard for environmental stewardship. (CSR Report pg. 6)
G4-EN21	NOx, SOx and other significant air emissions.	Unable to quantify at this time.

ASPECT — EFFLUENTS AND WASTE

G4-EN22	Total water discharge by quality and destination.	Unable to quantify at this time.
G4-EN23	Total weight of waste by type and disposal method.	Unable to quantify at this time.
G4-EN24	Total number and volume of significant spills.	No spills to report.
G4-EN25	Weight of transported, imported, exported or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII and percentage of transported waste shipped internationally.	Unable to quantify at this time.

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ASPECT — PRODUCTS AND SERVICES		
G4-EN27	Extent of impact mitigation of environmental impacts of products and services.	Weber Shandwick purchased carbon offset certificates for its non-billable airline travel. In 2016 the offset was 3089.839 metric tons of CO2 emissions. (CSR Report pg. 7)
G4-EN28	Products and packaging materials reclaimed.	Most of our offices are located in commercial properties, which we share with other companies. We're unable to report on this given that we are only tenants and share our space. We look for properties that have recycling programs and are LEED certified.
ASPECT — COMPLIANCE		
G4-EN29	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	No fines to report.
ASPECT — TRANSPORT		
G4-EN30	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations and transporting members of the workforce.	Weber Shandwick purchased carbon offset certificates for its non-billable airline travel. In 2016 the offset was 3089.839 metric tons of CO2 emissions. (CSR Report pg. 7)
ASPECT — OVERALL		
G4-EN31	Total environmental protection expenditures and investments by type.	In North America, our CSR committee funds office Green Teams \$25 per employee per year to further green initiatives. Green Team members receive billable hours credit to encourage participation. Our carbon offset cost \$30,898.39 in 2016. When we build according to LEED certification, it requires a larger investment.
ASPECT — SUPPLIER ENVIRONMENTAL ASSESSMENT		
G4-EN32	Percentage of new suppliers that were screened using environmental criteria.	Using IPG Supplier Code of Conduct (http://www.interpublic.com/about/corporate-governance). ISO 14001 certifications across Weber Shandwick offices require evaluation and auditing.
ASPECT — ENVIRONMENTAL GRIEVANCE MECHANISMS		
G4-EN34	Number of grievances about environmental impacts filed, addressed and resolved through formal grievance mechanisms.	No grievances to report on.

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
LABOR PRACTICES AND DECENT WORK		
ASPECT — TRAINING AND EDUCATION		
G4-LA10	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	WeberShandwick.edu offers a targeted learning and development approach, with classroom training, instructor-led webinars, on-the-job learning and external development opportunities. Weber Shandwick provides unlimited access to online learning platform lynda.com for all Weber Shandwick employees.
G4-LA11	Percentage of employees receiving regular performance and career development reviews, by gender and by employee category.	Our policy is to review all employees annually for performance and career development.
HUMAN RIGHTS		
ASPECT — INVESTMENT		
G4-HR2	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	All employees receive annual online training on our Code of Conduct.
ASPECT — FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		
G4-HR4	Operations and suppliers identified in which the right to exercise freedom of association and collective bargaining may be at significant risk.	None
ASPECT — CHILD LABOR		
G4-HR5	Operations and suppliers identified as having significant risk for incidents of child labor.	None
ASPECT — FORCED OR COMPLUSORY LABOR		
G4-EN32	Operations and suppliers identified as having significant risk for incidents of forced or compulsory labor.	None.
ASPECT — INDIGENOUS RIGHTS		
G4-HR8	Total number of incidents of violations involving rights of indigenous people and actions taken.	None

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ASPECT — SUPPLIER HUMAN RIGHTS ASSESSMENT		
G4-HR10	Percentage of new suppliers that were screened using human rights criteria.	IPG Supplier Code of Conduct (http://www.interpublic.com/about/corpo-rate-governance)
G4-HR11	Significant actual and potential negative human rights impacts in the supply chain and actions taken.	None
SOCIETY ASPECT — LOCAL COMMUNITIES		
G4-SO1	Percentage of operations with implemented local community engagement, impact assessments and development programs.	Impact Project (CSR Report p. 36)
G4-SO2	Operations with significant potential or actual negative impacts on local communities.	None
ASPECT — ANTI-CORRUPTION		
G4-SO4	Communication and training on anti-corruption policies and procedures.	As part of Interpublic Group (IPG) we comply with IPG's annual online Code of Conduct training which covers anti-corruption policies and procedures. (http://www.interpublic.com/about/corporate-governance)
ASPECT — ANTI-COMPETITIVE BEHAVIOR		
G4-SO7	Total number of legal actions for anti-competitive behavior, anti-trust and monopoly practices and their outcomes.	No legal actions to report on.
ASPECT — COMPLIANCE		
G4-SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	No fines to report on.

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
ASPECT — SUPPLIER ASSESSMENTS FOR IMPACTS ON SOCIETY		
G4-SO9	Percentage of new suppliers that were screened using criteria for impacts on society.	IPG Supplier Code of Conduct (http://www.interpublic.com/about/corporate-governance)
G4-SO10	Significant actual and potential negative impacts on society in the supply chain and actions taken.	None
ASPECT — GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY		
G4-SO11	Number of grievances about impacts on society filed, None. addressed and resolved through formal grievance mechanisms.	
PRODUCT RESPONSIBILITY		
ASPECT — MARKETING COMMUNICATIONS		
G4-PR6	Sale of banned or disputed products.	None
ASPECT — CUSTOMER PRIVACY		
G4-PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	None
ASPECT — COMPLIANCE		
G4-PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	None