

2019 Creative Carbon Disclosure

For more information visit <https://campaigncollective.org/our-ethos/>



Campaign Collective is a social enterprise helping charities, social enterprises, public service organisations and other campaigners benefit from affordable professional communications advice and support.

With all Members having over ten years' experience in a range of communications skills, the Collective helps organisations create, build and deliver effective marketing campaigns.

Profits are used to subsidise support for micro charities and community organisations as well as help develop the next generation of communications professionals.

We have zero income from fossil fuel or other high carbon industries.

Our ethical policy governs the clients we will and will not work for.

We pledge not to work with other organisations that contravene the equal opportunities statement above and/or that:

- Promote alcohol, nicotine, cannabis or recreational drugs.
- Manufacture whole or strategic parts of weapons systems and weapons platforms.
- Actively support regimes with a poor record of human rights and/or fail to have a human rights policy in place.
- Have a harmful effect on their employees, such as a poor health and safety practices, or companies with evidence of abusive employment practices or which discriminate or punish trade union membership.
- Have breached environmental protection legislation or make significant contributions to carbon emissions, carbon intensive mining (e.g. tar sands, uranium) or chemicals of concern (e.g. pesticides and ozone depleting chemicals).
- Produce, manufacture or use commodities (such as cotton, timber, soya, palm oil or cattle) without sufficient processes in place to ensure their activities do not contribute to significant or unmitigated deforestation, significant biodiversity loss, or harm to the environment or communities.
- Manufacture products or ingredients that have been tested on animals (with the exception of medical trials where no viable alternative can be found).
- Do not respect the five freedoms of animal husbandry (freedom from hunger and thirst; discomfort; pain, injury and disease; behave normally; fear and distress) and/or manufacture or sell fur products, that are not a by-product of the meat industry (e.g. wool or leather).
- Create pornographic or violent media.
- Market breast milk substitutes and have failed to commit to adopting industry leading marketing practices (such as those defined under the World Health Organisation's International Code of Marketing of Breast-Milk Substitutes).
- Operate poor business practices that cause harm to society or their employees that have not already been captured under other criteria (such as predatory lending and high interest rate lenders which have demonstrated poor business practices).

Specifically, we have zero exposure to clients who are in high carbon industries as defined by the Creative Climate Disclosure.

In 2018/19, the clients we delivered work for were as below (purpose of work in brackets):

- AimAwards (consultancy on apprenticeships)
- Amazing Apprenticeships (media relations)
- CASE (media communications support)
- Clean Air Day (media relations)*
- Department for Education (raise awareness of signs of child abuse & neglect)*
- Department for Education (promoting apprenticeships to employers)*
- Department for Transport (Year of Engineering film creation)*
- Diabetes UK (mobilisation strategy advice)
- Electoral Reform Society (Politics for the Many voting reform campaign)
- End Fuel Poverty Coalition (communications planning)
- EngineeringUK (Tomorrow's Engineers Week)
- Goldsmiths University of London (communications consultancy and planning)
- Loughborough University (stakeholder and public affairs campaign development)
- International Committee for the Red Cross (communications planning)*
- Michael Sobel Hospice (communications and fundraising consultancy)
- Minerva Recruitment (media relations)*
- National Association of Child Contact Centres (communications planning and delivery)
- National Health Service – Tavistock & Portman NHS Trust (communications advice)
- Power to Change (Community Business Weekend communications)
- Project Syndicate (African Century)
- Project Syndicate (The Knowledge Community)
- Project Syndicate (film creation, social media support and strategy advice)
- QED (communications around housing developments to tackle homelessness)
- QED (Sea Lanes, Brighton)
- Road Safety Trust (communications support)
- Royal National College for the Blind (communications support)
- Stagetext (media relations)
- Social Workers' Union (parliamentary outreach)
- University College London (communications consultancy)
- WorldSkills Europe (social media support)

* Delivered via an intermediary agency

This means our fee income breaks down into the following sectors (GBP, excl. VAT):

