



Republic of
Everyone

Client Disclosure Report



Hi, we're Republic of Everyone

Our mission is to

make doing good, good for business.

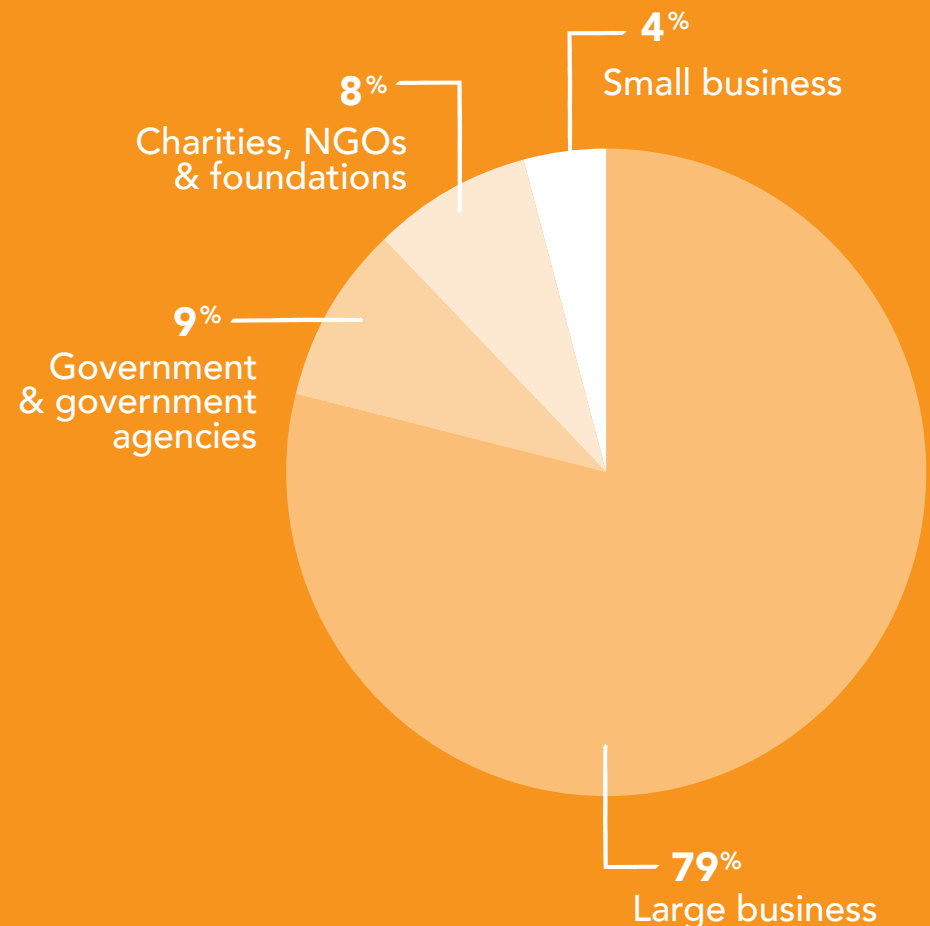
We do this by helping big companies find their good and good companies grow bigger.

We create sustainability strategies, match brands with causes and tell good stories better. We're 12 years old and we live way down in Australia, where the sun shines bright and the waves are fine.

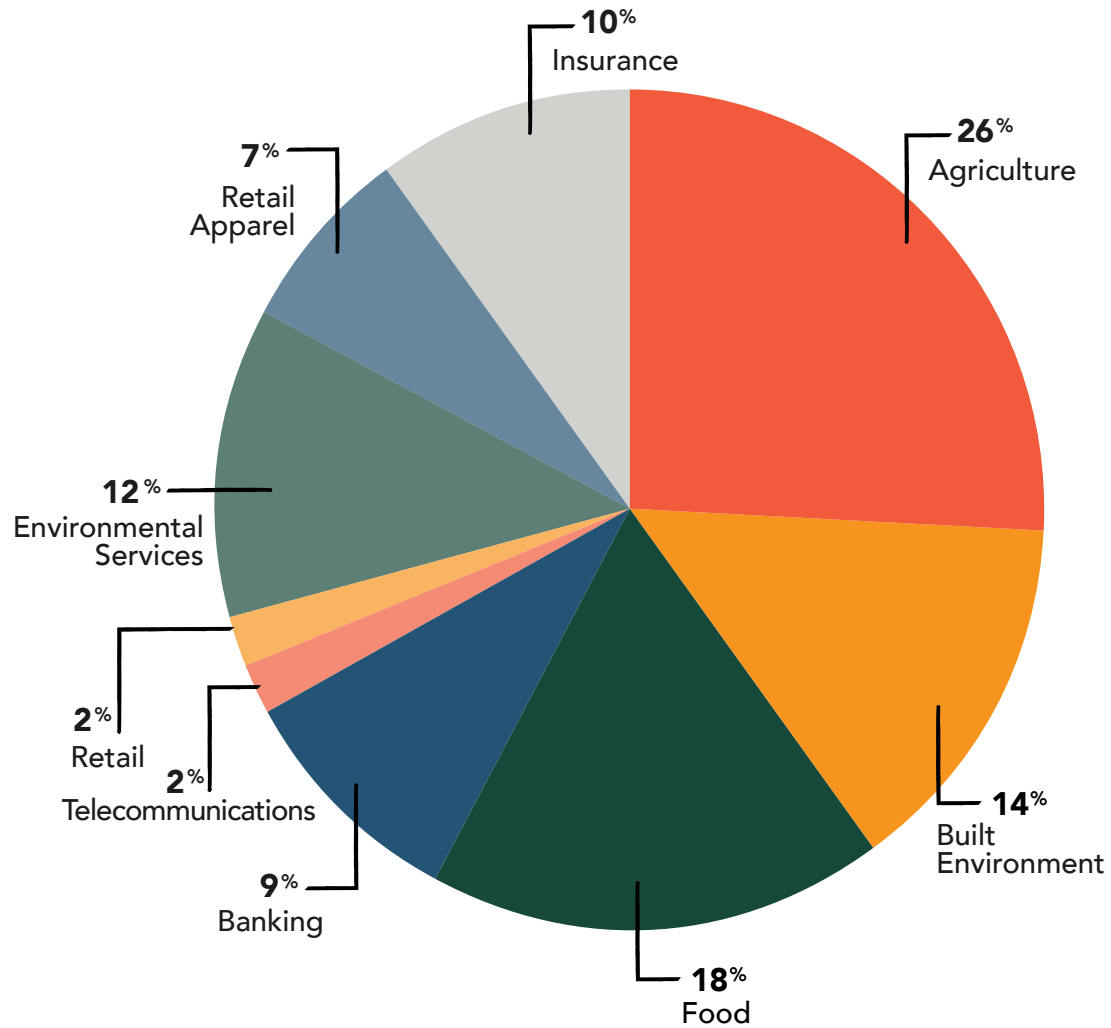
Everything we do is about people and planet. As creatives we hate the idea that what we create could destroy the earth we love and live on. As such, we minimise our impact as a business carefully, by being carbon neutral, encouraging active and public transport among other things.

But we also know our impact goes far beyond our walls. As such, we are careful which clients we work with, and are pleased to report on this. In doing so we hope other agencies consider reporting their own disclosure and considering the true impact of their own creativity.

Overall Income



Large business client revenue by sector



Percentage of revenue from large business clients predominately involved in:

This list of potentially controversial sectors is taken from the International Finance Corporation and Ethical investment criteria.

0%

Coal

0%

Arms

0%

Oil & Gas

0%

Tobacco

0%

Politics

0%

Religion

0%

Pornography

1%

Alcohol

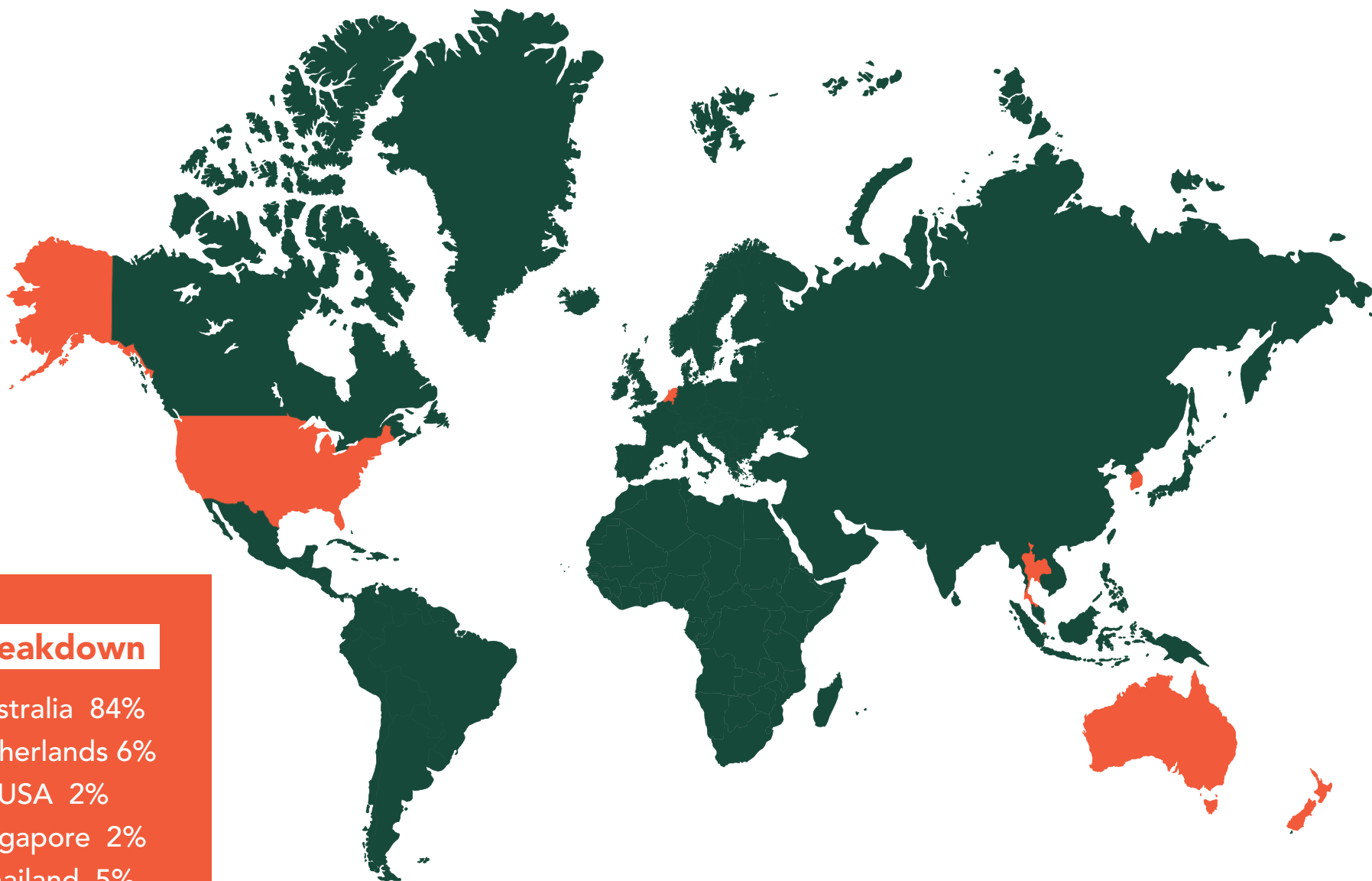
0%

Gambling

Republic of Everyone has accepted one brief from a client whose portfolio is partly alcoholic beverages. It was to create their sustainability report and employee engagement program.

Map of revenue from all clients

Figures based on location of head office of client



Breakdown

Australia 84%
Netherlands 6%
USA 2%
Singapore 2%
Thailand 5%
NZ 1%

Largest contracts by income

2017-2019

Marketing of trees and plants for a grower-owned, not-for-profit research and development corporation

Creation of climate action plan and community building programs for a major insurance company

Creation of brand purpose strategy, and activations for multiple brands across a world leading FMCG company

Marketing and digital development for national mental health service provider

Sustainability reporting for a tier one manager of retail centres

Marketing and advertising for a national chain of charity shops

Sustainability strategy, reporting and internal communications for an international developer

Marketing and advertising for an international environmental services company

Creation and delivery of an environmental brand activation for a water utility

Brand purpose activation for an international retail apparel company

Climate conflicts

2017-2019

Discloses income from clients whose major business is in coal, oil and natural gas, private cars, trucking and shipping, iron, aluminum and steel manufacturing, concrete and cement, aviation, chemicals and petrochemicals, timber, pulp and paper meat and dairy, plastics.

Contract with one major retailer of office supplies - including paper - to promote purchase of FSC certified and 100% recycled paper products.

Contract with one airline, to improve how they structure their green team to have more influence on the business' agenda.

Contract with one ice cream manufacturer to help them champion action on climate change.

Republic of Everyone will continue reporting in this way as part of our commitment to Climate Emergency and Creative Conflicts partnership

We invite other agencies, our clients and disclosure experts to form a working group on impact assessment and other forms of innovative reporting for communications and consultancy companies.

Please contact:

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