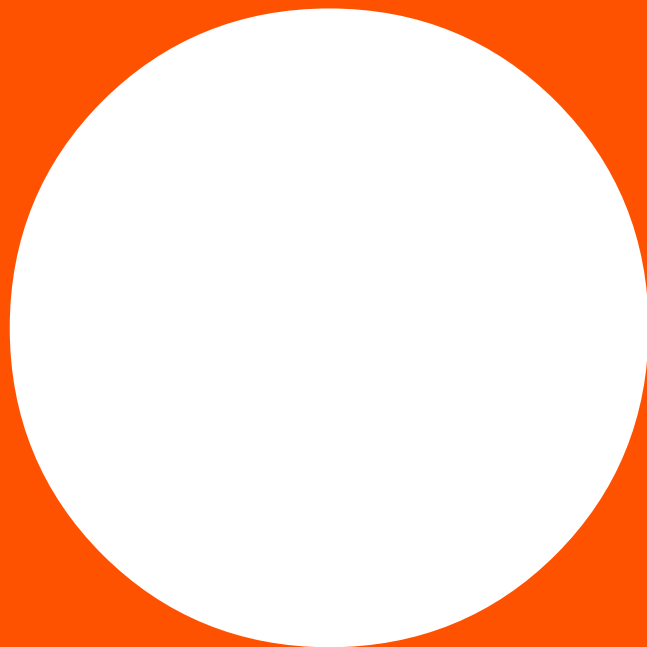
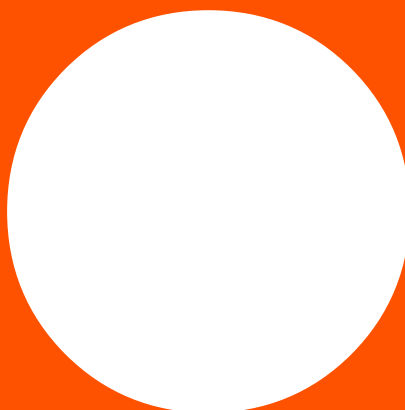
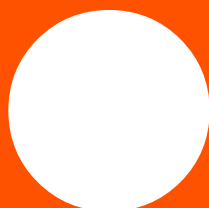


CLIMATE DISCLOSURE REPORT

2019 - 2020

OUR RESPONSE TO THE
CLIMATE EMERGENCY

CON
TENT
COMS.



US: IN A NUTSHELL

We create creative content strategies for businesses that care about a more sustainable future.

Why we do what we do

We believe the world has the potential to be greener, cleaner, healthier and more sustainable. This can't happen without creative thinking and powerful communications from people like us. Which is why we've spent the last 11 years telling powerful stories that make the commercial case for sustainability – people, planet and profit. Today, our client portfolio includes an impressive mix of SMEs and global brands from the fields of energy, technology, the built environment, manufacturing and professional services.

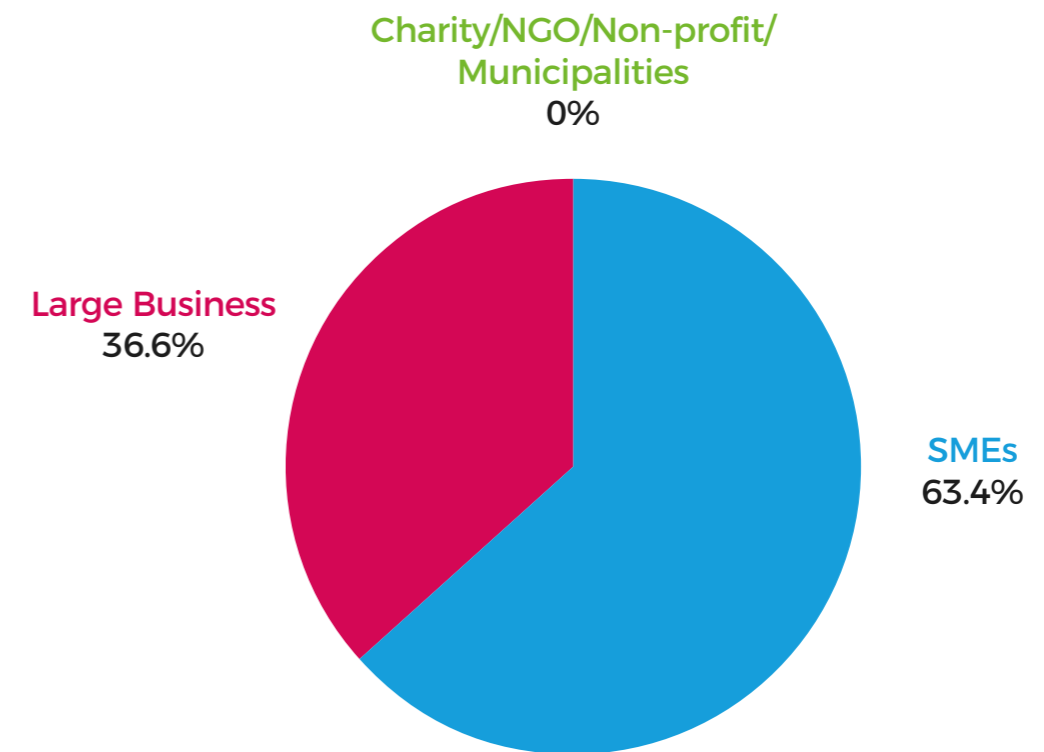
We're not for everyone

We're very selective about the company we keep. We only work with businesses that want to play an active part in making the world a better place – either through more efficient use of natural resources; industrial efficiency; carbon reduction; or strategies that support human health and wellbeing. We tell their stories and deliver positive change.

OUR RESPONSE TO THE CLIMATE EMERGENCY

As creatives and communicators we have the power to change the narrative about both climate change and ecological crisis. Which is why we are a signatory to [Creative Climate Disclosure](#) which seeks to minimise the carbon conflicts of the creative communications sector. A requirement of signing the Creative Climate Disclosure is that we are transparent about where our sales turnover comes from.

Our Creative Climate Disclosure is also an opportunity to remind the world we will only work with clients whose commitment to fight climate change is as strong as our own.



OVERALL REVENUE BY BUSINESS TYPE

1st October 2019 - 30th September 2020

CLIENT SECTORS BY REVENUE



Construction Products and Services

25%



Energy and Clean Tech

55%



Manufacturing Products

13%



Retail and Lifestyle

7%

REVENUE FROM CARBON INTENSIVE INDUSTRIES

0%

TIMBER, PULP & PAPER

0%

IRON, ALUMINIUM & STEEL MANU.

1.6%

CONCRETE

0%

COAL, OIL & NATURAL GAS

0%

CHEMICALS & PETROCHEM

0%

TRUCKING & SHIPPING

0%

AVIATION

0%

PRIVATE CARS

0%

PLASTICS

0%

MEAT & DAIRY

WE TELL STORIES THAT DELIVER POSITIVE CHANGE

These are the 10 of the highest impact, sustainability-led briefs Content Coms has completed for clients in the past year.

- 1.** Joint authorship of the 2019 Sustainability Report for a FTSE250 construction products business.
- 2.** Daily content, insights and on-point content for industry-leading B2B energy advice hub.
- 3.** Re-brand, e-commerce website and sustainability positioning for handcrafted timber furniture maker.
- 4.** Engaging programme of blog content on energy efficiency and wellbeing in buildings for a global BMS company.
- 5.** Sustainability-focused communications for Britain's leading brick & concrete products manufacturer.
- 6.** Content campaign for a leading energy consultancy to educate businesses on achieving net zero.
- 7.** Positioning, content and preparation of sustainability award entries for a global flooring business.
- 8.** Re-brand, website and messaging for one of the UK's largest energy retrofit delivery companies.
- 9.** Strategy, content and delivery of ongoing messaging for a UK manufacturer of LED lighting technologies.
- 10.** Integrated campaign to drive awareness of the need for energy management software within the NHS.



GIVING BACK

We donate 2% of our net profits to charity

This year, we have decided to support an organisation that is local to us and is closely aligned with our own passions and goals.

The Wiltshire Wildlife Trust not only owns and looks after a network of 40 nature reserves, it works to encourage Wiltshire's communities to live sustainable lifestyles. The Trust has 60 staff members, 2000 volunteers and a massive supporter base of 19000 individuals as well as its corporate supporters, of which Content Coms is now proud to be one.

No one living in Wiltshire is more than 10 miles from one of Wiltshire Wildlife Trust's reserves - all of which are free to visit. Encouraging people to connect with nature and the outdoors is proven to boost mental and physical health. We feel that the work of the Trust - which ensures the natural world is accessible to all - is vital on many, many levels.



WORK MIND

Better buildings for better people

We continue to invest our time, money and hearts in Work in Mind. It remains the world's only information resource dedicated to healthier, better workplace buildings - and our content is now read by 70,000+ people, in 193 countries.

We're extremely proud of what we've achieved with Work in Mind. Launched in 2018 as a social purpose project, we use our content marketing skills to accelerate understanding of the connection between the built environment and mental and physical wellbeing. At its core is our belief that the environment in which you work, exist and learn should be a space in which health, wellbeing and productivity can co-exist with sustainability and carbon efficiency.

Work in Mind is not run for commercial gain. It is resourced entirely through Content Coms and funded by our shareholders. There can be few other agencies that have demonstrated such a high level of commitment to catalysing positive change within the built environment.

<https://workinmind.org>

**CONTENT
COMS.**

Content Coms has committed to continue reporting in this way as part of our Caring for Climate Commitment to the United Nations.

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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