

**CONTENT
COMS.**

2020 - 2021

Climate Disclosure & Social Value Report

Our response to the Climate Emergency

THIS IS WHO WE ARE

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

Built on purpose

We believe the world has the potential to be greener, cleaner and more sustainable. This can't happen without creative thinking and powerful communications from people like us. We've spent the last 12 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.

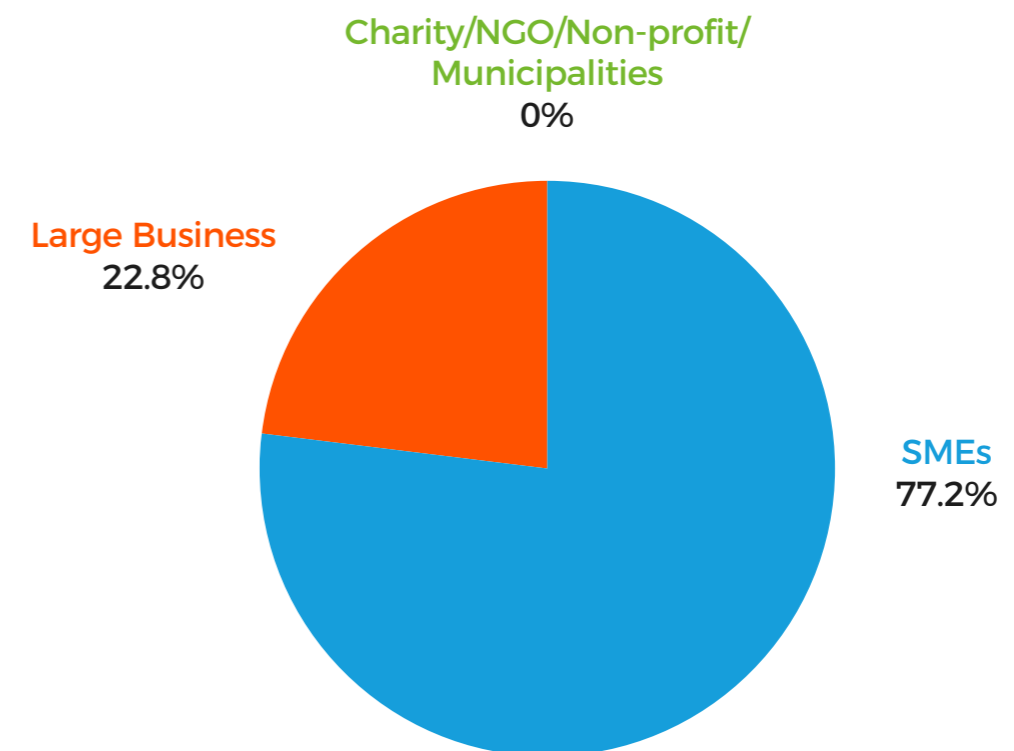
We're not for everyone

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 2020 - 30th September 2021

CLIENT SECTORS BY REVENUE



Construction Products and Services

7.1%



Energy and Clean Tech

70%



Manufacturing Products

14.8%



Retail and Lifestyle

8.1%

REVENUE FROM CARBON INTENSIVE INDUSTRIES

0%

TIMBER, PULP & PAPER

0%

IRON, ALUMINIUM & STEEL MANU.

1.8%

CONCRETE

0%

COAL, OIL & NATURAL GAS

0%

CHEMICALS & PETROCHEM

0%

TRUCKING & SHIPPING

0%

AVIATION

0%

PRIVATE CARS

0%

PLASTICS

0%

MEAT & DAIRY

OUR WORK IS A FORCE FOR GOOD

10 of the highest impact, sustainability-led briefs we have undertaken for clients in the past year.

- 1.** Joint authorship of the updated Sustainability Strategy for a FTSE250 construction products business.
- 2.** Co-leadership of the Sustainability Working Group and materiality mapping for FTSE listed print-tech manufacturer.
- 3.** B2B content campaign on decarbonisation trends for one of UK's best-known renewable energy suppliers.
- 4.** Launch of the world's first power-as-a-service offering for a global energy brand.
- 5.** Integrated campaign to launch the UK's first Green CHP offering to intensive energy users.
- 6.** Re-brand, website and messaging for the UK's newest energy-as-a-service company.
- 7.** Corporate messaging, content and positioning for energy-tech innovation lab.
- 8.** Ongoing content curation, origination and management of an advice hub that has helped nearly 59,000 energy professionals.
- 9.** Re-brand, website and messaging for a multi-award-winning sustainable building engineering consultancy.
- 10.** Authorship of two white papers explaining the need for transparent matching of renewable tariffs.

SOCIAL VALUE

Each year, we donate 2% of our net profits to charity

In 2020/21, we continued to support our local charity, Wiltshire Wildlife Trust.

The Trust owns and looks after a network of 40 nature reserves, some of which are close to our office and our where our team lives. We admire the Wiltshire Wildlife Trust because it works hard to encourage Wiltshire's communities to live sustainable lifestyles and it helps to connect people with nature. We have no doubt of the positive benefits this can have on mental and physical wellbeing. Content Coms is proud to be one of the WWT's corporate supporters.



Making our own contributions

Throughout the year, we have made additional charitable donations to causes championed by our clients, suppliers and teammates.



Target Ovarian Cancer

Target Ovarian Cancer works to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer. We were horrified to learn that 11 women die every day from ovarian cancer. This is 11 too many.

We were delighted to a significant sponsorship contribution a team member who walked 11,000 steps - come rain or shine - each day in March 2021 to raise awareness, fund research and save lives.

www.targetovariancancer.org.uk



Dementia Carers Count

We do all we can to support and encourage our teammates so that they can make a contribution to causes that are important to them.

This year, we are very proud to report that our Operations Director has been elected to the post of Chair of the Board of Trustees for Dementia Carers Count. This important charity provides free courses, designed and delivered by health and care professionals, to help families to develop skills and build confidence when they are caring for someone with dementia.

<https://dementiacarers.org.uk>

Connecting buildings and people

Work in Mind is the first knowledge platform dedicated to the connection between healthy buildings and workplace wellbeing.

We believe 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 efficiency.

Work in Mind establishes a space for a growing community who share a belief that positive change and better, healthier buildings are possible.



72,433

TOTAL USERS
(More than doubled from the previous period)

110,206

PAGEVIEWS

195

COUNTRIES

30%

USA READERSHIP
(Doubled from the previous period)

(1st Oct 2020 - 30th Sep 2021)

30%

UK READERSHIP

40%

REST OF WORLD READERSHIP

8,646

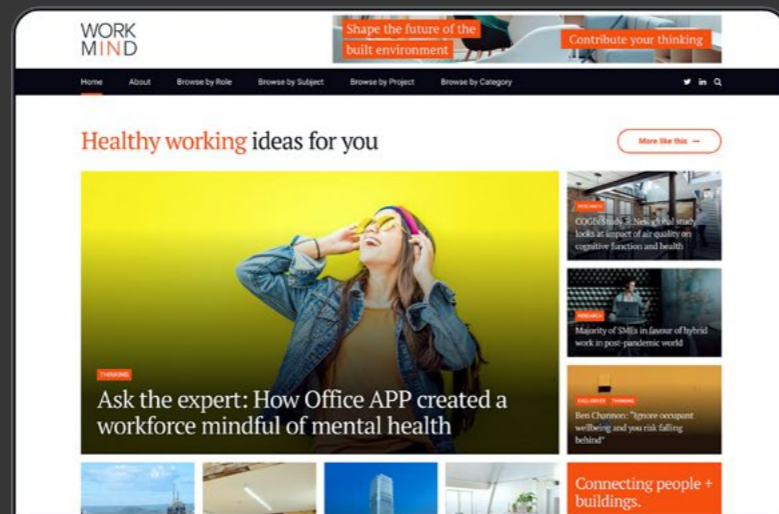
BEST MONTH (USERS) FEBRUARY 2021

26,450

MOST READ ARTICLE (PAGE VIEWS)

**WORK
MIND**

@WorkInMindHQ
workinmind.org



**WORK
MIND**

Better buildings for better people

Our greatest contribution to social value is our continued investment of our time, money and resources in Work in Mind.

Now in its 4th year, Work in Mind remains the world's only information resource dedicated to healthier, better workplace buildings. Our content is read by 70,000+ people per year across nearly 200 countries.

Throughout the pandemic, Work in Mind focused on delivering content that supports the entire workplace supply chain (including employees themselves). Topics include tools for bolstering mental health resilience; as well as practical articles on how employers and building managers / owners can ensure a safe return to work. A particular area of focus is the need for a paradigm shift on attitudes to indoor air quality.

Over the last 12 months, we worked with our industry collaborators and contributors to take the healthy buildings message to the market including: British Council of Offices, The International Well Buildings Institute, the World Green Building Council; The International Living Futures Institute and many others. academia.

We remain a social purpose project - developed, resourced and funded by our Shareholders and not run for commercial gain. It is difficult to measure and quantify the social value contribution of Work in Mind. However, our timesheets tell us that, on average, the time spent by our team on this initiative is equivalent to a £40K retained client.

This year, Work in Mind was a finalist in the Bath Life Awards and the Construction Marketing Awards (Pending finals).

<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.

We have offset the carbon associated with the design, print and distribution of this book by supporting a Gold Standard certified project, the Kenya Biogas Programme, saving 4 tonnes of CO2 emissions from being released into the atmosphere. You can view our purchase certificate here: <https://bit.ly/32N65dr>



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