

THIS IS A CLIMATE CRISIS

Client
Disclosure
Report
2019



WHY DOES THIS REPORT MATTER?



Joss Ford
Founder

There's no doubt that things have changed over the past 12 months. The increase in demand by consumers wanting to interact with purpose-driven brands, at least in the U.K - and corporations waking up to the fact that 'business as usual' just won't do anymore. Let alone the fact that it's not just about doing the right thing anymore, there is clearly money to be made in going green, creating a tidal wave of attraction in environmentally and socially focused business.

The marketing communications world is also a very different place to what it was a year ago. You can't go a day without publications putting our climate crisis in the headlines, and social media has changed massively since I registered Enviral back in 2013.

That does, however, lead to more people wanting to showcase their purpose. Sometimes using false claims or hyperinflating business efforts to look better. In other words, greenwashing.

The reason this report is so important is that marketing agencies, in-house marketing departments and natural storytellers - in my opinion - now have an even more important part to play in the climate crisis than scientists. This thing is happening, and we need behaviour change, quick. Ms Thunberg herself said at COP25 in Madrid that a year of climate strikes basically have 'achieved nothing'. It's our time to get people's behaviours across the line. Therefore, as communicators, showing where our time and effort (and revenue) come from is super important.

Our client disclosure report shows the industries we've worked in over the past year. We are a start-up. We have turned down work from companies because of their environmental efforts. We have questioned greenwash. We have sold products for clients. We haven't just worked on high-impact sustainable projects. We have made a difference. We could have had a bigger impact. We are proud of our approach, and can't wait to increase our efforts in 2020.

WHO ARE WE AND WHAT WE DO

We may not be a big agency but we're serious about sustainability. What gets us up in the morning? Helping to communicate the social and environmental stories of our purpose-driven clients.

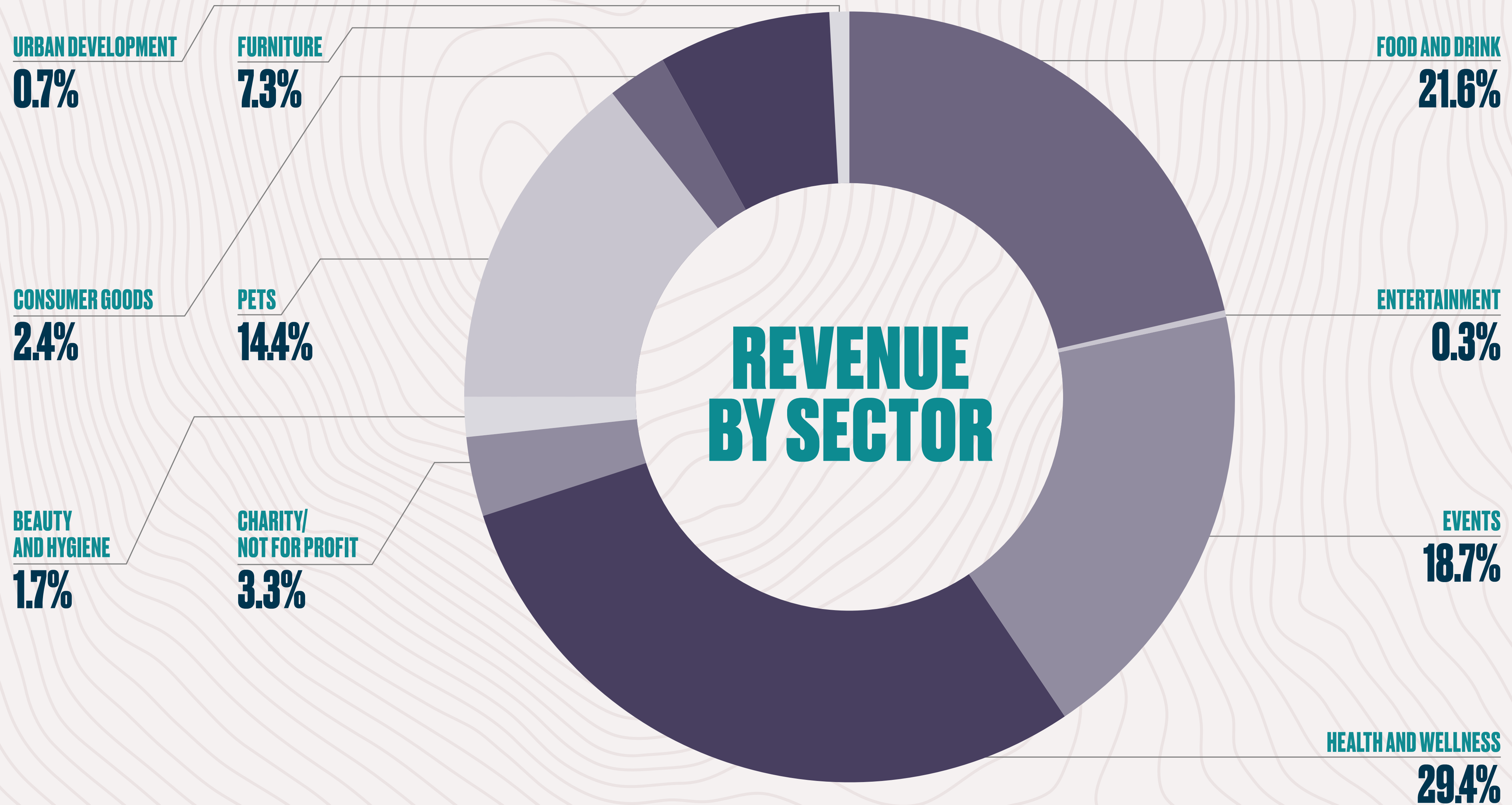


Made up of a small core team plus interns and freelancers, our main base is in Bristol in the U.K. We create strategy, content, digital advertisement, copywriting and environmental PR, with our communication platforms of choice being Facebook, Instagram, LinkedIn and blogs.

We pride ourselves on not being a traditional agency accepting any old work we can service that pays. Although we have a strict on-boarding process to establish organisations current sustainability focus and their appetite for future impact - having a publically released, transparent statement helps us define our purpose and commitment to sustainability.

CLIMATE EMERGENCY DECLARATION

**WE'RE IN THE MIDDLE OF A
CLIMATE CRISIS AND IT'S OUR
ROLE AS CREATIVES TO HELP
COMMUNICATE THE WAY OUT.**



CLIMATE CONFLICT DISCLOSURES:

Disclosure:

We work with a charitable Foundation which is linked and funded by a high carbon industry. After they approached us, we questioned a number of their practices and had our usual thorough client sustainability on-boarding. This Foundation's ambition for positive impact and awareness of the climate crisis led to our decision to work with them. We've created rules to allow us to deliver as much positive impact and continuous awareness to the associated industry as possible.

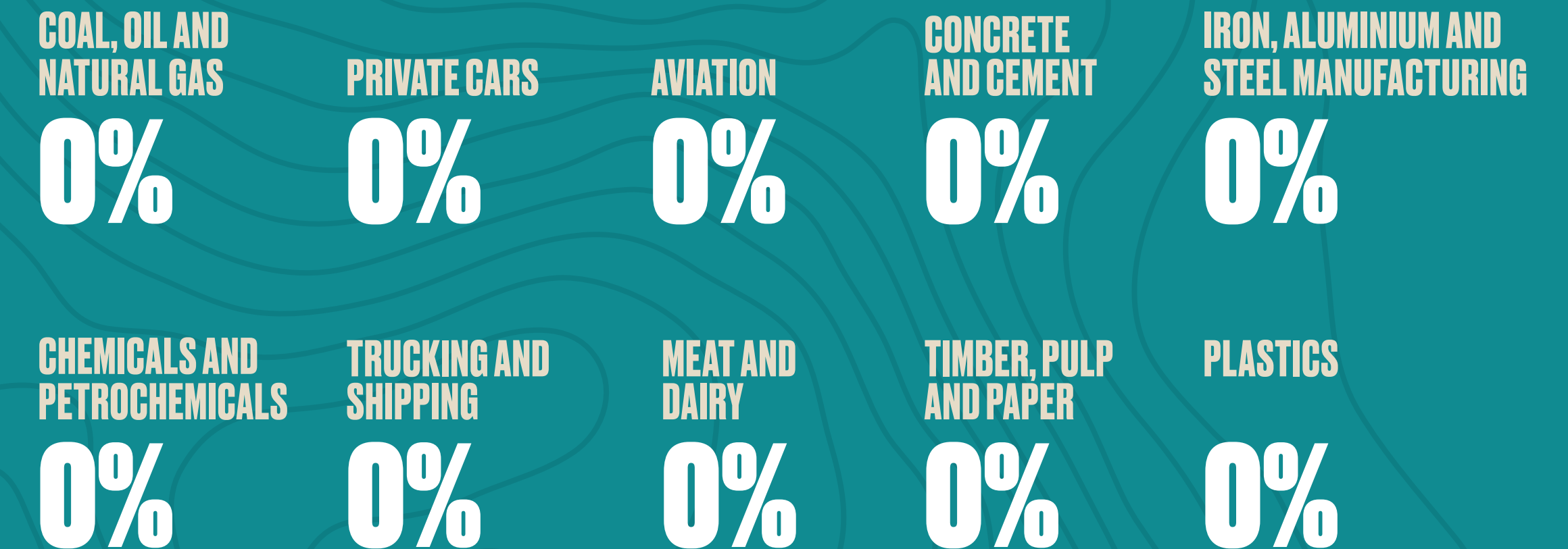
Disclosure:

We stopped working with a client after a period of time due to their industry not aligning with our environmental purpose. Although changes were being implemented, we only work with highly ambitious brands who operate with sustainability at the forefront of their business decisions.

CONTROVERSIAL CLIENTS:



POTENTIALLY CONTROVERSIAL CLIENTS:



TREES, CHARITY + PRO BONO:

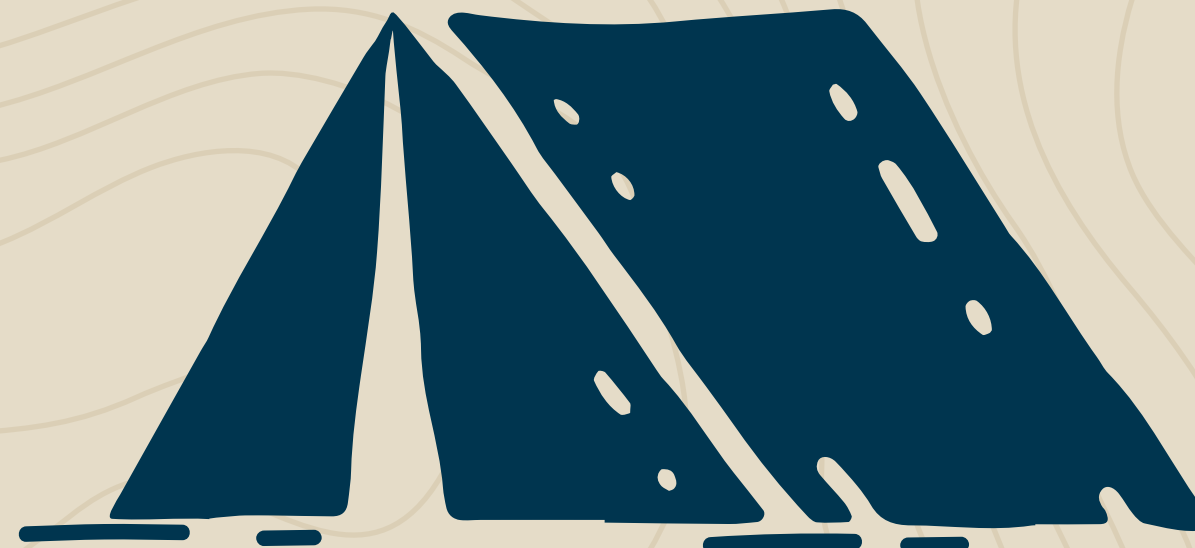
Trees:

To date we have planted over **12,000 trees** as an agency and use this as a currency in our day to day business operations. Whether that is through planting a tree for every newsletter sign-up on our website or planting **100 trees** for every new client project.

Our biggest polluting factor to the environment as an agency is our travel. We have planted trees primarily in Madagascar, Ethiopia, Nepal and the UK and donate to Cool Earth in order to protect high-carbon sequestration trees from being deforested.

Charity:

Charity is important for us. We volunteer monthly with Roots Independant Street Team and give to the Marmalade Trust a loneliness charity based in Bristol. We also support Surfers Against Sewage, Protect Our Winters, Woodland Trust, TASC Madagascar, Eden Projects and the Born Free Foundation.





Enviral LTD
Cigar Factory,
127-131 Raleigh Rd,
Bristol BS3 1QU

Contact
020 3872 2356
enviral.co.uk
joss@enviral.co.uk

 @go_enviral

 @goenviral

 @go_enviral