

A photograph of a forest with tall trees and green foliage, partially obscured by a semi-transparent teal rectangle. The text is overlaid on this rectangle.

#ethical
HOUR

THIS IS A CLIMATE EMERGENCY

Client Disclosure Report

June 2016 - July 2019



Ethical Hour work in partnership with impact entrepreneurs and changemakers to champion good causes, combat climate change and encourage people to respect our precious planet.

By starting conversations that matter and helping good businesses grow their income and impact, we aim to spark action and empower others. We create ethical marketing strategies and help changemakers stand out as thought leaders for their cause.

Protecting people, animals and the planet is in our DNA. We minimise our impact carefully, run on renewable energy and plant trees through our impact strategy every month. The Sustainable Development Goals are our guiding star, and as members of B1G1 we give back to aligned causes that protect the planet and make the world a better place.

Today we are pleased to publish our first climate disclosure report and client engagement policy, on 9 July 2019, at the same time as we join an industry-wide movement in response to Extinction Rebellion's call for advertising and communications agencies to "declare a climate & ecological emergency and act accordingly".

Going forward, this will form part of our annual impact reporting.

A dark, teal-toned background image of dense tropical foliage, including palm fronds and other leafy plants, creating a textured, naturalistic backdrop.

**We're
creating
a world
where
every business
is a force for good**

Our climate conflicts

Percentage of revenue from carbon critical industries:

Coal, oil and natural gas	0%
Private cars	0%
Iron, aluminum and steel manufacture	0%
Concrete and cement	0%
Aviation	0%
Chemicals and petrochemicals	0%
Trucking and shipping	0%
Meat and dairy	0.56%
Timber, pulp and paper	0.15%
Plastics	0.18%

Meat and dairy

We worked with a dairy company on a transparency campaign to raise awareness of fair farmer incomes and dairy cow welfare, including seasonal free range grazing.

Timber, pulp and paper

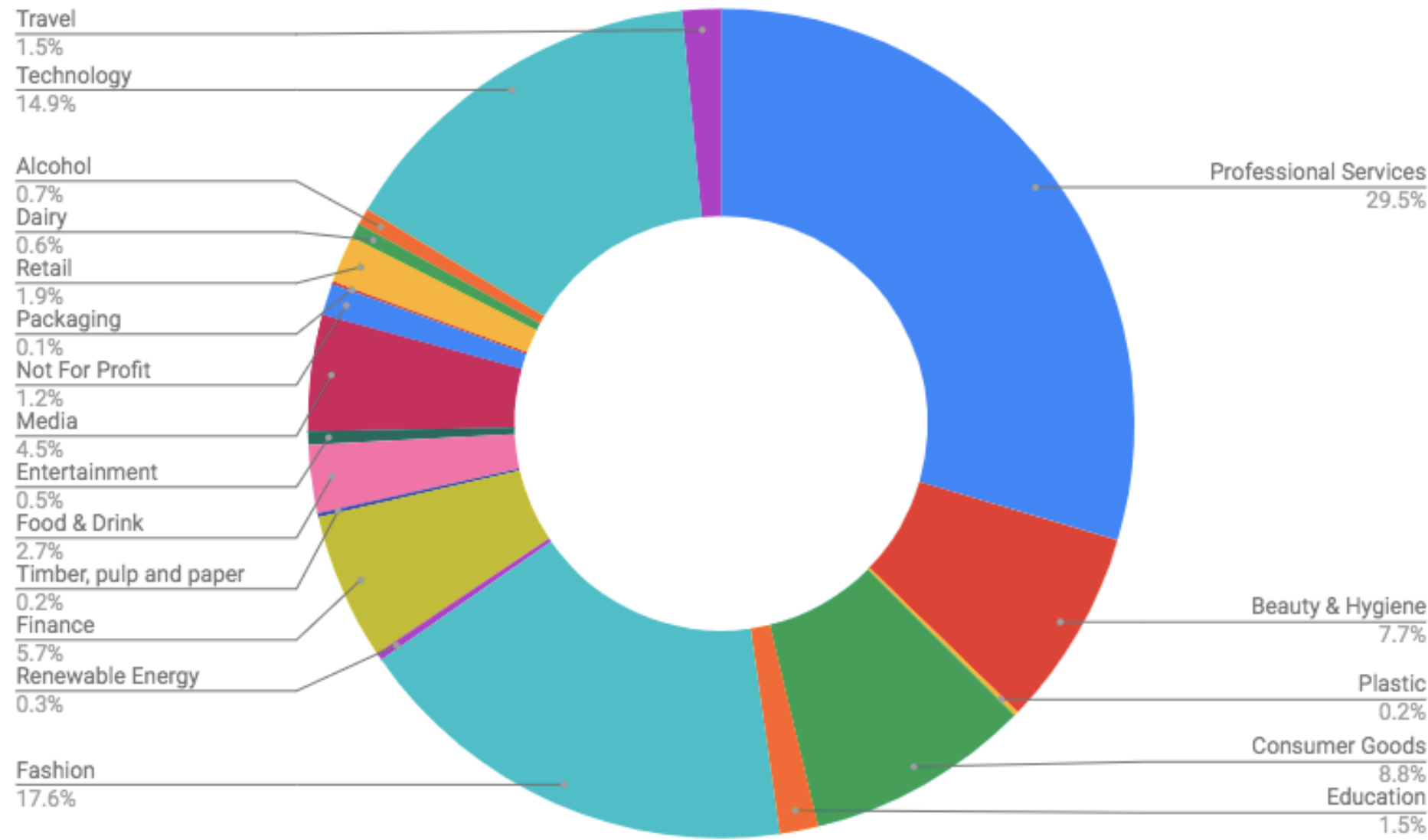
We worked with a plastic free packaging company who manufacture and print food safe, recyclable, carton board packaging - to raise awareness of their services.

They use renewable energy, natural vegetable-based inks and an independent verification to ensure their board is manufactured from sustainable stocks.

Plastics

We worked with a compostable plastic packaging company to raise awareness of their products, which can be disposed of in industrial compost instead of landfill.

Revenue by sector



Controversial clients

Percentage of revenue from potentially controversial sectors:

Arms	0%
Politics	0%
Tobacco	0%
Religion	0%
Pornography	0%
Gambling	0%
Alcohol	0.66%

Alcohol

We worked with an independent brewery through event sponsorship to raise awareness of their sustainability and social impact initiatives - such as beach cleans, responsible packaging and commitment to biodiversity.

Fashion

17.6% of our revenue from 2016 - 2019 came from the fashion industry - which is known to be a major contributor to carbon emissions, textile waste and supply chain exploitation.

We only work with slow fashion brands committed to transparency, sustainability and good ethical practices. As per our client engagement policy, we won't work with fast fashion brands. All of this income came from slow, ethical and sustainable fashion brands.

Largest contracts by income

Created a marketing strategy for a social entrepreneur to launch a series of online courses and mentoring programmes that will help social enterprises scale their income and impact.

Helped a new tech for good platform get investment ready by profiling their ideal users, mapping their customer journey and positioning them in the market.

Created a marketing strategy for an ethical communications expert to attract clients aligned to the Sustainable Development Goals.

Ran a launch campaign, undertook content creation and provided Instagram training for a tech company in the sustainability and wellbeing space.

Designed a marketing strategy, provided Instagram training and coaching for a copywriter in the ethical and sustainable food industry.

Coached and supported an ethical marketing agency through a rebrand and helped them implement a new giving back strategy to maximise their positive impact.

Designed a marketing strategy for a training company working to empower women with digital literacy to address the growing skills gap.

Provided Instagram training, marketing strategy development and coaching to an ethical fashion retail startup in their first 6 months of trading.

Created a marketing strategy for a startup homewares brand dedicated to providing sustainable interiors and empowering artisans.

Provided 6 months of marketing support to a vegan fashion brand to take them through a rebrand and reposition them in the market.

Client engagement policy

At Ethical Hour, we feel that we work in partnership with our clients, with the planet as a key stakeholder in everything we do.

We will only enter a relationship with businesses, organisations and individuals who don't compromise our values and who fit our vision of creating a world where all businesses are a force for good.

Positive engagement

We will work for and accept payment from businesses, organisations and individuals that want to achieve positive social and environmental change.

We welcome the opportunity to engage with those who are committed to making an impact, proactively embedding ethics and sustainability and operating with respect for people, animals and the planet.

Possible engagement

We will consider working with businesses and organisations that have struggled to embed ethical and sustainable practices but are eager and willing to change. We will support those that are fully committed to this - but we will never engage in greenwashing or social washing campaigns.

Exclusions

We will not work with businesses, organisations and individuals who are failing to address their negative social, ethical and environmental impact, or who are having a negative impact due to the nature of their operations.

We will not promote:

- The sale of weapons or military operations
- Products that are tested on animals
- Organisations using animals for medical research
- The sale of tobacco
- Gambling
- Fast fashion
- Products or companies known to threaten life, harm animals or exploit others
- Products or companies known to be carrying out socially or environmentally harmful activities
- Companies wishing to run campaigns that could be considered greenwashing or social washing
- Businesses manufacturing and promoting single use plastic



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