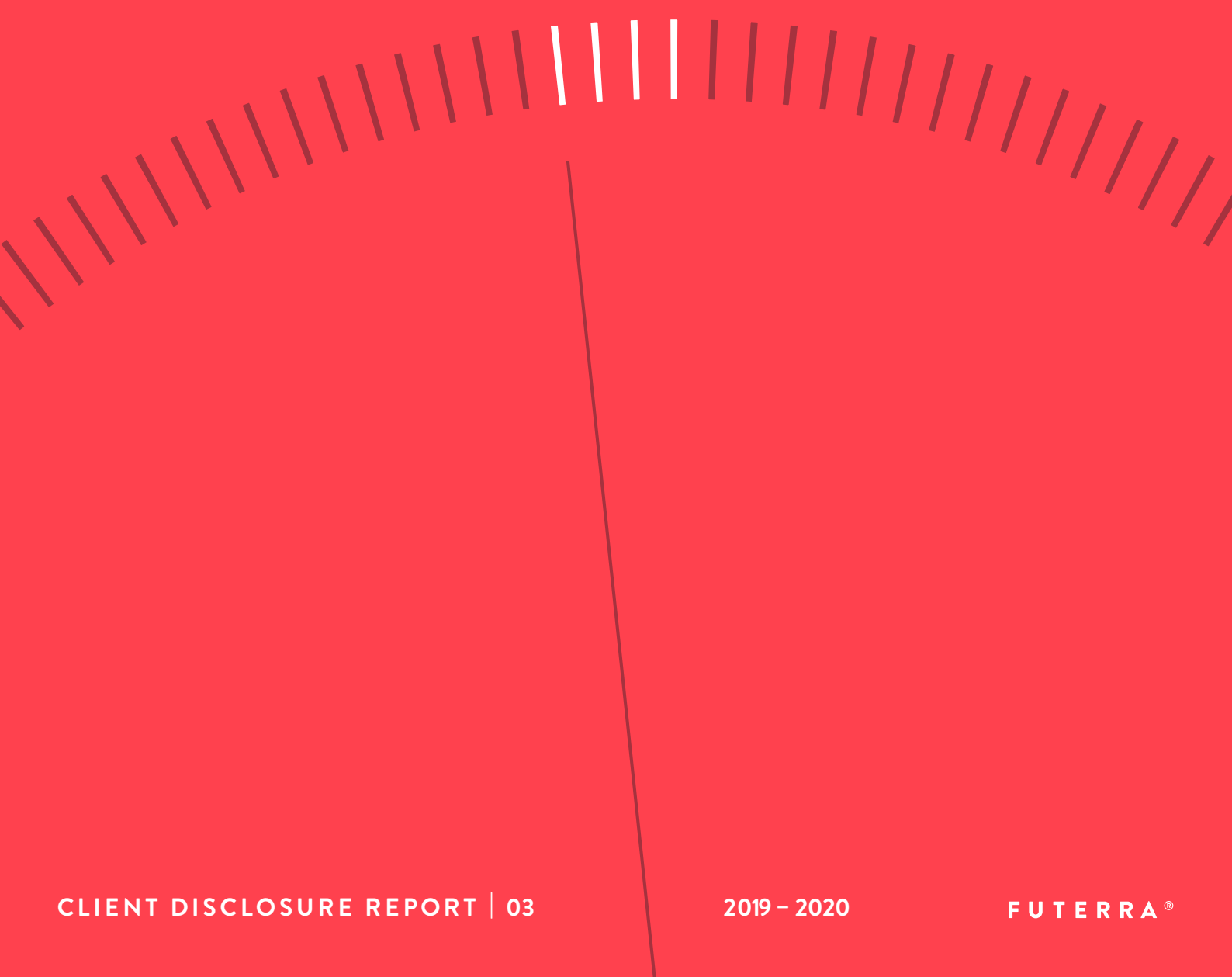


WE DECLARE A CLIMATE EMERGENCY



WE COMMIT TO A CREATIVE SOLUTION

FUTERRA IS THE CHANGE AGENCY FOR SUSTAINABILITY, ESTABLISHED IN 2001. WE ARE HEADQUARTERED IN THE UK, WITH OFFICES IN THE USA, SWEDEN AND MEXICO.

During Paris COP21 in 2015, we created the first Client Disclosure Report – a declaration of our commitment to honesty, transparency and sustainability.

Since then, our world has changed drastically.

We are now in a time where agencies can no longer hide who they serve. Clients want to be more honest with their consumers and share the truth about who they are working with.

Because now, everyone is watching.

We're not neutral about our clients. Our direct carbon footprint is small, but our client brainprint is huge. The radical strategies and powerful creative we deliver is our material impact on the world.

We believe honesty is a foundation of sustainability, and our clients deserve to know who else we serve.

And we're inviting every other agency on the planet to join us.

WEAREFUTERRA.COM

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HOW DID THIS ALL START?

This has been brewing since 2015 when Futerra published the world's first Client Disclosure Report during COP21 in Paris. Then in May 2019 the Extinction Rebellion folks reminded the advertising, PR and marketing industries they hadn't been forgotten.

In response, Futerra spearheaded this letter in July 2019, and a few friends in other agencies agreed to join. Then it snowballed.

In the report that follows, we disclose the percentage of revenue by industry, including from high carbon and controversial clients for the period of **May 2019 - April 2020**.

As creatives, communications agencies and media experts, we see the climate emergency.

Just over a month ago, Extinction Rebellion (XR) called upon advertising agencies to "declare a climate & ecological emergency and act accordingly."

Those of us who have signed below agree. Because creativity has consequences, so our industry cannot be neutral. As communicators, we have the power to inspire change, or to keep serving destruction.

We could end this letter here, with a commitment to use our power of persuasion and storytelling for the right side of history.

But a promise is not enough, because our industry hasn't faced the same scrutiny as others. Remember, we're good communicators and might be able to wiggle out of this.

- Therefore, the Agencies below commit that before this year is done, we will disclose our 'climate conflicts'. Whilst respecting client confidentiality, we will reveal the percentage of our turnover categorised by industry, including income from fossil fuel companies and other high carbon clients. Some of us have already done so (marked below).
- The individual Creatives who have signed below will simply not work on fossil fuel client briefs, no matter which Agency we are with.

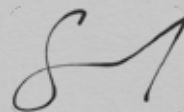
We know many of our colleagues and friends across the creative industry are anxious/terrified about the climate emergency. We also know that disclosing climate conflicts will be too early, and too controversial, for many Agencies today.

But, we firmly believe that we cannot serve climate solutions, whilst still serving the industries most answerable for causing the climate emergency.

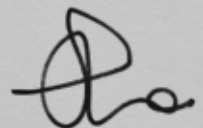
And of course, disclosure is only the first step on a journey that must lead to divestment - divesting agency client rosters of these clients. Agencies need to align our businesses with the climate science, just like everyone else.

Thanks for the nudge, XR

Signed,



Solitaire Townsend
Co-Founder



Lucy Shea
Group CEO

* Client Disclosure Report Available

001 OUR CLIMATE CONFLICTS

%

PERCENTAGE OF REVENUE
FROM CLIENTS PREDOMINANTLY
INVOLVED IN:

0.92

PLASTICS

0.11

AVIATION

0

TRUCKING
& SHIPPING

0

CHEMICALS &
PETROCHEMICALS

0

NON-RENEWABLE
(COAL, OIL & NATURAL GAS)

0

PRIVATE CARS

0

CONCRETE
& CEMENT

0

IRON, ALUMINUM &
STEEL MANUFACTURE

0

TIMBER,
PULP & PAPER

0

MEAT & DAIRY
PRODUCTS

BRIEF ACCEPTED FROM PLASTICS CLIENT

Communicate a carbon productivity concept and tool.

BRIEF ACCEPTED FROM AVIATION CLIENT

Create and launch a new climate commitment and sustainability strategy for large airport.

These are considered high carbon clients. High carbon clients come from industries with high carbon emissions pulled together from IEA and the EPA.

OTHER

Futerra works with a number of food companies (not producers) with portfolio dairy brands.

Briefs for these clients cover healthy eating, regenerative agriculture, small-holder farmer incomes, fair-trade, plastic and climate targets.

Briefs below 1% of turnover are usually for internal speeches and workshops.

002 OUR OVERALL INCOME

%	PERCENTAGE OF REVENUE FROM CLIENTS PREDOMINANTLY INVOLVED IN:
86.26	BUSINESS
12.13	NGO / CHARITY
1.59	FOUNDATION
0.01	GOVERNMENT

003 OUR BUSINESS REVENUE BY SECTOR

% TOP 4 = 64% OF REVENUE

17.41 BEAUTY

17.36 FASHION

15.25 CONSUMER PRODUCTS

13.72 FOOD

13.65 RETAIL

11.36 TECHNOLOGY

4.34 MEDIA / ENTERTAINMENT

3.58 BUILT ENVIRONMENT

1.24 ALCOHOL

1.06 CONSULTANCY

0.92 PLASTIC MATERIALS & RESINS

0.11 AVIATION

004 OUR CONTROVERSIAL CLIENTS

% PERCENTAGE OF REVENUE
FROM CLIENTS PREDOMINANTLY
INVOLVED IN:

1.24

ALCOHOL

0

POLITICS

0

TOBACCO

0

RELIGION

0

GAMBLING

0

PORNOGRAPHY

0

ARMS

BRIEF ACCEPTED FROM ALCOHOL CLIENT

Worked with one of the world's largest Whiskey companies to develop a toolkit guiding suppliers on actions to improve their sustainability credentials at live events.

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

005 OUR TEN LARGEST CLIENTS BY INCOME

These are the 10 largest briefs Futerra has completed for clients from 2019 – 2020.

01

Crafted a unique narrative positioning and messaging architecture for three key audiences following extensive leadership reviews, for a major global beauty company.

02

Provided a set of various strategy and communication consultancy to deliver against one of Asia's largest cosmetics and personal care company's consumer-centric sustainable lifestyle strategy, at a corporate and division/brand level.

03

Supported a house of apparel brands by creating their global sustainability strategy, messaging, visual identity and website platform.

04

Developed the circularity strategy, hardware strategy and 5-year sustainability strategy in partnership with the leadership team for one of the world's biggest tech companies.

05

Created sustainability vision and targets, internal stakeholder engagement, messaging framework and sustainability creative guidelines for one of the world's largest bakery product manufacturers.

06

Crafted a sustainability strategy and a unifying bold goal for a global consumer goods powerhouse; helped define an ambitious north star for the flagship brand's signature program.

07

Brought to life the unique and powerful theory of change for a non-profit environmental law organization to drive awareness and support for their mission.

08

Worked with a leading sports entertainment organization to develop a ground-breaking sustainability strategy and commitment to net zero by 2030.

09

Created and landed a new purpose with the leadership team of a historic real estate to set the organisation's ambition and guide the development of their new business strategy.

10

Helped crystalize the core value proposition for an environmental NGO to bring people together for environmental change.

006 CHANGES INDEX

[1/2]

	2016 – 2019	2019 – 2020	(%) CHANGE
001 OUR CLIMATE CONFLICTS			
AVIATION	2.37	0.11	- 2.26
PLASTICS	1.47	0.92	- 0.55
TRUCKING & SHIPPING	0.21	0	- 0.21
CHEMICALS & PETROCHEMICALS	0.15	0	- 0.15
NON-RENEWABLES (OIL & NATURAL GAS)	0.06	0	- 0.06

	2016 – 2019	2019 – 2020	(%) CHANGE
002 OUR OVERALL INCOME			
BUSINESS	84	86.26	+ 2.26
NGO / CHARITY	12	12.13	+ 0.13
FOUNDATION	4	1.59	- 2.41
GOVERNMENT	0.48	0.01	- 0.47

	2016 – 2019	2019 – 2020	(%) CHANGE
003 OUR BUSINESS REVENUE BY SECTOR			
FASHION	26.37	17.36	- 9.01
FOOD	22.43	13.72	- 8.71
BEAUTY	9.55	17.41	+ 7.86
RETAIL	8.61	13.65	+ 5.04
CONSUMER PRODUCTS	5.63	15.25	+ 9.62
TECHNOLOGY	3.36	11.36	+ 8
BUILT ENVIRONMENT	6.33	3.58	- 2.75
MEDIA / ENTERTAINMENT	2.44	4.34	+ 1.90
CONGLOMERATE	4.74	0	- 4.74
AVIATION	2.37	0.11	- 2.26
PLASTICS MATERIALS & RESIN	1.62	0.92	- 0.70
CONSULTANCY	1.48	0	- 1.48
SURGICAL & MEDICAL INSTRUMENTS	1.45	0	- 1.45
FINANCE & BANKING	1.33	0	- 1.33
ALCOHOL	0.60	1.24	+ 0.64
ENGINES & TURBINES	0.95	0	- 0.95
HOTEL	0.60	0	- 0.60
PUBLIC TRANSPORT	-	-	-
INVESTMENT	-	0	-
SHIPPING	0.21	0	- 0.21
INSURANCE	-	0	-
PHARMA	-	-	-
NON-RENEWABLES (OIL & GAS)	0.06	0	- 0.06
AUTOMOTIVE	0.01	0	0

006 CHANGES INDEX

[2/2]

		2016 – 2019	2019 – 2020	(%) CHANGE
004 OUR CONTROVERSIAL CLIENTS	ALCOHOL	0.60	1.24	+ 0.64

FUTERRA WILL REPORT
THIS WAY GOING FORWARD.
BECAUSE OUR INDUSTRY
IS NOT NEUTRAL IN THE
CLIMATE EMERGENCY.

PLEASE CONTACT

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WEAREFUTERRA.COM