



RESPONDING TO THE CLIMATE EMERGENCY

CLIMATE DISCLOSURE REPORT

JULY 2019

GREENHOUSE

COMMITMENT TO CLIMATE ACTION



We work solely with pioneers who have the ideas, innovation and solutions to accelerate positive social and environmental change.

WE ARE GREENHOUSE

WHO WE ARE

Greenhouse was set up over a decade ago with the single-minded belief that PR can be used to drive positive social and environmental change. Our mission stems from a deep-rooted commitment to addressing climate change and its impact on the world's poorest people.

WHO WE WORK WITH

We work exclusively with pioneers who have the ideas, solutions and technologies to accelerate positive change. We champion the change makers and support the urgent transition to a sustainable world where people and planet can thrive.

WHAT WE DO

Our campaigns range from tackling gender equality in the cotton supply chain to campaigning for local pension fund divestment from fossil fuels. All of our clients subscribe to the highest standards of social and environmental performance.

BUSINESS AS A FORCE FOR GOOD

We believe that business can be and should be a force for good. As a certified B Corporation, we have undertaken a rigorous assessment to ensure that our ethical business practices are embedded in every aspect of the company.

SUPPORTING CHANGE

We invest 30% of consultancy time pro-bono to help scale mission-driven NGOs and smaller social enterprises driving change.

THE TIME IS NOW

The world is finally waking up to the stark realities of what a climate in crisis really means. As millions of student activists prepare to strike in September 2019 to demand action, and governments around the world declare a state of climate emergency, climate change has never been higher up political and media agendas.

URGENT NEED FOR CLIMATE ACTION

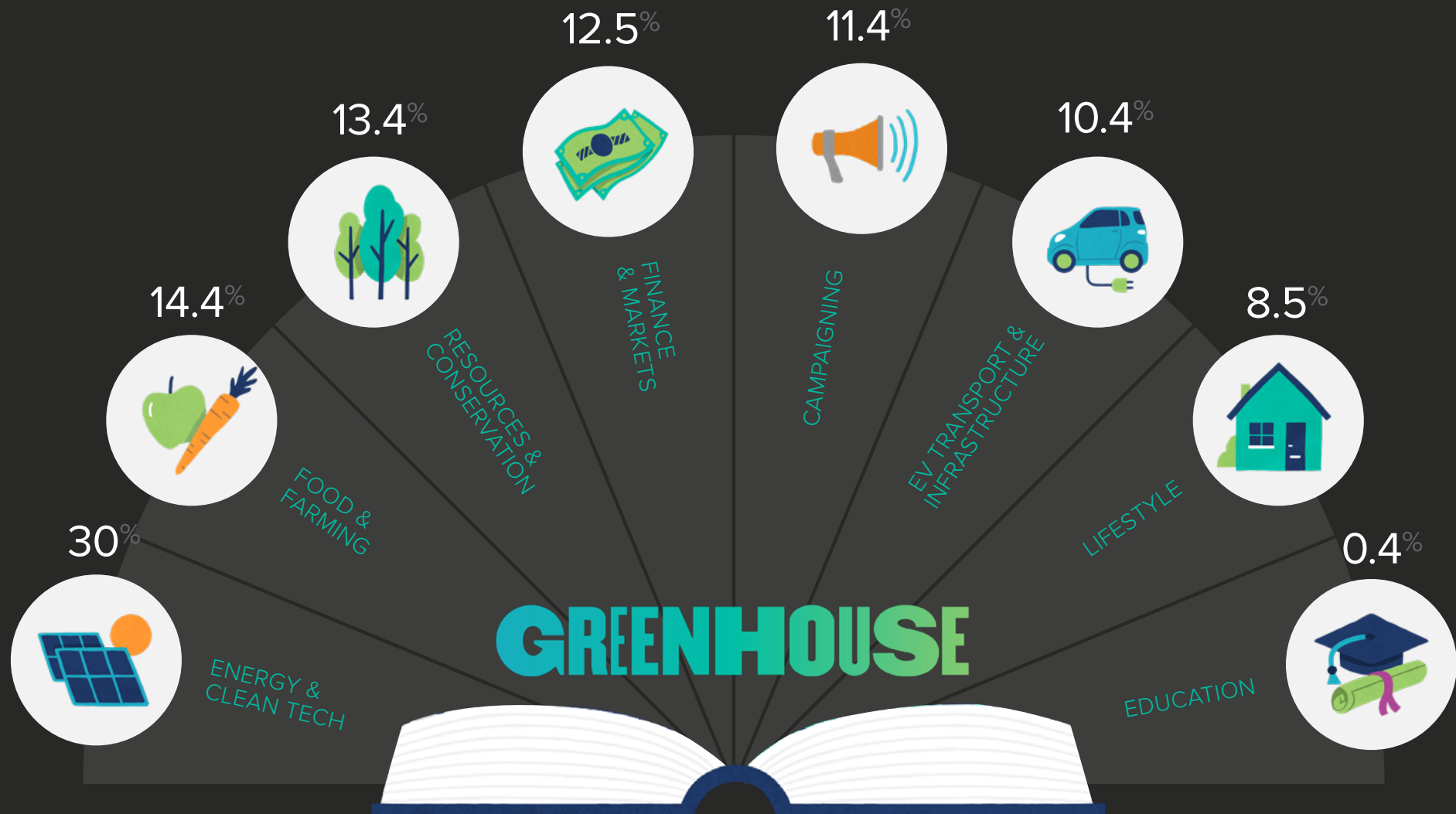
The UN predicts two billion people will be climate change refugees by the end of the century.

That is why we believe it is fundamental to every government, local authority and business, that we declare a Climate Emergency, to recognise the potential impact of climate change and to take urgent action to ensure we are able to protect the planet on which we depend.



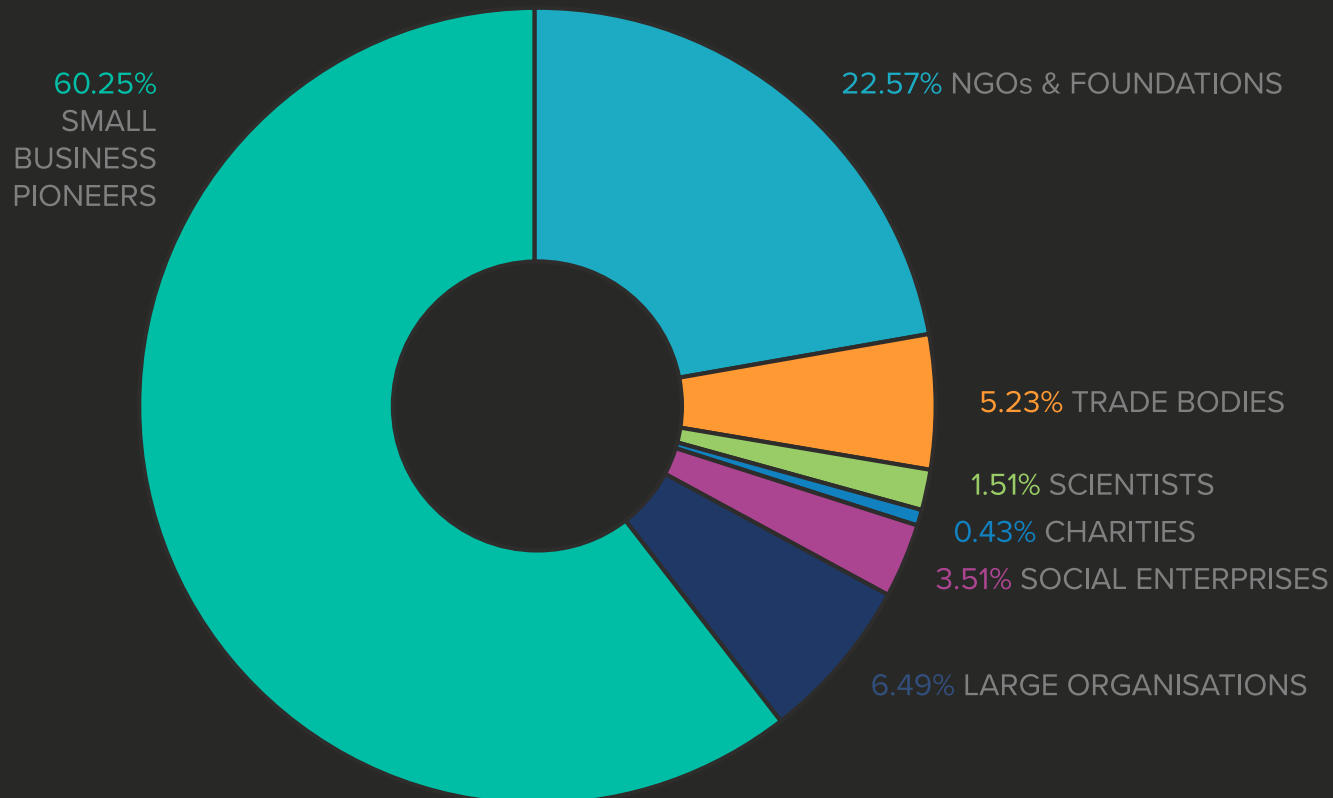
CLIENT SECTORS BY REVENUE

We seek out organisations that are developing climate solutions in each sector, and we choose the clients that we believe will have the greatest impact.

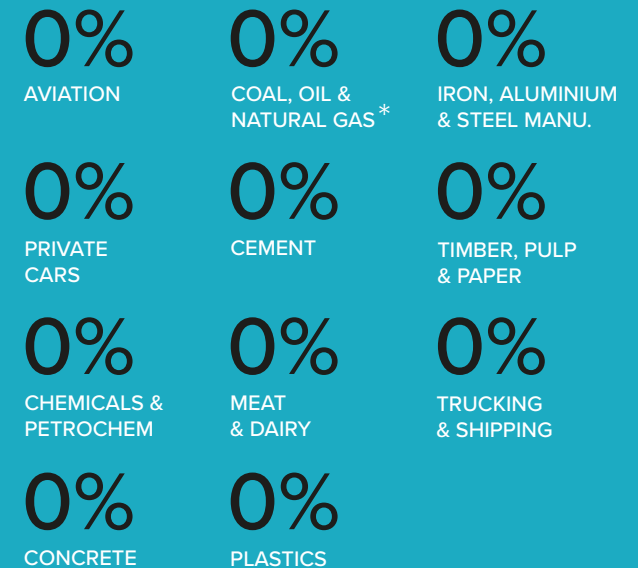


CLIENT DISCLOSURE

OVERALL REVENUE BY CLIENT TYPE



REVENUE FROM HIGH CARBON INDUSTRIES



* Following thorough due diligence, using our ethical client criteria, we are starting a project with Wärtsilä for their 100% renewables UK investment programme.

IMPACT HIGHLIGHTS

1

Shifting the billions from fossil fuels to clean green technology.

2

Driving the transition to a clean, dynamic and smart energy grid.

3

Accelerating sustainable soil, farming and eco system services.

4

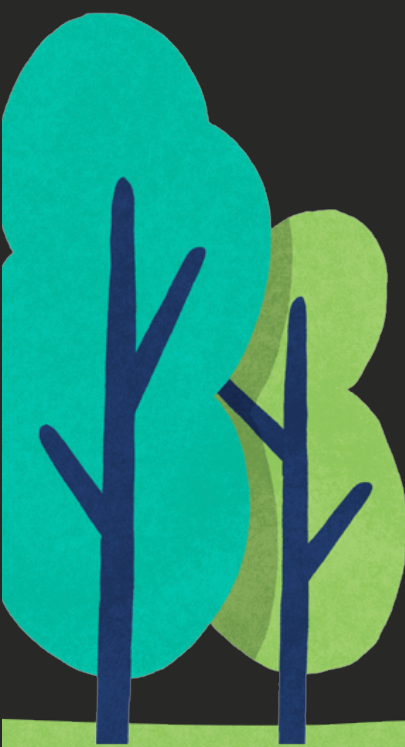
Engaging industry in development of fair and sustainable supply chains.

5

Supporting collaboration and sharing best practice among green networks.

6

Realigning the law to protect the earth and those who stand for it.



Airlabs
British Solar Renewables
Cafédirect
Carbon Tracker
Changing Markets
CNG Fuels
Ecoegg
Engenie
Farm Wilder
Forum for the Future
GRIDSERVE
Hyperdrive
Innovation
Moixa
Natracare
NFFN
Northern Powergrid
Olkocredit
Organix
Pivot Power
redT
Ripple Energy
Sustainable Soils Alliance
Climate Change Collaboration
Thrive Renewables
Triodos Bank
Unfriend Coal
Verv
Yora



OUR CLIENTS



ETHICAL CLIENT CRITERIA



CHECKLIST

Our client evaluation/exclusion criteria allow us to identify the organisations in each sector with the ideas, innovation and solutions to accelerate change.

We seek to work with businesses that:



Provide innovative products, services or operating models with the aim and potential to accelerate positive social and environmental change.



Support activities to protect the environment and avoid activities that have a negative impact on society and/or the environment.



Have a strong story to tell and are open to sharing their story, by engaging with media, influencers and the industry.



Are collaborators, interested in partnerships and co-operation to drive and scale change.



Hold explicit ethical, environmental and social values – individually and as an organisation.



MONITORING

We closely monitor the environmental performance of potential clients to ensure alignment with our objective of supporting the transition to a sustainable society.

Our engagement policy is simple but effective – we work with organisations that are engineering climate solutions, and who walk the talk with their internal policies too.



SHARING BEST PRACTICE

We aspire to inspire. Although we have been mastering our own environmental policies for many years, we now see our position in the industry evolving – to help other agencies and individuals to fulfil their potential and change the whole industry for the better.

MISSION-FOCUSED TEAM

PERSONAL COMMITMENT

Our team shares the mission and we are each motivated to reduce climate inequity, with a personal and professional commitment to the environment. We believe that our individual and collective mission is critical to the work we do, and this is reflected in the passions and backgrounds of our team.

Each member of our team makes it their personal responsibility to ensure that Greenhouse operates as sustainably as it can. We ensure that the business runs on renewable energy, office products are sustainably sourced, as well as coordinating organic produce purchased from local suppliers and hosting sustainability workshops on topics ranging from ethical fashion to finance.



ANNA GUYER
FOUNDER



HELEN BELL
HEAD OF BRISTOL OFFICE



FLORA HANCOX
SENIOR CONSULTANT



DAVID MASON
SENIOR CONSULTANT



RACHEL PARKES
SENIOR ACCOUNT MANAGER



WILL SPRAGG
ACCOUNT MANAGER



MAYOWA OGUNREMI
ACCOUNT EXECUTIVE



JENNY BRIGGS
SENIOR ACCOUNT MANAGER



JADE DUGGAN
SENIOR ACCOUNT MANAGER



ED HOPKINS
ACCOUNT DIRECTOR



JULIE JAMIS
ACCOUNT EXECUTIVE



ROSIE WILLIAMS
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KATE GARRATT
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CHARLIE DAKIN
ACCOUNT EXECUTIVE



MARIA BOWLER
ACCOUNT EXECUTIVE



MAX BOON
SENIOR ACCOUNT MANAGER



CHRISSIE WILLIAMS
SENIOR CONSULTANT



BILLIE SCHLICH
ACCOUNT EXECUTIVE

OUR ETHICS

Certified



Corporation



We put purpose above profit



We believe that business can be a force for good



We have embedded our mission in our articles of association



We adhere to the highest ethical and environmental standards



We take care of our staff

A large crowd of people is gathered in a city square, likely in London, for a climate protest. The crowd is diverse in age and appearance, many wearing winter clothing. Numerous signs and flags are visible, including a large red flag with the letters 'AAZ' and several circular signs that read '100% CLEAN ENERGY' and '100% LOVE AAZ'. A central graphic overlay reads 'THE TIME IS NOW' in large, bold, blue and red letters, with a globe icon replacing the letter 'O'. The background shows city buildings and a large statue on a pedestal.

CALL TO ACTION

*Please join us in using the power of communications
to scale solutions to tackle the climate emergency.*

Anna Guyer, Founder



Meet some of the pioneers we represent and hear their
vision for a sustainable future. WATCH NOW (2 min)

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