



Creative Climate Disclosure 2019



Junxion team at Vancouver Climate Strike Sept 27, 2019

Junxion Strategy is an International Social Impact Consultancy that Supports Leaders of the Next Economy.

For over 20 years, Junxion has been advising on strategy, sustainability, and social impact, building a global portfolio of clients that include some of the world's most courageous and generative brands—adidas, Doctors without Borders, MEC, Reconciliation Canada, and the United Nations, to name a few. Junxion has also helped more companies achieve B Corp certification than any other consultancy.

From offices in Vancouver, Toronto, and London, UK, Junxion has served clients on five continents, helping define their purpose, plan their impact, tell their stories, and embrace accountability.

Junxion is a proud member of Social Venture Circle and the Wellbeing Economy Alliance, and is an award-winning Certified B Corp.

At Junxion we have joined with those around the world who have officially declared¹ a climate emergency and we have committed to reducing our carbon emissions and becoming carbon neutral by the end of 2020. We are first limiting our emissions as much as we can and will be offsetting the remainder—although we are conscious of the criticisms of offsetting, that it is outsourcing the problem, and we are actively exploring if we can remove the equivalent carbon in our value chain.

We closed our offices in Canada and London to enable all Junxonites to attend the climate strikes in September 2019. In this way, we foster a sense of personal connection to the environmental protest movements, which in turn fuels our passion for bringing about systems change through the work we do daily.

Where We Earn Revenue

We are committed to supporting organizations that are ‘native’ to the new economy—meaning those that hold an explicit social purpose and those traditional businesses that are seeking to ‘jump the curve’ to the new economy.

That means our default position on clients is to engage—although we will not work with the tobacco industry, arms manufacturers, or most extractive companies. We ask questions and form a view of how serious senior management is about making concrete change. Where we find ‘greenwash’ or a lack of commitment to tackling issues, including insufficient carbon targets, we will withdraw from the proposal or project.

Choosing to decline prospective clients

We are becoming more selective of our clients to ensure they align with our values and their work supports our vision. During fiscal 2019 (1 September 2018–31 August 2019) we were approached by one of the world’s largest petrochemical businesses to help them improve the effectiveness of their corporate social responsibility (CSR) programmes. Our approach is to engage and to encourage bold action by our clients, such as committing to Science Based Targets². This prospective client is part of the industry that is responsible for 71% of global greenhouse gas emissions since 1988³, something we were acutely aware of as we entered into conversations about working together.

We held preliminary discussions on what could have been a very valuable client engagement. It became clear that in fact the brief was only to look at how they spent money in communities and not at how they earned that money—so we would not have any influence on their carbon commitments, which were not up for review. Their 15-year target was to make such a small reduction in relative carbon emissions (i.e., per unit of production) that in absolute terms they were planning to emit more carbon in 2025 than they had done in 2010. We told them that given their carbon-intensive industry and their size, this was an entirely deficient response to what the world needs and so we would not be taking the discussions about working together any further.

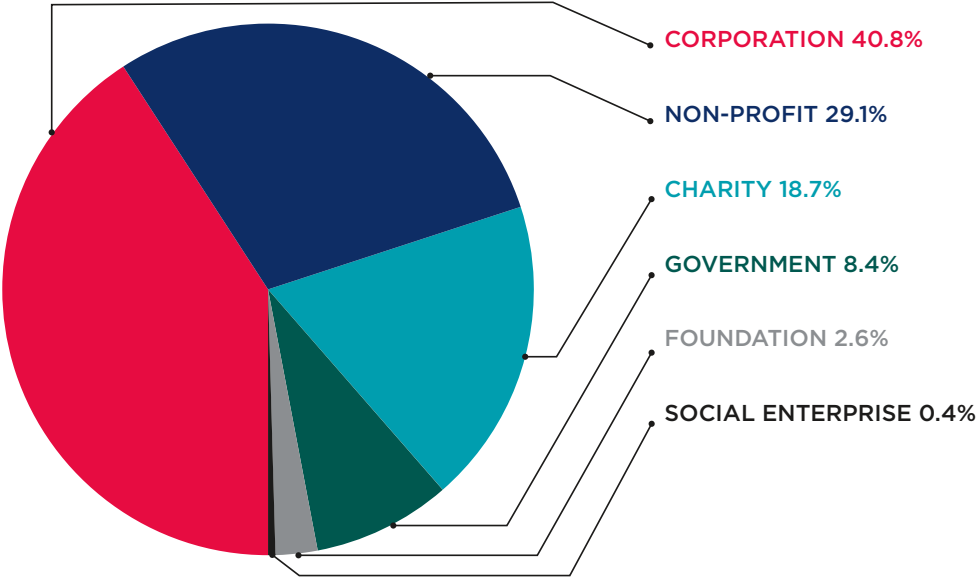
² <https://sciencebasedtargets.org/>

³ <https://b8f65cb373b1b7b15feb-c70d8ead6ced550b4d987d7c03fcdd1d.ssl.cf3.rackcdn.com/cms/reports/documents/000/002/327/original/Carbon-Majors-Report-2017.pdf?1499691240>

Engaging Controversial Sectors

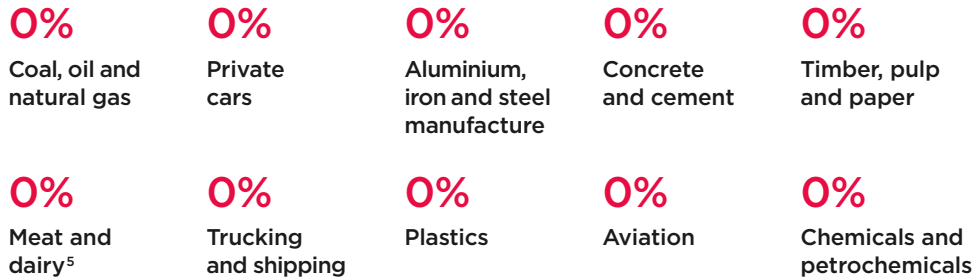
During our 2019 fiscal year we worked with one alcohol manufacturer, one gambling body and one mining company. We gave support and advice to an organic whisky distillery in Scotland that was seeking to certify as a B Corporation. We advised a provincial gambling crown corporation in Canada on how they could develop their sustainability strategy. And we conducted an assessment of the sustainability issues a mining company needed to consider (a materiality analysis).

Percentage of total Junxion income (Canada and UK) from different corporation types



Percentage of income from carbon critical industries⁴

This year none of our business came from carbon critical industries:

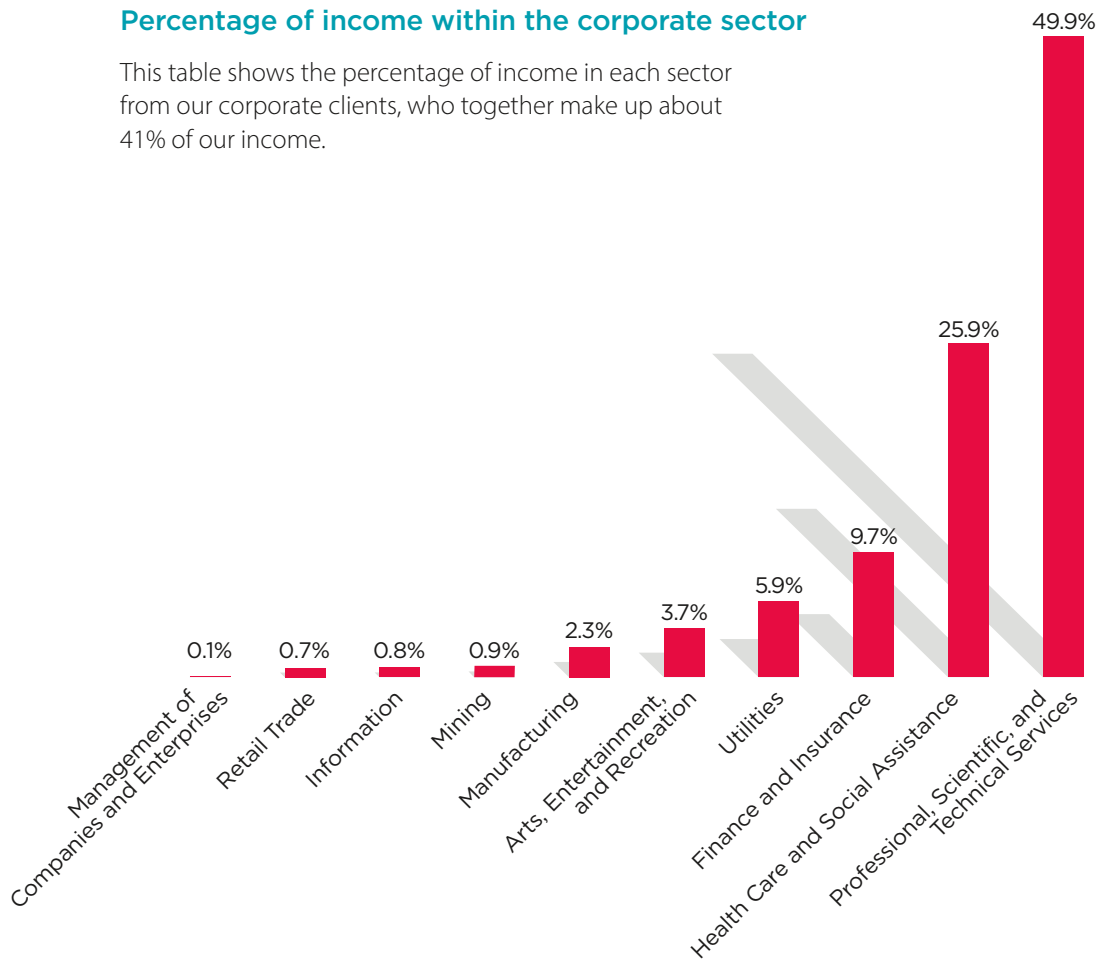


⁴ The definition of a high carbon sector was taken from <https://www.creativeandclimate.com/faq>. Our assessment is that our work with a textiles manufacturer, a gold mining company and an alcohol distillery doesn't fall within the definition.

⁵ We did run a strategic planning project for a provincial governing body for the egg industry.

Percentage of income within the corporate sector

This table shows the percentage of income in each sector from our corporate clients, who together make up about 41% of our income.



Top 10 Projects by Financial Value in 2019

Developed and implemented a global communications strategy for a responsible banking initiative, led by one of the largest and most influential Intergovernmental Organizations in the world

Generated a strategic plan for a charity which provides shelter and support for vulnerable youth in Vancouver

Supported strategic planning for a non-profit governing body for the egg industry

Partnered with a socially minded consultancy firm on their strategic planning

Ran a strategic planning engagement for a charity which assists persons with developmental disabilities to lead meaningful and healthy lives by partnering with the community

Successfully guided a leading multinational company through the B Corp certification process

Helped a diverse, multinational digital design studio achieve B Corp certification

Created an Anniversary Book for a Vancouver-based architectural firm dedicated to collaboration, community building and preserving the natural environment

Completed a website redesign for an NGO focused on developing strategic solutions to the world's most complex social and environmental problems

Gave governance advice and support to an employee-owned company committed to providing personalised social and healthcare services to children, youth, adults and families facing difficulties

Seeking to Improve

In producing this report, we have reflected that while we have some principles in place that influence our relationships with our clients, we can develop and formalise our client and supplier engagement policy. We have committed to completing this during 2020.

As the Creative Climate Disclosure document makes clear, disclosure is a first step towards divestment. This year we have not worked with any carbon-critical organizations which sets a high bar to leap in future.

We are committed to using business as a force for good in the world and we will continue to reflect on how we are achieving this aim and where we can improve. The climate is everyone's business.

Let's Be Audacious Together....

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