



LEAP

20

CLIENT
DIS-
CLO
-SURE
REPORT

19/20

Certified



Corporation



LEAP



**We Declare
A Climate
Emergency**



Design for Change

From day one, Leap has been redefining the design process to incorporate people, planet and profit. It's our commitment to the world. This specifically means being aware of and honest about our clients and our combined impact on the climate.

Raising our ambition as a B Corporation

Our B Corp journey started in 2015 and we've been recognised with Best for the World Workers and Changemakers honourees in 2019. We were one of 500 B Corps to pledge to reach Net Zero carbon emissions by 2030 at COP25 in December 2019.

Committed to climate transparency

In July 2019, we declared a climate emergency and committed to transparent client disclosure as part of the Creative and Climate movement.

This report sets out who we work for and how we make our money. It is designed to leave no doubt about our net-positive climate impact. In it we disclose our revenue by industry, including from high carbon and controversial clients, for the period of November 2019 - October 2020.

Our
income

Revenue from
clients predominantly
involved in:

%

78.0

Corporate

13.0

Charity
Foundation
NGO

8.000

Government

1.000

Education

Our climate conflicts

Revenue generated from high carbon clients and sectors:



High carbon clients work in industries with high carbon emissions as identified by the International Energy Agency (IEA) and the Environmental Protection Agency (EPA).

27

Corporate

4.9

Aviation

Corporate.

This mainly includes working with a global banking client during the pandemic.

0

Trucking & Shipping

0

Chemicals & Petrochemicals

Aviation.

This relates to working with Spaceport Cornwall on their sustainable branding strategy.

0

Coal, Oil or Gas

0

Private Cars

0

Concrete & Cement

0

Iron, Aluminium & Steel

0

Timber, Pulp & Paper

0.06

Meat & Dairy

Meat & Dairy.

This relates to helping a local Cornish business through the B Corp certification process.

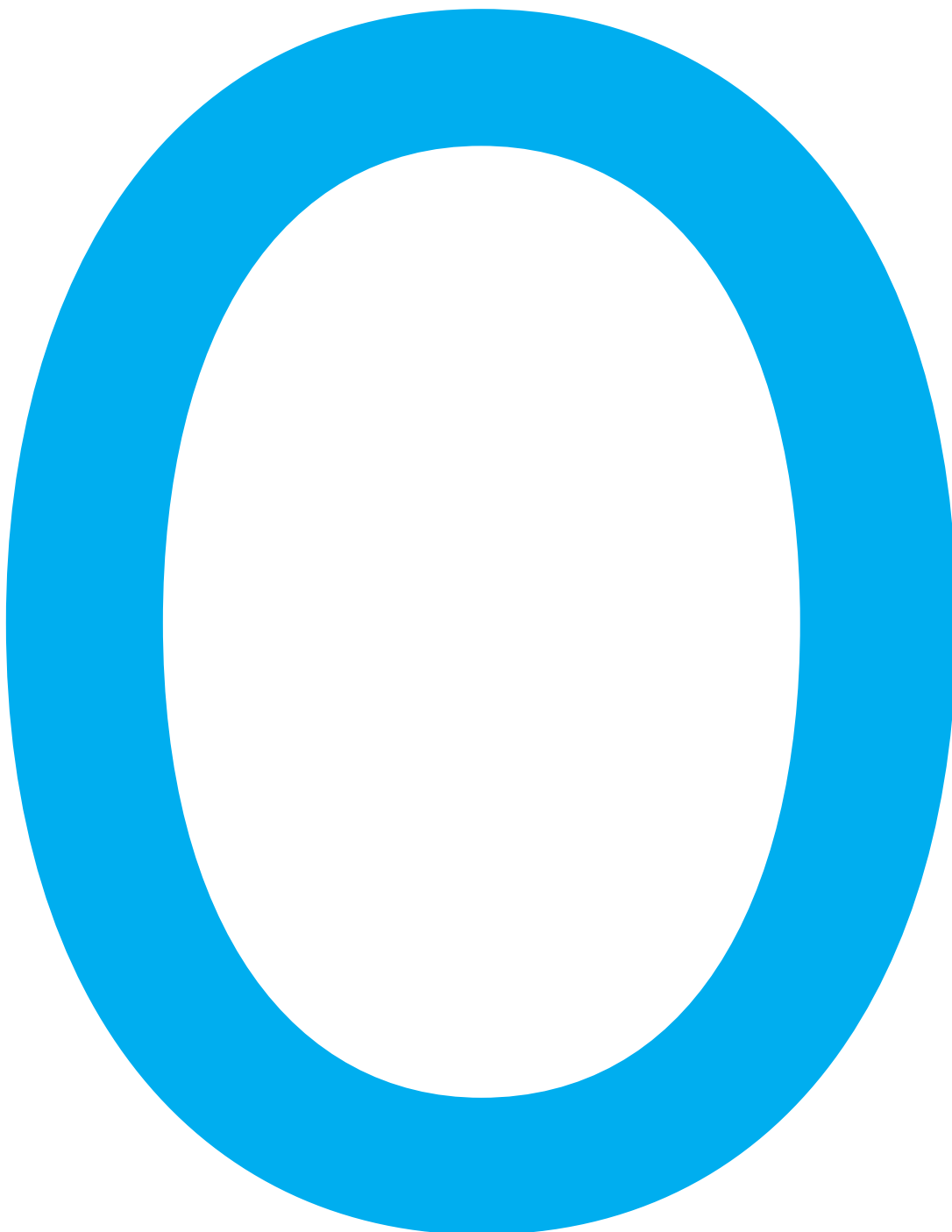
Our controversial clients

Revenue from clients predominantly involved in:



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

Alcohol / Arms / Coal, Oil or Gas / Politics / Gambling / Pornography / Religion / Tobacco



Our revenue
by sector

%

2.9

Technology

13.2

Welfare & Community

12.1

Consultancy

10.9

Travel & Leisure

2.5

Retail

12.8

Marketing

2.7

Food & Beverages

2.5

Education

27

Corporate & Banking

5.9

Transport (Co-Sharing)

3.7

Renewable Energy

1.6

Built Environment

1.6

Health & Beauty

0.3

Consumer Products

0.3

Fashion

Our ten largest clients

2019/20

1

We collaborated on a global campaign on banking conversations during Covid-19 for one of the world's leading app based banks.

N26 - The Big Banking Chat

6

We worked with a leading UK renewable energy supplier for the sixteenth year designing their Annual Report.

Good Energy Group PLC

2

Long term partnership with the leading brand activism agency. Work included development of a new site, social assets plus client campaign collaboration.

Dont Cry Wolf

7

We created an online platform to recognise organisations for their contribution towards sustainability, environmental growth, circular economy and carbon neutrality.

Cornwall Sustainability Awards

3

We co-created a re-brand for a global management information platform designed to help businesses create a fearless future.

Orgvue by Concentra

8

We created a low carbon online presence for an outdoor events business including ongoing carbon-neutral hosting.

Cornish Tent Co

4

Working to create a strategic framework for sustainable brand roll out that amplifies their core vision of "space for good".

Spaceport Cornwall

9

We developed an online presence for a search tool powered by artificial intelligence software, connecting users with the answers and information they need.

SimSage UK

5

Brand development and creation of an online platform for an ethical recruitment resource.

Banc Recruitment Ltd

10

We created a new visual style and online presence for a charitable foundation of a leading drinks brand.

Innocent Foundation

Our changes index

OUR CLIMATE CONFLICTS	2018/2019	2019/2020	Change (%)
Corporate	0	27	infinite
Trucking & Shipping	0	0	
Coal, Oil or Gas	0	0	
Concrete & Cement	0	0	
Timber, Pulp & Paper	0	0	
Aviation	0	4.9	infinite
Chemicals & Petrochemicals	0	0	
Private Cars	0	0	
Iron, Aluminium & Steel	0	0	
Meat & Dairy	0	0.06	infinite

OUR OVERALL INCOME

Corporate	72.5	78	8
Charity Foundation NGO	22.8	13	- 43
Government	4.25	8	88
Education	0.45	1	122

OUR BUSINESS REVENUE BY SECTOR

Technology	30.4	2.9	- 90.5
Travel & Leisure	8.6	10.9	27
Food & Beverages	3.6	2.7	- 25
Transport (Co-Sharing)	2.2	5.9	168
Health & Beauty	1.3	1.6	23
Welfare & Community	20.6	13.2	- 36
Retail	8.2	2.5	70
Education	3.4	2.5	27
Renewable Energy	2	3.7	85
Consumer Products	0.6	0.3	- 50
Consultancy	9.8	12.1	23.50
Marketing	5	12.8	156
Awards	2.5	27	980
Built Environment	1.3	1.6	23
Fashion	0.5	0.3	- 40



LEAP



Our commitment

We will continue reporting in this way as part of our commitment to tackling the climate emergency, and through our membership of the Creative Conflicts partnership.

Why?

Because we can choose to be creators or destroyers. It's up to us to decide! We choose to create as sustainably as possible.

Since Leap was founded in 2004, we have continuously designed for positive, sustainable, interdependent change.

We urge all creative agencies to commit to world action and publish client disclosure reports as a sign of genuine intent.

To find out more, please contact:
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Design for Change