



LEAP

20

CLIENT
DIS-
CLO
-SURE
REPORT

20/21

Certified



Corporation



LEAP



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. In 2021 we all used our Goodfest community to start a Creative Sustainable Charter, so that all creatives can pledge to greater accountability and transparency.

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-

Cover: Aerial of mangrove in seagrass bed, Islamorada, Florida
Credit: David Gross / Ocean Image Bank

Our
income

Revenue from
clients predominantly
involved in:

%

Corporate

48.53

Charity
Foundation
NGO

39.20

Government

10.98

Education

1.29

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).

5.35

Corporate

8.9

Aviation

Corporate.

This mainly includes working with a technology platform that provide virtual data suite.

0

Trucking & Shipping

0

Chemicals & Petrochemicals

Aviation.

This relates to working with Spaceport Cornwall on their impact strategy.

0

Coal, Oil or Gas

0

Private Cars

0

Concrete & Cement

0

Iron, Aluminium & Steel

0

Timber, Pulp & Paper

0.1

Meat & Dairy

Meat & Dairy.

This relates to helping a local Cornish farm shop.

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

3.36

% of revenue from clients predominantly involved in alcohol

Our revenue
by sector

%

12.36

Travel & Leisure

0.25

Financial Tech & IT

3.72

Energy

0.1

Meat & Dairy

4.25

Food

5.35

Corporate & Banking

0.37

Building

14.29

Consultancy

0.19

Health & Wellbeing

1.5

Fashion

6.63

Beverages

0.67

Consumer Product

6.06

Service & Retail

6.3

Marketing

27.34

Welfare & Community

1.42

Education

8.9

Aviation

0.3

Transport

Our ten largest clients

2020/21

1

In collaboration with IKEA we helped deliver a multi faceted campaign to help care experience young people with gaining independent life skills.

Barnado's

6

Design and development of a low carbon website to help showcase the foundation's work on supporting new initiatives focused on ending the climate crisis.

Bulb Foundation

2

Continual relationship with the UK's first spaceport, delivering a strategic framework to launch, focusing on communicating impact to engage all stakeholders and drive change in the industry.

Spaceport Cornwall

7

Long term partnership with the leading brand activism agency. Work included development of a new site, social assets and show reel.

Don't Cry Wolf

3

Developing and defining a visual language to convey a global collaboration, redefining value to transform decision making.

Capitals Coalition

8

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

Good Energy

4

Development of Eco trophies to help celebrate their customers sustainability initiatives.

Datasite

9

Designed and developed a global campaign to raise awareness of the importance of the ocean to help tackle climate change.

The Ocean Race

5

Working closely with the first ever B Corp distillery to communicate their impact across their product range, community and planet.

Bruichladdich Distillery Company Ltd

10

Designed and delivered an innovative transportable ocean plastic awareness campaign to run across beaches in Cornwall and online in the summer for the lager brand Korev.

St Austell Brewing Company

Our changes index

OUR CLIMATE CONFLICTS	2019/2020	2020/2021	Change (%)
Corporate	27	5.35	- 80.18
Trucking & Shipping	0	0	
Coal, Oil or Gas	0	0	
Concrete & Cement	0	0	
Timber, Pulp & Paper	0	0	
Aviation	4.9	8.9	+ 81.63
Chemicals & Petrochemicals	0	0	
Private Cars	0	0	
Iron, Aluminium & Steel	0	0	
Meat & Dairy	0.06	0.1	+ 66.66

OUR OVERALL INCOME

Corporate	78	48.53	- 37.78
Charity Foundation NGO	13	39.20	+ 201.53
Government	8	10.98	+ 37.25
Education	1	1.29	+ 29

OUR BUSINESS REVENUE BY SECTOR

Technology	2.9	0.25	- 91.37
Travel & Leisure	10.9	12.36	+ 13.39
Food & Beverages	2.7	10.88	+ 302.96
Transport (Co-Sharing)	1	0.3	- 70
Health & Beauty	1.6	0.19	- 88.12
Welfare & Community	13.2	27.34	+ 107.12
Retail	2.5	6.06	+ 142.4
Education	2.5	1.42	- 43.2
Renewable Energy	3.7	3.72	+ 0.54
Consumer Products	0.3	0.67	+ 123.33
Consultancy	12.1	14.29	+ 18.09
Marketing	12.8	6.3	- 50.78
Built Environment	1.6	0.37	- 76.87
Fashion	0.3	1.5	+ 400
Corporate & Banking	27	5.35	- 80.18
Aviation	4.9	8.9	+ 81.63



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 climate action and publish client disclosure reports as a sign of genuine intent.

To find out more, please contact:

info@leap.eco
leap.eco
@madebyleap

Or find the Sustainable Creative Charter at:

www.sustainablecreativecharter.com

Design
for
Change