

REVOLT

CLIMATE DISCLOSURE REPORT

STRATEGY, EXPERIENCES & COMMUNICATIONS



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**WE WORK
WITH
BRANDS
OF THE
FUTURE**

**CREATING COMMUNICATIONS AND
EXPERIENCES THAT HAVE SOCIAL,
ENVIRONMENTAL & BUSINESS IMPACT.**

ABOUT REVOLT

REVOLT is a marketing, media and communications agency based in Copenhagen, Denmark. We help brands connect with their customers based on aligned values and by solving human-centric problems.

We, as humans, live in a time of critical magnitude, where brands and industries are often the biggest contributors to our biggest problems.

Our ambition is to work with future thinking, sustainably conscious brands, helping them define, design and deliver the things that they **stand for**.

We leverage our strong experience in B2C communications, and our understanding of how to develop and deliver on insights that help connect with people on levels that change culture, influence design and inspire action.

Our approach:

VISION

Developing the vision for consumer change, both short-term and long-term.

STORIES

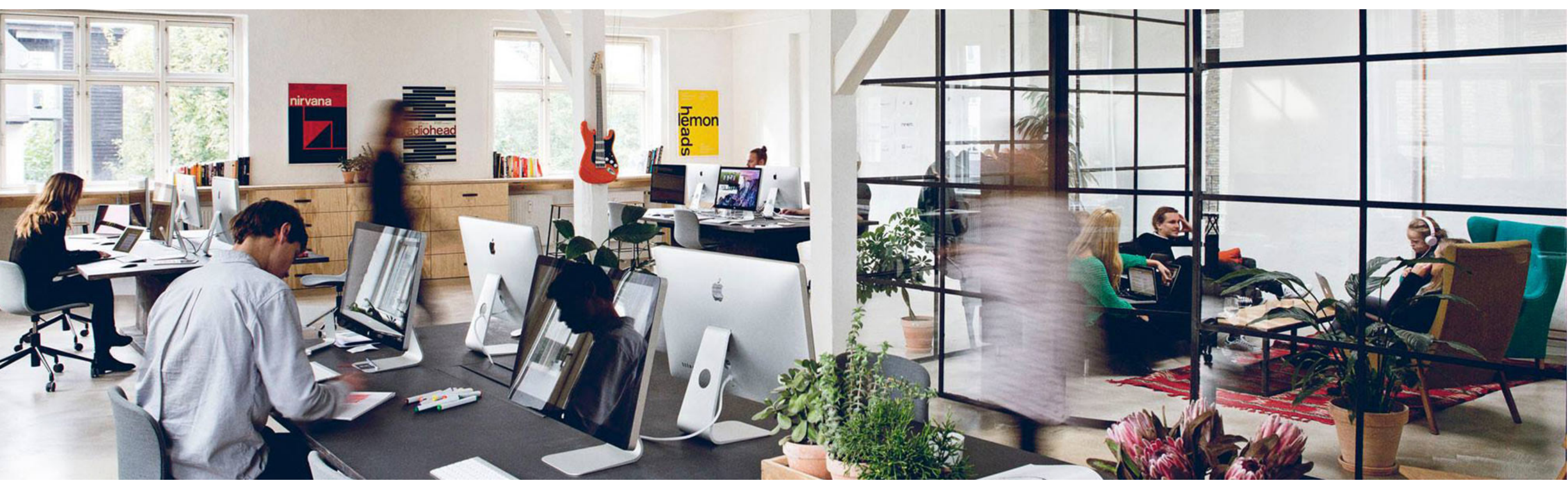
Creating the emotional buy-in needed to connect with people.

EXPERIENCE

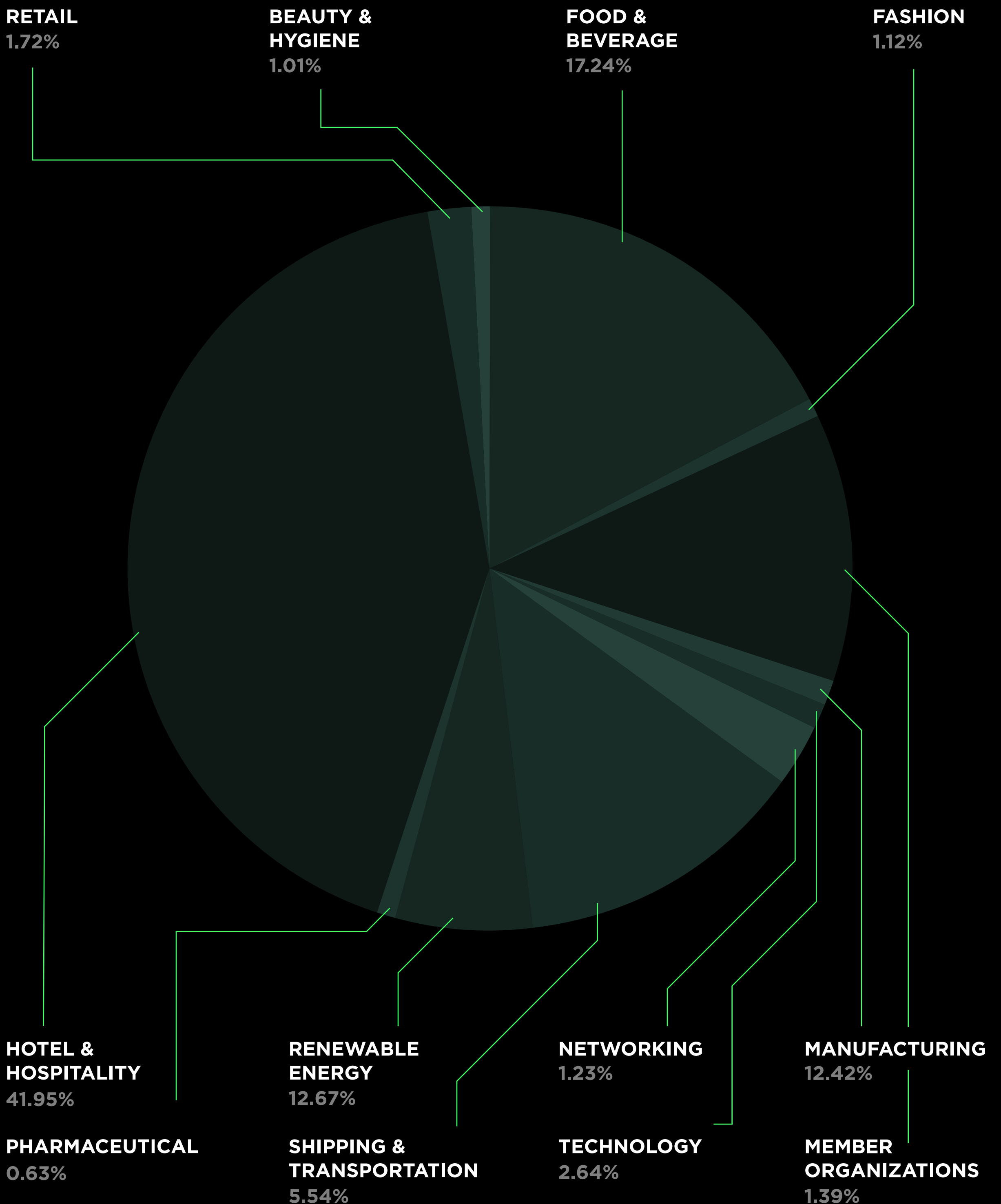
Utilizing the right tools and channels. Designing and developing solutions.

IMPACT

Experiences that convert on business goals & 'change' targets.



BUSINESS CLIENT REVENUE BY SECTOR



OUR FIVE LARGEST PROJECTS IN 2019

DEFINED BY A COMBINATION OF INCOME AND TIME SPENT ACROSS THE COMPANY

HOTELS & HOSPITALITY

Shift a leading hotel chain's European approach to marketing, and take a company that had been focused on 'above the line' and traditional forms of advertising to one with an interconnected and traveller-centric marketing strategy.

CLEAN ENERGY

Help a leading consumer brand develop a strategy and online experience that makes the complex process of going Solar, as easy and tangible as possible.

LABOUR RIGHTS

Develop a relatable content platform / series to educate teenagers on their rights in the workplace whilst they study.

CLEAN ENERGY

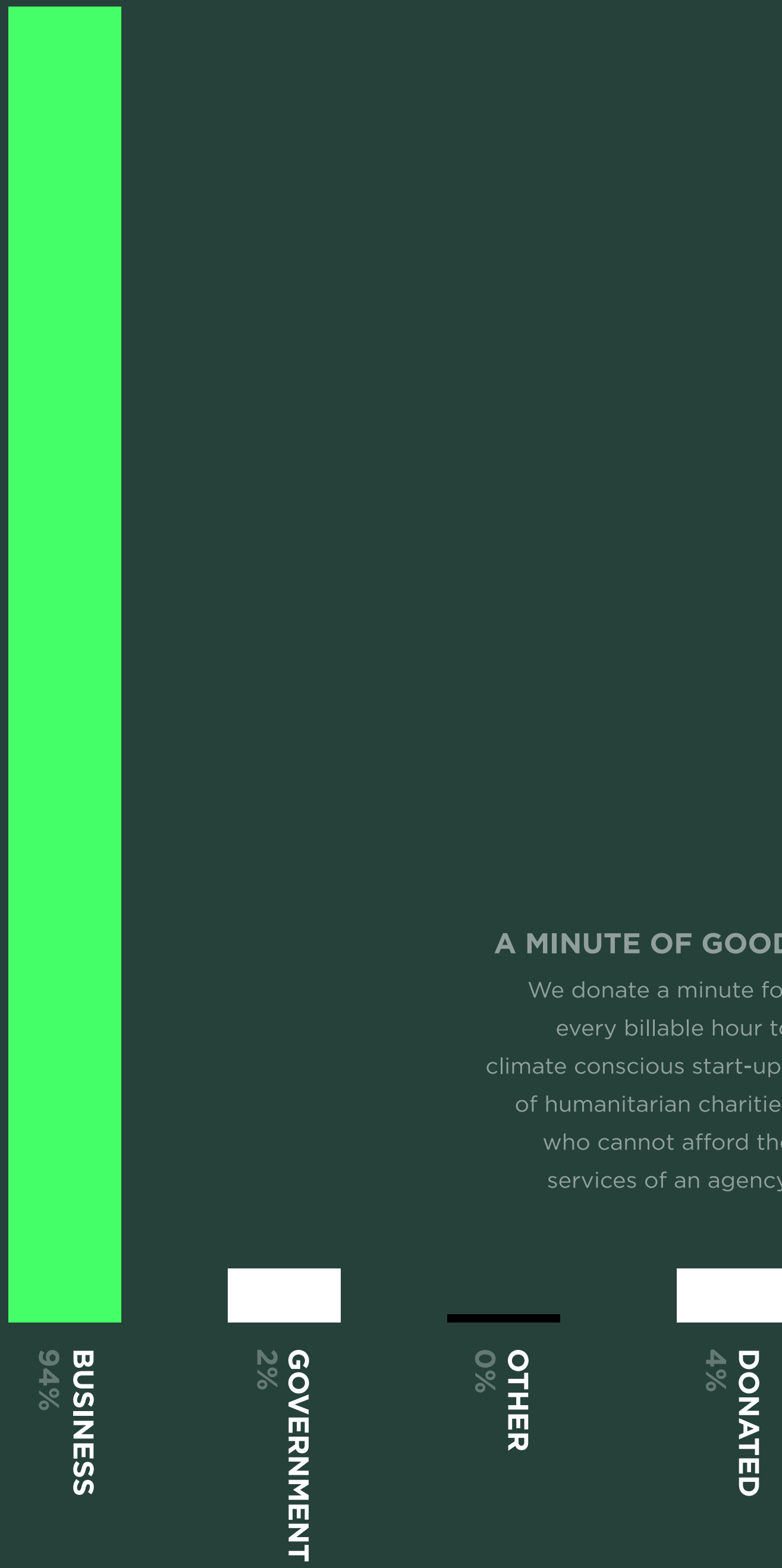
Develop the customer facing communications, digital strategy, online experiences and multi-market content roll-out for a 100% renewable electricity subscription service.

SUSTAINABLE CITIES

Educate professional home-builders and architects on the health and energy consumption benefits produced by the use of roof-windows and smart/connected window appliances.

OVERALL TIME SPENT

A BREAKDOWN OF OUR OVERALL STAFF HOURS FOR 2019



A MINUTE OF GOOD

We donate a minute for every billable hour to climate conscious start-ups of humanitarian charities who cannot afford the services of an agency.

OUR CLIMATE CONFLICTS

PERCENTAGE OF INCOME FROM CARBON CRITICAL INDUSTRIES

0%

NON-RENEWABLE

0%

ALUMINIUM
IRON, & STEEL
MANUFACTURE

0%

CONCRETE &
CEMENT

0%

CHEMICALS &
PETROCHEMICALS

0%

PRIVATE CARS

0%

TIMBER, PULP &
PAPER

5.2%

TRUCKING &
SHIPPING

0%

AVIATION

0%

PLASTICS

CONTROVERSIAL CLIENTS

PERCENTAGE OF REVENUE FROM CLIENTS PREDOMINANTLY INVOLVED IN:

0%
ARMS

0%
POLITICS

0%
TOBACCO

0%
RELIGION

0%
PORNOGRAPHY

0.19%
ALCOHOL

0%
GAMBLING

0%
AVIATION

0%
PLASTICS

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

AMBITION

Our aim is to use our extensive experience in promoting B2C brands, to drive consumer change that directly contributes to the UN Sustainable Development Goals.

OUR 2019 EFFORTS HAVE CONTRIBUTED TO 4 OF THE 17 GOALS.



In 2019, 35% of our revenue comes from projects that help us fulfil this direction. Our ambition is the increase this to 50% in 2020.

**STAND FOR
SOMETHING.**

REVOLT

REVOLT.DK