

Rubber REPUBLIC ★

STORIES FOR **GOOD**

WWW.RUBBERREPUBLIC.COM

REGISTERED OFFICE: RUBBER REPUBLIC LTD., % DELIB LTD, 4TH FLOOR, 63 QUEEN'S SQUARE, BRISTOL, BS1 4JZ COMPANY NO: 06032419 VAT NO: 108990491

WE ARE RUBBER REPUBLIC

We are creative strategists, filmmakers and change creators, who believe in the power of entertainment to build a happier world.

Over the last 15 years, we've made films which audiences love and spread worldwide, and that aim to change perception and behaviours.

In 2019, we declared a **Climate Emergency**. As individuals and a business, we want to have a meaningful impact on people and the planet.

Also as a **B Corp**, we believe it's not just the necessary thing for us to do, but the only way business should be done.

This **Climate Disclosure Report** details our commitment to tackling the climate emergency with full transparency.



OUR GOALS

Our goals as a business are:

- 1) To use entertainment and culture to create positive change, through film and smart, witty, **playful creative ideas**.
- 2) To create films and creative projects that respect their audience, society and the planet, and that in what they communicate, and how they're made, aim to **leave the world better than they found it**.
- 3) To create as much **positive impact** as we can, for the least negative impact, by creating ideas that **resonate widely** and don't rely solely on paid distribution.
- 4) To work collaboratively with other **change-makers** and academics to help bring about **positive systems change**.
- 5) To continue to be **transparent about our impact** and **encourage others** to do the same.



OUR ETHICS

As a business we have a responsibility to respect the value of the planet and people around us. This is why all our work is carefully considered from who we work with to how we work.

To achieve this, we implement a strict set of actions detailed below:

- 1) **Business** - We are a certified B-Corp. We are actively searching out brands, NGO's and funders for whom we can create the biggest impact, and we are no longer working with brands who are toxic or aren't committed to change.
- 2) **Sustainability** - We need to look after our planet. We have developed our own carbon calculator which helps us offset our carbon spending. In productions we implement a strict code of 'Reduce, Reuse, Recycle'.
- 3) **Change** - We want our money to go further so we bank with Triodos and donate £500 of every viable project to charity.



JOB COMMISSIONS

Our volume of work in 2019 was diverse. Our largest portion was for Fortune 500 Companies at 27%, followed closely behind Activism work at 23% and Charity/NGO work at 18%.

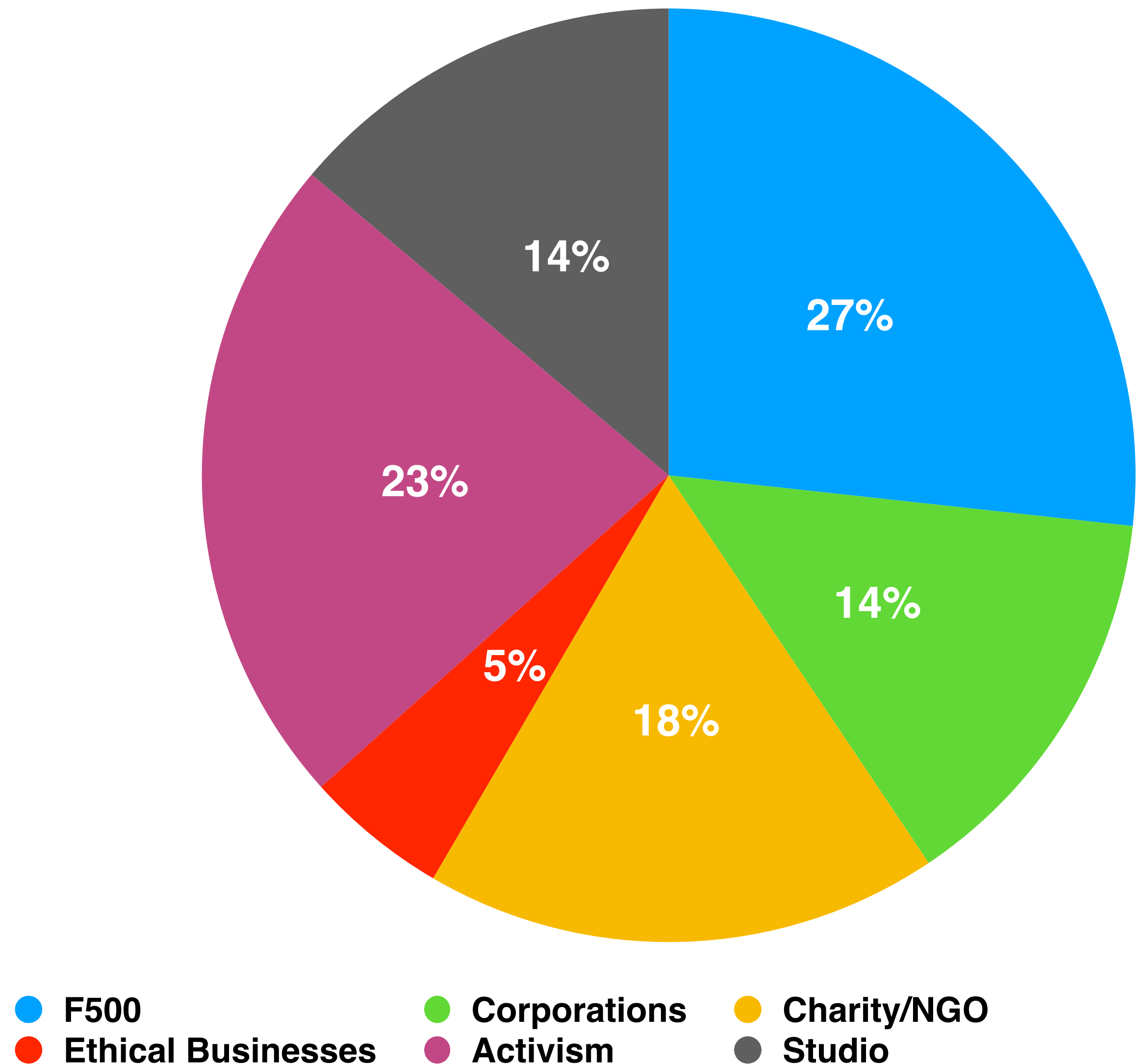
The 45% of work is built up mostly from **climate-conscious clients** including Greenpeace, Extinction Rebellion, the UKSCN and It's Our Time.

The purpose of this work was to strongly promote the need to **take action on the climate emergency** and inspiring people to **act now**.

14% of our work came from Confused.com with films tackling drink driving and parent parking.

Another 14% of our work came from our in-house studio projects including 'How Did You Learn To Be Creative?', 'Ethical Porn' and 'Adult Craft Skills'

The final 5% of work came at the end of the year with work for Ethical Businesses.



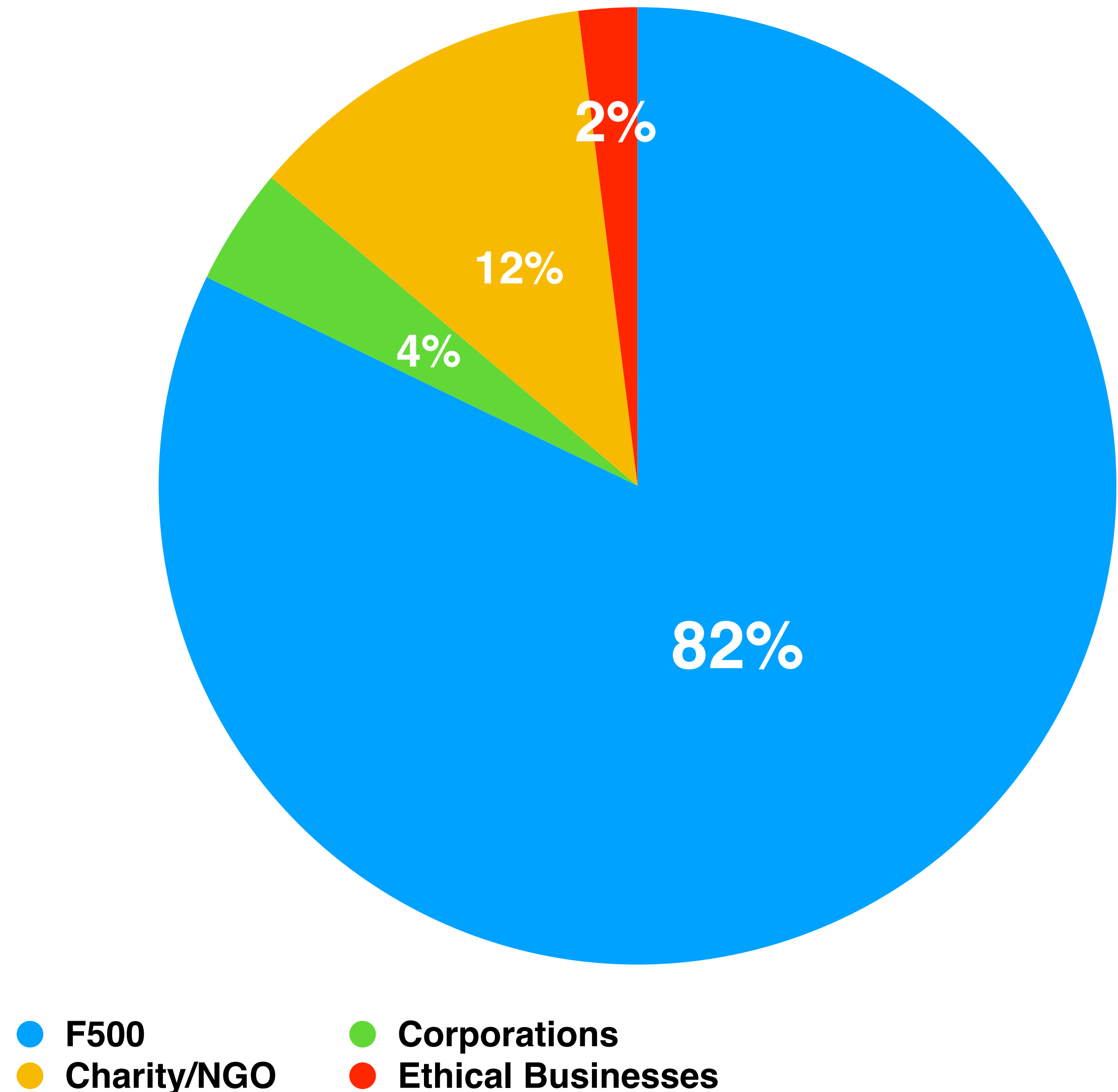
INCOME DISCLOSURE

2019 was an exciting year at Rubber Republic.

We covered a huge amount of ground - creating films for everyone from existing clients like **Disney** and **eBay** while also working on exciting new opportunities from new clients like **Triodos Bank**.

Our largest contracts by income 2018 -2019 are:

- 1) **eBay**: We completed five projects during this period including a two collaborations with Disney to promote **Star Wars Ep IX** and **Toy Story 4**.
- 2) **UKSCN Climate Strike**: We collaborated with VideoRev and Greenpeace to create a series of films that promote the **Global Youth Climate Strike** in September.
- 3) **Triodos Bank**: We became the social video partner for the bank's UK branch creating a smorgasbord of content promoting them as an ethical banking choice.



POTENTIAL CONFLICTS

This table examines how much of our revenue and work was from potentially controversial sectors.

The sectors identified are provided by the International Finance Corporation and Ethical Investment Criteria.

0%

COAL

0%

OIL & GAS

0%

ARMS

0%

PRIVATE CARS

0%

RELIGION

0%

PLASTICS

0%

TOBACCO

0%

AVIATION

0%

GAMBLING

EBAY X STAR WARS



Partnering with eBay, Disney and Children in Need, we built a real life replica of Luke Skywalker's Landspeeder.

The completed Landspeeder was auctioned on eBay and made £50,000 for Children in Need. We measured 2804.53 of CO2e from the project, which was offset using Climate Care's service.

We also donated a further £500 of the budget to charity.

Project Name	Star Wars IX
Client	eBay
Charity Donation (Direct)	£500
CO2 equivalent	2804.53kg

EBAY C2C 2019



Partnering again with eBay, we were challenged to help a school in Wolverhampton to rebuild their forest school after it was vandalised.

The rebuilding of the school was made possible by this project creating positive change. We measured 661.57kg of CO2e from the project, which was offset using Climate Care's service.

We also donated £500 of the budget to charity.

Project Name	Wolverhampton C2C
Client	eBay
Charity Donation (Direct)	£500
CO2 equivalent	661.57kg

NEW CLIENTS 2020

What kind of people and businesses do we want to work with moving forward?

How do we assess that potential clients use their business positively and not negatively?

We have broken our approach down into a **traffic light system**.

GREEN: This client engages with progressive social and environmental change and holds sustainability as a core belief of their business.

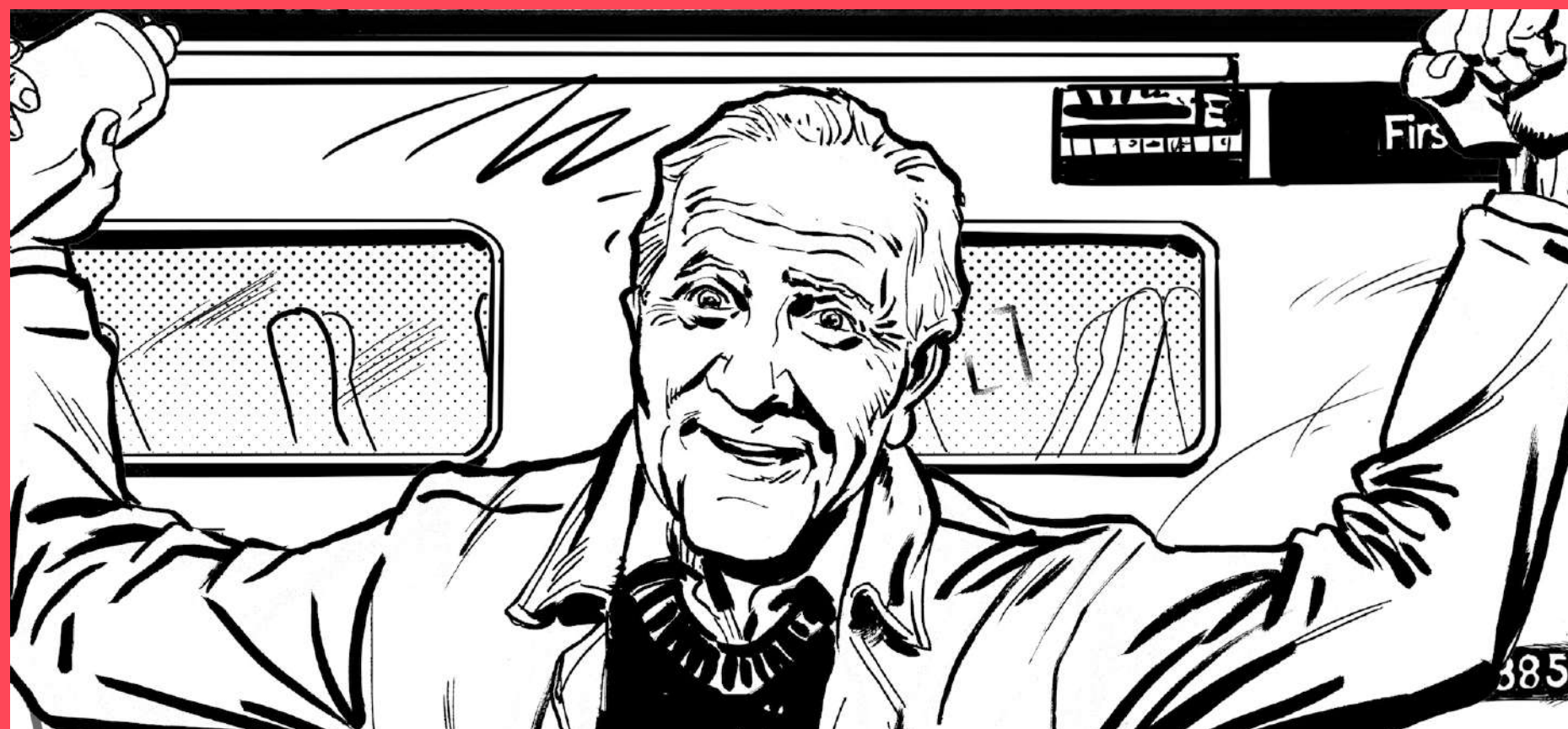
ORANGE: Businesses that are wanting to make change in response to social injustice and the climate emergency. We will work with businesses who are enthusiastic about making change to their model.

RED: These are businesses who are responsible for negative ethical, social and environmental impacts.

We **strive** to work with companies in the **green** bracket **will work** with **orange** companies and **won't work** for companies marked as **red**.



ACHIEVEMENTS



We have made substantial progress in using our business for good in 2019.

We donated £6034.05 to charity, which equates to 0.7% of our turnover.

We successfully developed our own in house carbon tracking tool, combining the best data we could get relevant to our activities. This tool helped us track our waste creation and carbon footprint, prompting us to minimise it as much as possible before offsetting any remainder.

DONATIONS	
Category	Amount
Human Services	£1500.00
Health	£3000.00
Climate Change Activism	£500.00
Animals	£900.00
TOTAL	£5900.00

Use of The Big Give (by The National Lottery) enabled many charitable donations to be doubled in 2019.

Charitable Donations Raised via easyfundraising.org.uk	
Category	Amount
Human Services	£134.05

TOTAL	£6034.05
As percentage of turnover	0.70%

GOING FORWARD

How can we improve on our disclosure and what practices are we implementing in 2020?

- We updated our in house carbon calculation tool at the end of 2019 to be more accurate, and measure more areas of our business, and are looking to continue to **iterate and improve** the tool the more we use it.
- We sense an inherent bias towards lower estimates in the offsetting industry so automatically **double all our offsetting spend**.
- Throughout 2020, our productions will continue to enforce strict rules of **reduce, recycle, reuse** so we can ensure that freelancers and other external staff contribute to the businesses ethos.
- We are increasing our charitable donation from 0.7% of turnover to **1% of turnover as of January 2020**.
- In early 2021 we will celebrate **three years** of being part of the B-Corp community and be audited to maintain our membership.



CONTINUED COMMITMENT

We at Rubber Republic, strongly believe in the mantra of 'Business for Good'. As individuals and as a business we are committed to disclose our impact on the climate with **full transparency**.

If you have any questions about the contents of this reports or want to know more about being a **B-Corp**, please contact Matt Golding at matt@rubberrepublic.com.

Or if you would like to know more about our **custom carbon calculator** tool and if it sounds like it could work for your business please contact Corwin Bainbridge at corwin@rubberrepublic.com.



SHOWREEL

Rubber Republic Showreel - July 2019
from Rubber Republic

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