



# *Rubber* REPUBLIC ★

STORIES FOR GOOD

[WWW.RUBBERREPUBLIC.COM](http://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 a boutique film, campaign & change-making studio who believe in the power of entertainment to build a better future.

We became a B Corp in 2018 because we believe this is the only way business should be done.

In 2019, we declared a Climate Emergency. We want to ensure that our business has a meaningful impact on helping people and accelerating positive change for the planet.

This Climate Disclosure Report details our commitment to tackling the climate emergency with transparency, as of May 2021.





# OUR GOALS

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In 2021, our goals as a business are:

- 1) To create smart, curious and playful entertainment which inspires positive change for people and the planet.
- 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 produce 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

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As a business, we have responsibilities. All our work has been carefully considered to measure our impact on people and the planet. These considerations include who we work with, how we work and our work's consumption.

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

- 1) **Business:** We are a certified B Corp. We believe in business for good and abide by B Corp guidelines. We don't work with clients who are responsible for negative practices and aren't committed to change.
- 2) **Sustainability:** Our work needs to benefit the planet. We have our own carbon calculator that helps us offset our carbon spending so our operations are carbon neutral. In productions, we implement a strict code of Reduce, Reuse, Recycle.
- 3) **Change:** We want our money to go further than our work. We bank with Triodos and donate 1% of every viable (ie non-charity commissioned) project to charity.

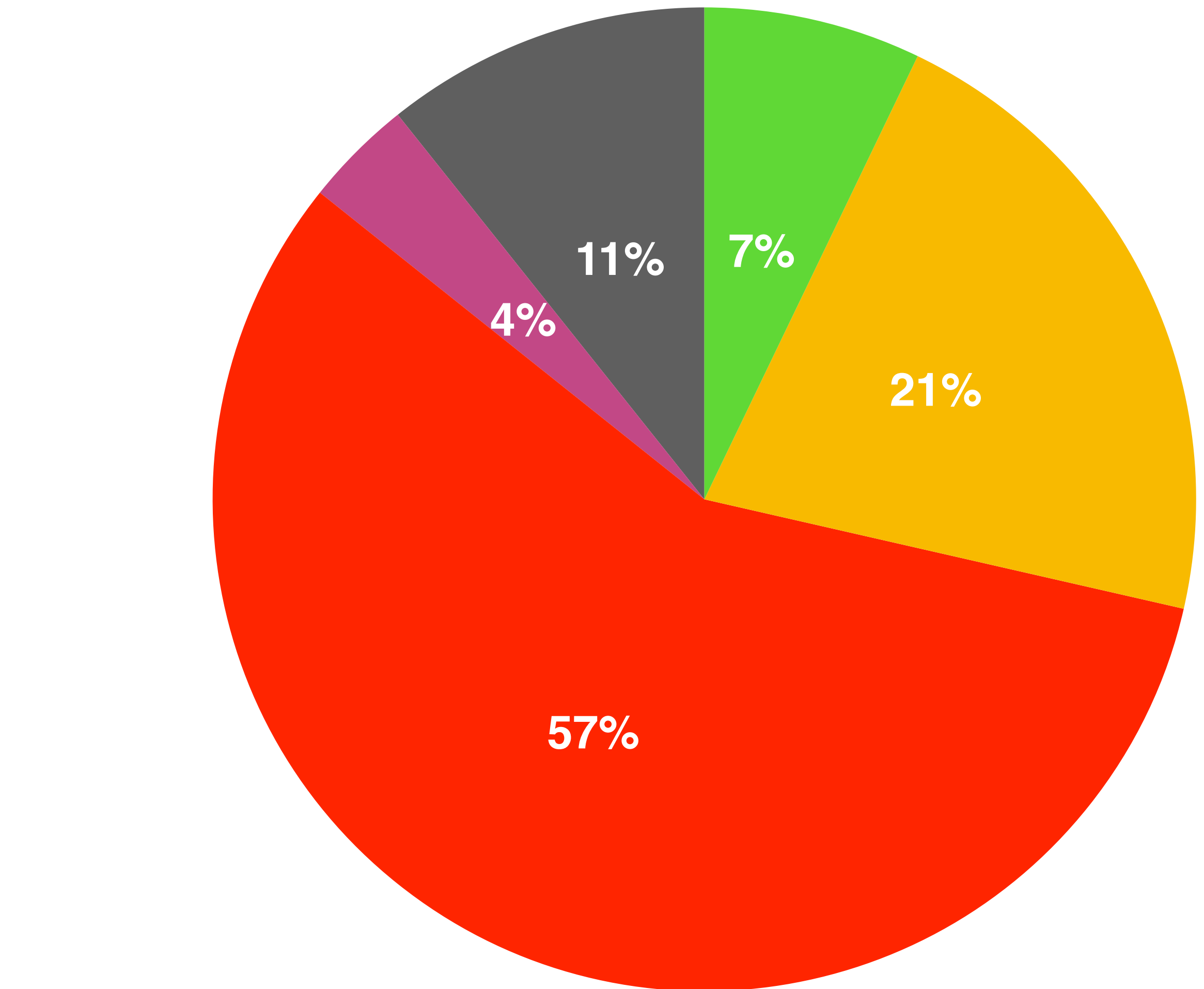


# JOB COMMISSIONS

Our body of work in 2020 continued to be diverse. Our largest portion was for Ethical Businesses at 57%, followed closely behind Charity/NGO work at 21%

Our work for Ethical Businesses was mainly for The Wellcome Trust and Triodos Bank. Our work for Charity/NGO work included Make My Money Matter, Mock COP and The Business Plan for Peace.

Only 7% of our client base in 2020 was made up of Corporations, including [confused.com](https://www.confused.com). The remaining was for Activism jobs and in-house studio productions.



- F500
- Ethical Businesses
- Corporations
- Activism
- Charity/NGO
- Studio



# INCOME DISCLOSURE

Despite the Covid-19 pandemic, 2020 was an exciting year for Rubber Republic.

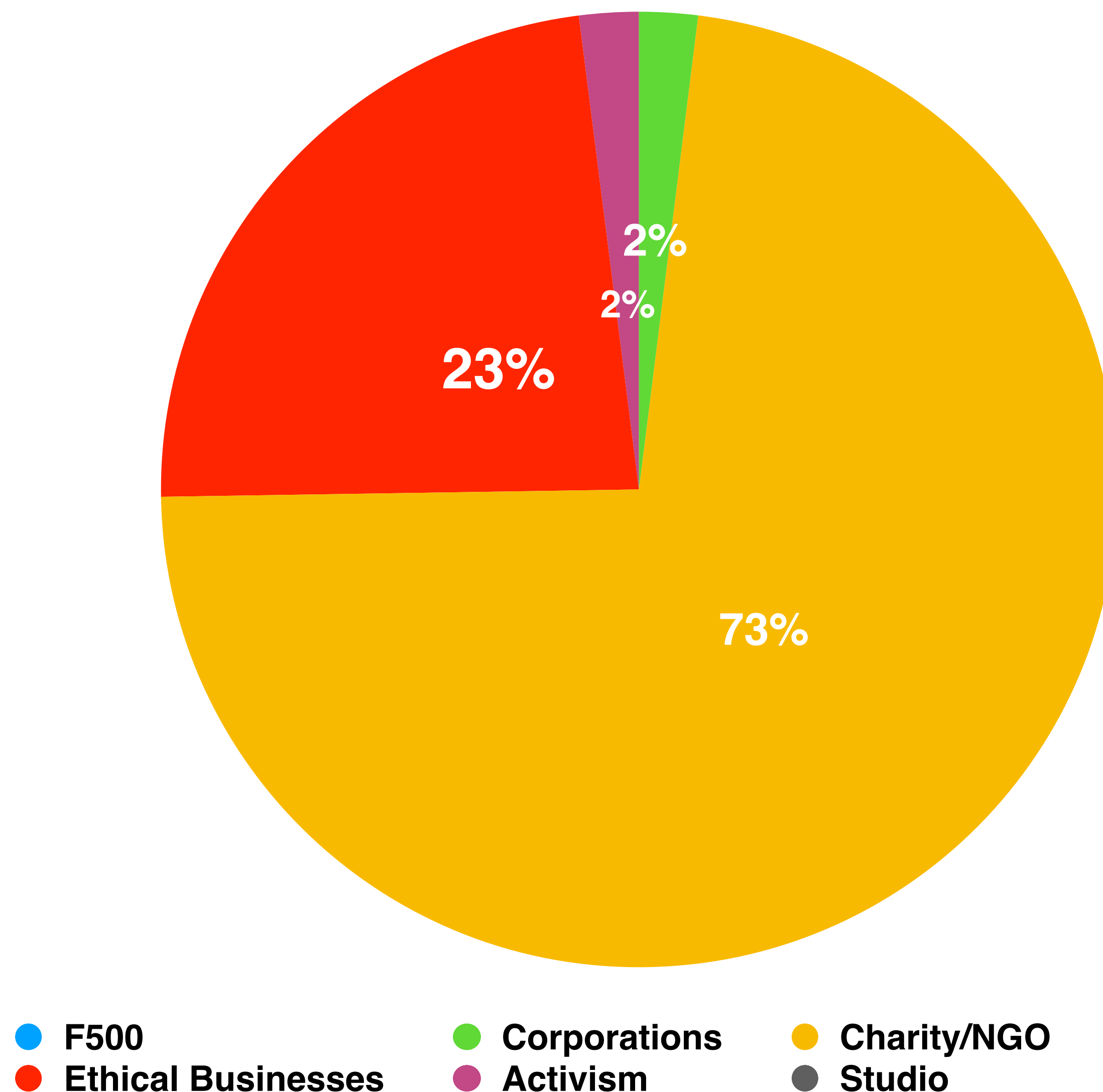
We made a smorgasbord of films for existing clients such as Triodos Bank and worked on huge campaigns such as Richard Curtis' Make My Money Matter, The Wellcome Trust and the youth climate conference, Mock COP.

Our largest contracts by income 2019-2020 are:

**1) Wellcome Trust:** We collaborated with Wellcome to produce a range of content which communicated the Covid-19 vaccine rollout with a range of animations and interviews from top influencers in the health space.

**1) Triodos:** We continued our relationship with Triodos in 2021, completing 14 jobs for them, highlighting the benefits of Ethical Banking.

**2) Make My Money Matter:** We helped create films for use on social media for Richard Curtis' campaign to move pension money away from negative environmental and social impacts.



# 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

# TRIODOS



Continuing our relationship with Triodos bank, we promoted the ethical bank's 'Recommend a Friend' scheme with help from Mark Rylance and a number of passionate Triodos customers.

We measured **91.03kg** of CO<sub>2</sub>e from the project, which was offset using Climate Care's service.

We also donated a further **£63.40** of the budget to charity.

Project Name	Triodos: Recommend a Friend
Client	Triodos
Charity Donation (Direct)	£63.40
CO <sub>2</sub> equivalent	91.03kg



# MOCK COP



We created a portfolio of content for Mock COP to promote their event, which aimed to fill the void created by the postponement of COP26.

We measured **57.56kg** of CO<sub>2</sub>e from the project, which was offset using Climate Care's service.

As Mock COP is a charity, we don't charge them for charitable donations.

Project Name	Mock COP
Client	Mock Cop
Charity Donation (Direct)	N/A
CO <sub>2</sub> equivalent	57.56kg

# NEW CLIENTS 2021

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What kind of people and businesses do we want to work with in 2021 and beyond?

We have created a traffic light system to assess who we will work with.

**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.

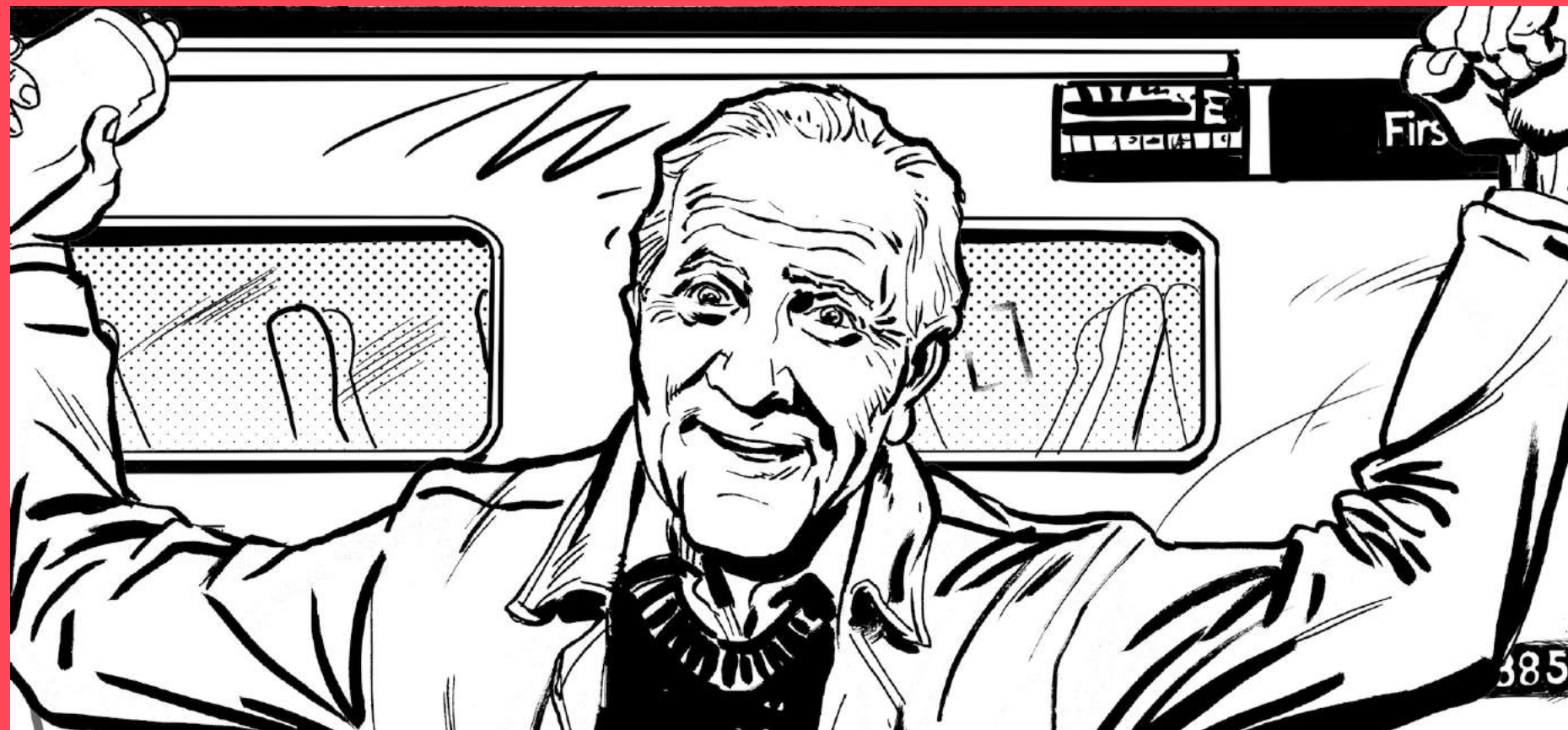
**RED:** These are businesses who are responsible for negative ethical, social and environmental impacts.

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 2020.

**1% FOR THE PLANET:** We donated £1037.00 to charity, which equates to 0.36% of our turnover. This is part of our 1% turnover donation policy, although a particularly large portion of our work this year was FOR charities and we exclude them from this 1% rule.

**CARBON NEUTRAL OPERATION:** 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	£340.00
Health	£357.00
Climate Change Activism	£340.00
<b>TOTAL</b>	<b>£1037.00</b>



# WHAT HAVE WE DONE?

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Since the 2020 Climate Disclosure Report, what have we achieved?

- 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**.
- **We proudly operate as a Carbon Neutral business and are continuing to enforce strict rules of reduce, recycle and reuse.**
- Promote our commitment to the planet, so we can ensure that freelancers and other external staff contribute to the business's ethos.
- In early 2021 we celebrated being part of the B Corp community for three years and in March contributed to B Corp month.
- We continue to dedicate at least 1% of our turnover to charitable causes.





# CONTINUED COMMITMENT

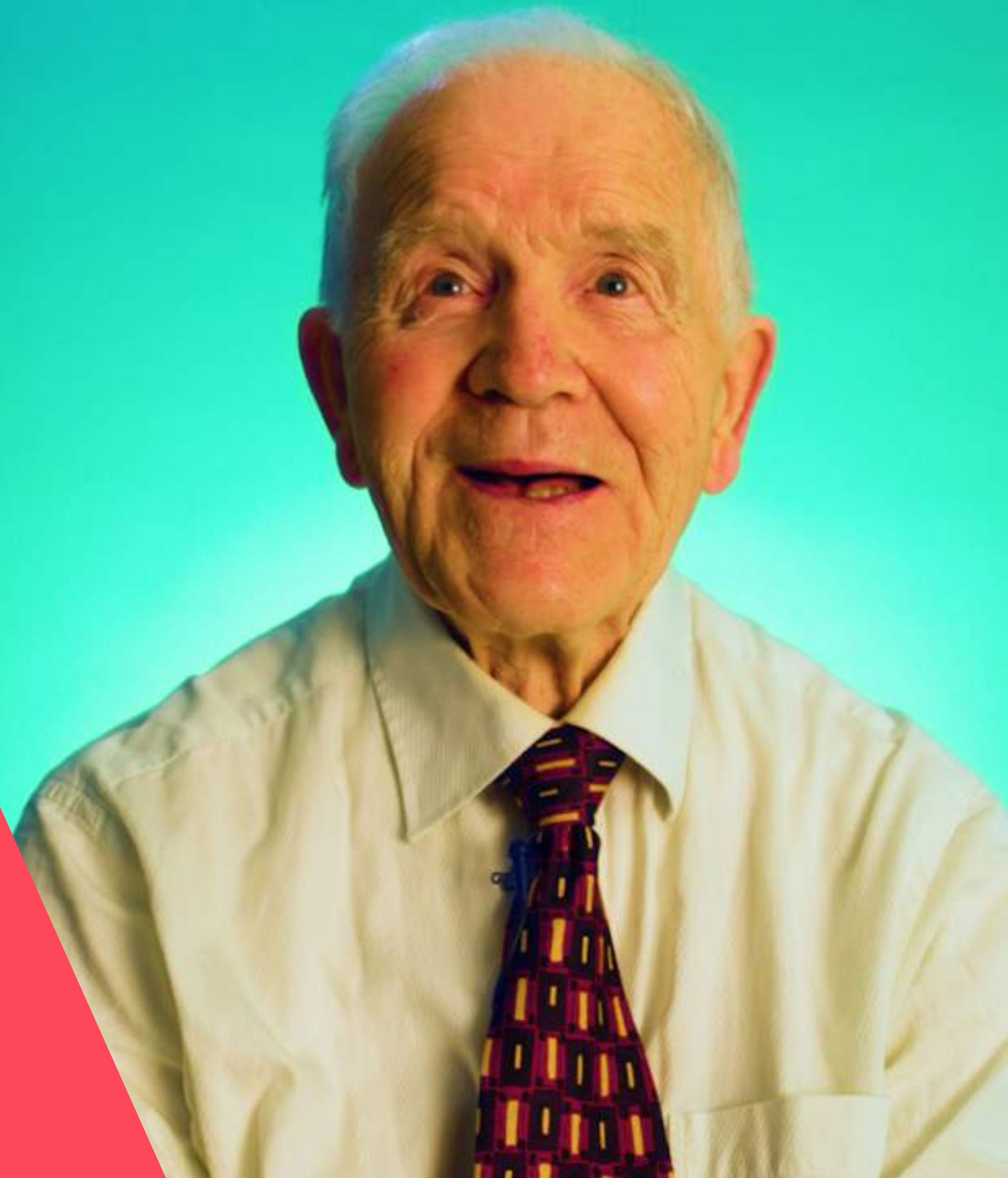
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We at Rubber Republic, strongly believe in the mantra of '**Business for Good**'. As individuals and as a business we are committed to disclose our impact on the climate with **full transparency**.

Through 2021 and beyond we will proudly continue to operate as a carbon neutral business and spread tools and information on how other business can do the same.

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](mailto: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](mailto:corwin@rubberrepublic.com).





# SHOWREEL

**Rubber Republic Showreel - July 2019**  
from Rubber Republic

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