

STORI CREATIVE

CLIMATE DISCLOSURE REPORT

CLIMATE DISCLOSURE REPORT PURPOSE

This has been brewing since 2015 when the change-agency Futerra published the world's first Client Disclosure Report during COP21 in Paris. Then in May 2019 the Extinction Rebellion folks reminded the advertising, PR and marketing industries they hadn't been forgotten. An online pledge for the creative industry was spearheaded by Futerra as a response, and a few friends in other agencies agreed to join. Then it snowballed.

Creatives and communicators are already changing the narrative about climate change and ecological crisis. That's the work we're all passionate about. But too many advertising, creative, public relations, marketing and digital agencies are still 'playing both sides' and treating their role as neutral. They have some clients for climate solutions and yet they also run campaigns for fossil fuels. The first step to changing that is honesty – for agencies to be transparent about who pays their bills. Our the ultimate goal is to divest creative talent from destruction.

By signing to the pledge we promise to disclose our turnover by sector, and highlight any climate conflicts.

See: <https://www.creativeandclimate.com/faq> for further information.

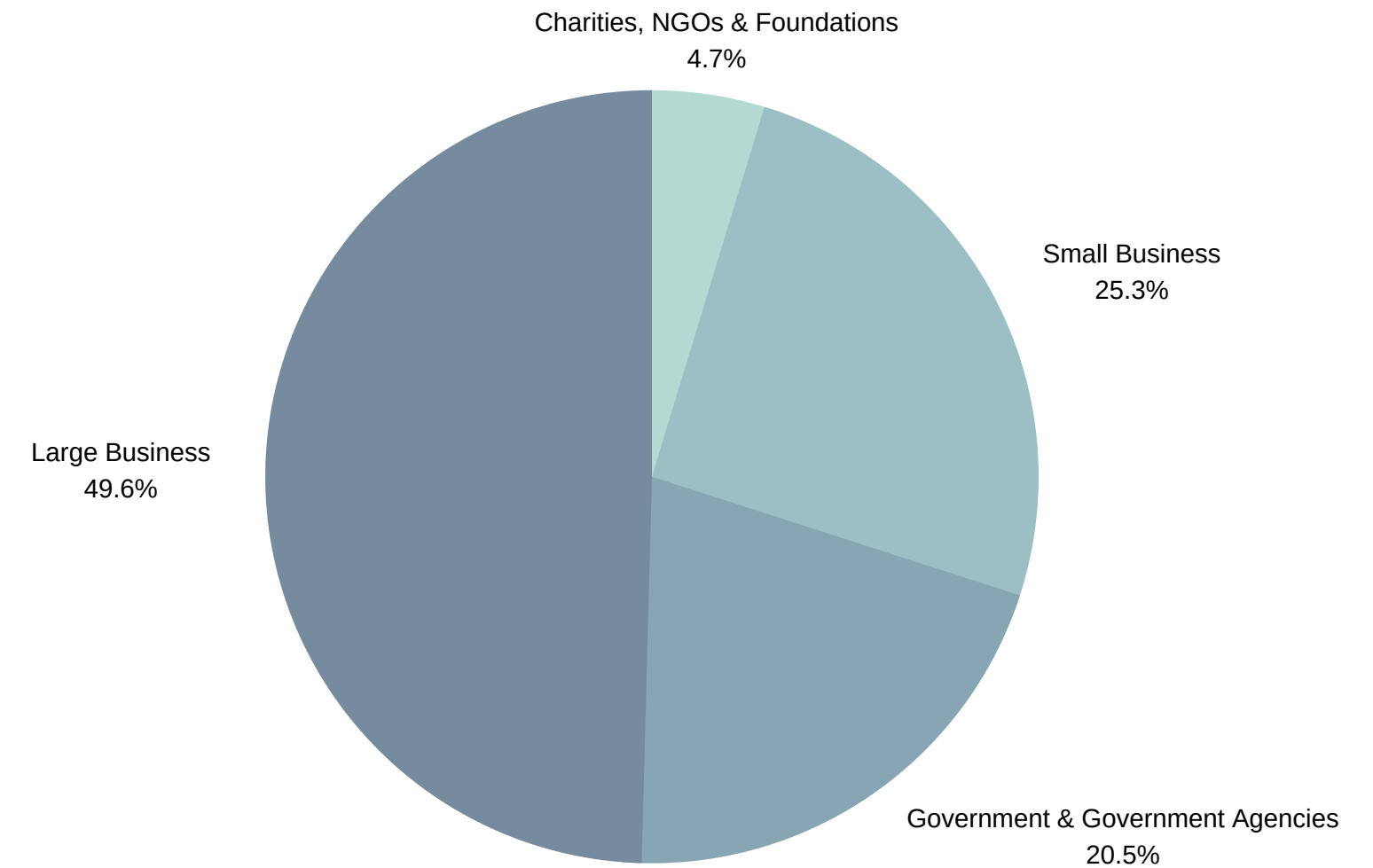
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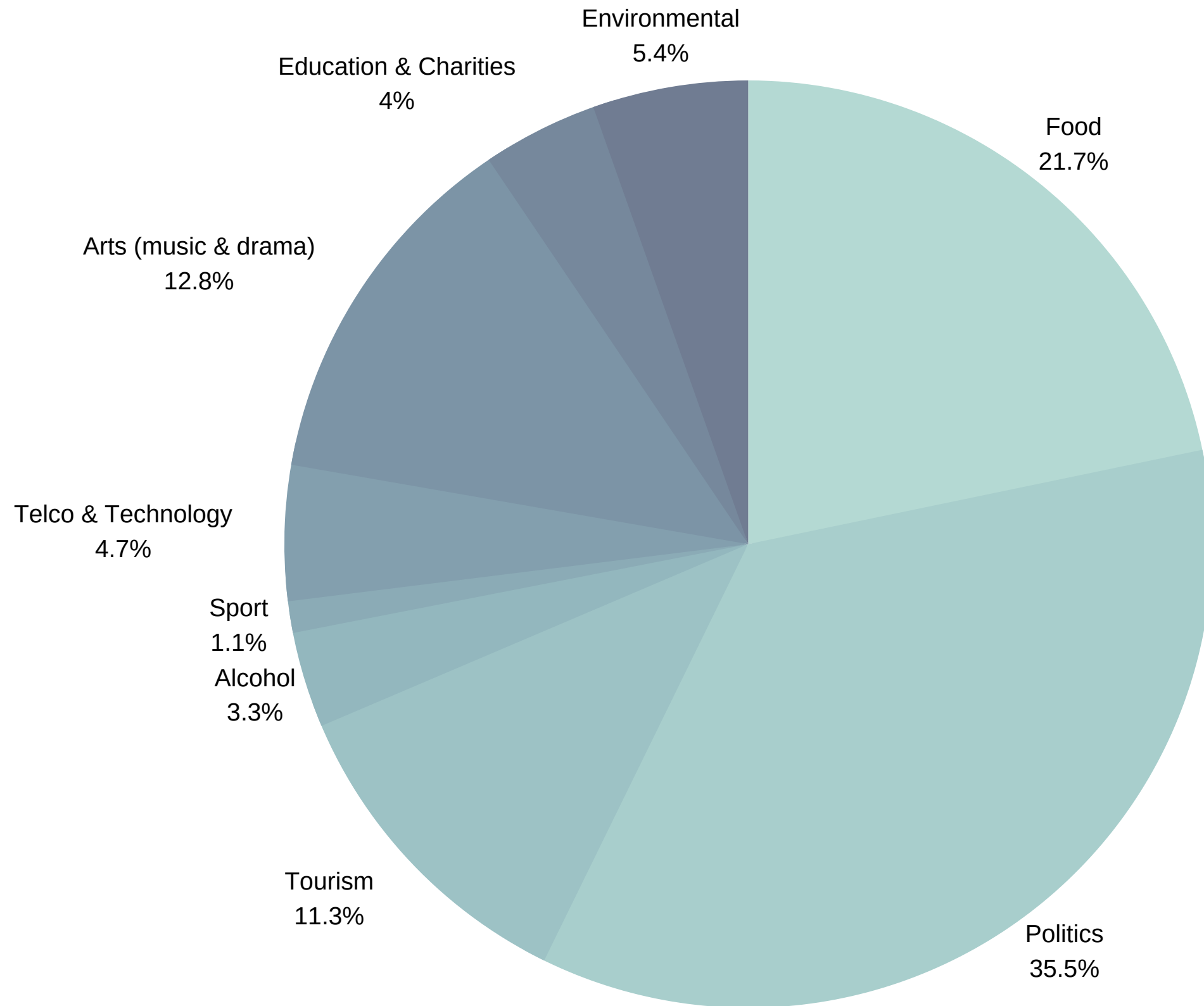
Stori Creative is an agency based in West Cork, in a rural part of Ireland. We have been lucky to work with organisations that are serious about sustainability and enforce actionable and proven sustainability targets.

We have already refused work from one fossil fuel company to date.

Overall Income



Large business client revenue by sector



Percentage of revenue from large business clients predominately involved in 'High Carbon Activities':

High carbon clients come from industries with high carbon emissions pulled together from IEA and the EPA.

0%	0%	0%
Coal, Oil & Natural Gas	Private Cars	Trucking & Shipping
0%	0%	0.2%
Iron, Alu & Steel Manufacturing	Concrete & Cement	Aviation
0%	0%	21.7%
Chemicals & Petrochemicals & Plastics	Timber, Pulp & Paper	Meat & Dairy

LARGEST CONTRACTS BY INCOME

A fifth of our income comes from one food production client, this client has a robust and impressive sustainability strategy.

Environmental and Social highlights of this client include:

1. Water reuse project saving 1.4 million litres of water/day.
- 2 45,000 trees planted through 'Trees initiative'.
3. Reduction of the energy usage per unit of production by 6.2% at the HQ plant.
4. 2018 & 2019 Green award for sustainable energy
5. Building of new schools in Madagascar
6. Environmental Diploma for their producer farmers.

OUR CLIENTS

We will work for and accept payment from businesses, organisations and individuals that want to achieve positive social and environmental change.

We welcome the opportunity to engage with those who are committed to making an impact, proactively embedding ethics and sustainability and operating with respect for people, animals and the planet.

EXCLUSIONS

We will not work with businesses, organisations and individuals who are failing to address their negative social, ethical and environmental impact, or who are having a negative impact due to the nature of their operations.

We will not promote:

- The sale of weapons or military operations
- Products that are tested on animals
- Organisations using animals for medical research
- The sale of tobacco
- Gambling
- Fast fashion
- Products or companies known to threaten life, harm animals or exploit others
- Products or companies known to be carrying out socially or environmentally harmful activities
- Companies wishing to run campaigns that could be considered greenwashing or social washing
- Businesses manufacturing and promoting single use plastic
- Work or projects from the fossil fuel industry

STEPS TO BECOMING A ZERO CARBON COMPANY



Plastic: Use labelled crew bottles and keep cups for coffee

Catering: sit down catering with real plates, knives and forks when possible.



Locations: Use minimal amount of locations when possible

Transport: Car Pooling at all times when on set.

90% of travel Cork - Dublin was taken by train or aircoach



Costume: 90% of costume was from charity shops or borrowed

Props: 95% of props approx was from charity shops or borrowed

LARGEST CONTRACTS BY INCOME

Created video content for our largest client, a food firm, the company was winner of 'The Sustainable Water Achievement Award' at the 2019 Green Awards, and is a member of member of the Sustainable Agriculture Initiative (SAI) Platform

Created video content and creative strategy for two artisan local food producers.

Created video content for one of the world's leading drinks companies promoting their corporate and sustainable responsibility.

Created video content and strategy for a state body promoting the use of locally sourced and organic food in the tourism industry, the campaign was to encourage the use of domestic food providers to reduce airmiles and improve sustainability goals.

Created video content for two MEPs for their election campaign for the European Parliament.

Created a 20 minute state funded drama which highlights the plight of refugees in direct provision centres in Ireland.

Created video content for ocean subsea mapping company, that uses technology to monitor offshore buoys.

Created pro-bono Christmas advert for national charity which assists refugees and provides legal support in Ireland, as part of a fundraiser.

Created video content for a charity race event on behalf of our client.



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