

STUDIO REPUBLIC



WE DECLARE A CLIMATE EMERGENCY

Client Disclosure Report
2016-2019

We commit to using our creative power for good.

Studio Republic declares a climate emergency, and we commit to a creative solution to tackle the climate crisis that the earth is facing today.

We're not neutral. We're optimists. We're a creative digital agency that cares for people and the planet. And we are committed to using our creativity (something we have lots of between us here at Studio Republic) to create solutions for the global crisis that our world is facing right now.

It's not just a passion of ours, it's our job to create a better future for ourselves and the generations to come. That's why we've made a promise to our team, our clients, and to you to work hard every day to contribute towards a future in which we can all survive and thrive.

It's why we get out of bed everyday, it's what we eat, sleep and breathe.

Although our personal footprint is small, we have a wider responsibility with the companies we serve to stay active and optimistic about the future.

We advocate transparency, trustworthiness and honesty and we owe it to our clients and to the public to disclose the impacts our services have on the climate. We owe it to the earth to share openly the clients we serve.

Since being invited to declare a climate emergency and to disclose our 'climate conflicts' we've actively been reviewing the clients we work with to ensure that the work we do is to support a sustainable future, and not simply take and make profit. We join many other agencies who are working hard to create change within the industry, and invite the many other agencies out there to do the same.

We are creative for good. So, what are you waiting for? Let's create some good.





As creatives, communications agencies and media experts, we see the climate emergency.

Earlier this year, Extinction Rebellion (XR) called upon advertising agencies to "Declare a climate & ecological emergency and act accordingly."

Those of us who have signed below agree. Because creativity has consequences, so our industry cannot be neutral. As communicators, we have the power to inspire change, or to keep serving destruction.

We could end this letter here, with a commitment to use our power of persuasion and storytelling for the right side of history.

But a promise is not enough, because our industry hasn't faced the same scrutiny as others. Remember, we're good communicators and might be able to wiggle out of this.

- Therefore, Studio Republic commit that before this year is done, we will disclose our 'climate conflicts'. Whilst respecting client confidentiality, we will reveal the percentage of our turnover categorised by industry, including income from fossil fuel companies and other high carbon clients.
- The individual **Creatives** who have signed below will simply not work on fossil fuel client briefs, no matter which Agency we are with.

We know many of our colleagues and friends across the creative industry are anxious/terrified about the climate emergency. We also know that disclosing climate conflicts will be too early, and too controversial for many Agencies today.

But, we firmly believe that we cannot serve climate solutions, whilst still serving the industry's most answerable for causing the climate emergency.

And of course, disclosure is only the first step on a journey that must lead to divestment - divesting agency client rosters of these clients. Agencies need to align our businesses with the climate science, just like everyone else.

Thanks for the nudge, XR

Signed,

Our climate conflicts

Percentage of revenue from clients predominately involved in:

0.00%

Non-renewables
(coal, oil and natural gas)

0.00%

Private cars

0.00%

**Trucking
and shipping**

0.00%

**Iron, aluminium and
steel manufacture**

0.00%

**Concrete
and cement**

0.4%

Aviation

0.00%

**Chemicals and
petrochemicals**

0.08%

**Timber, pulp
and paper**

4.4%

Plastics

BRIEF ACCEPTED FROM THE AVIATION SECTOR:

Creating an exhibition stand for a UK membership organisation that supports over 1000 UK businesses operating in the aerospace, defence, security and space sectors.

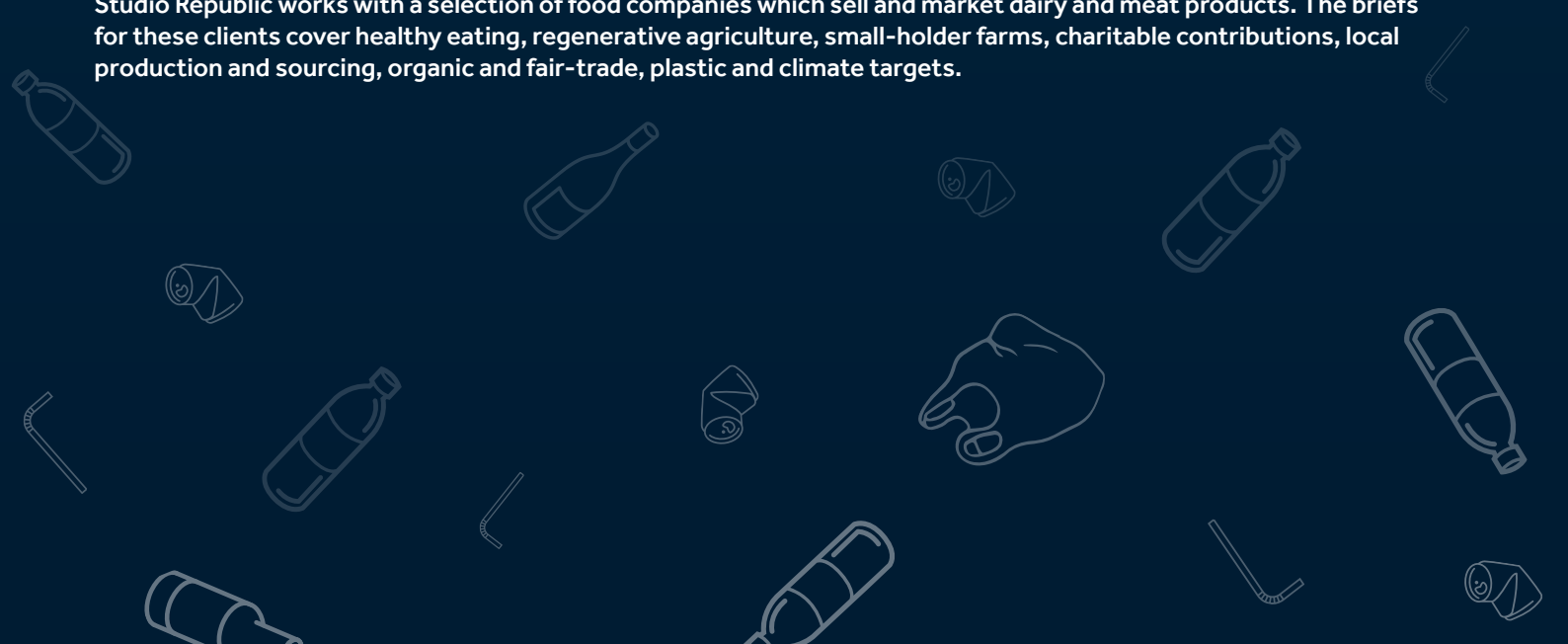
REVENUE GENERATED FROM TIMBER, PULP AND PAPER:

This revenue was in the form of commission paid on a client's print project. The project was printed on sustainably sourced paper.

BRIEF ACCEPTED FROM THE PLASTICS SECTOR:

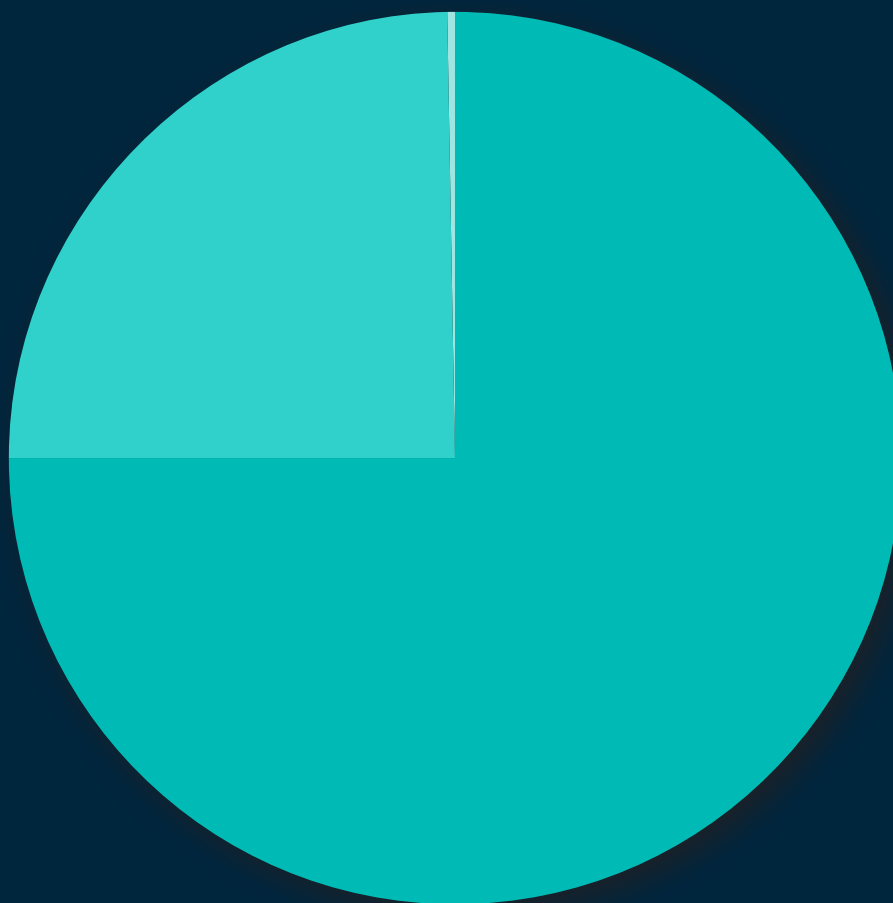
Website revamp and marketing support for a low carbon, low waste plastic manufacturing company producing 100% recyclable, low-impact plastics.


Studio Republic works with a selection of food companies which sell and market dairy and meat products. The briefs for these clients cover healthy eating, regenerative agriculture, small-holder farms, charitable contributions, local production and sourcing, organic and fair-trade, plastic and climate targets.



Overall income

2016-2019



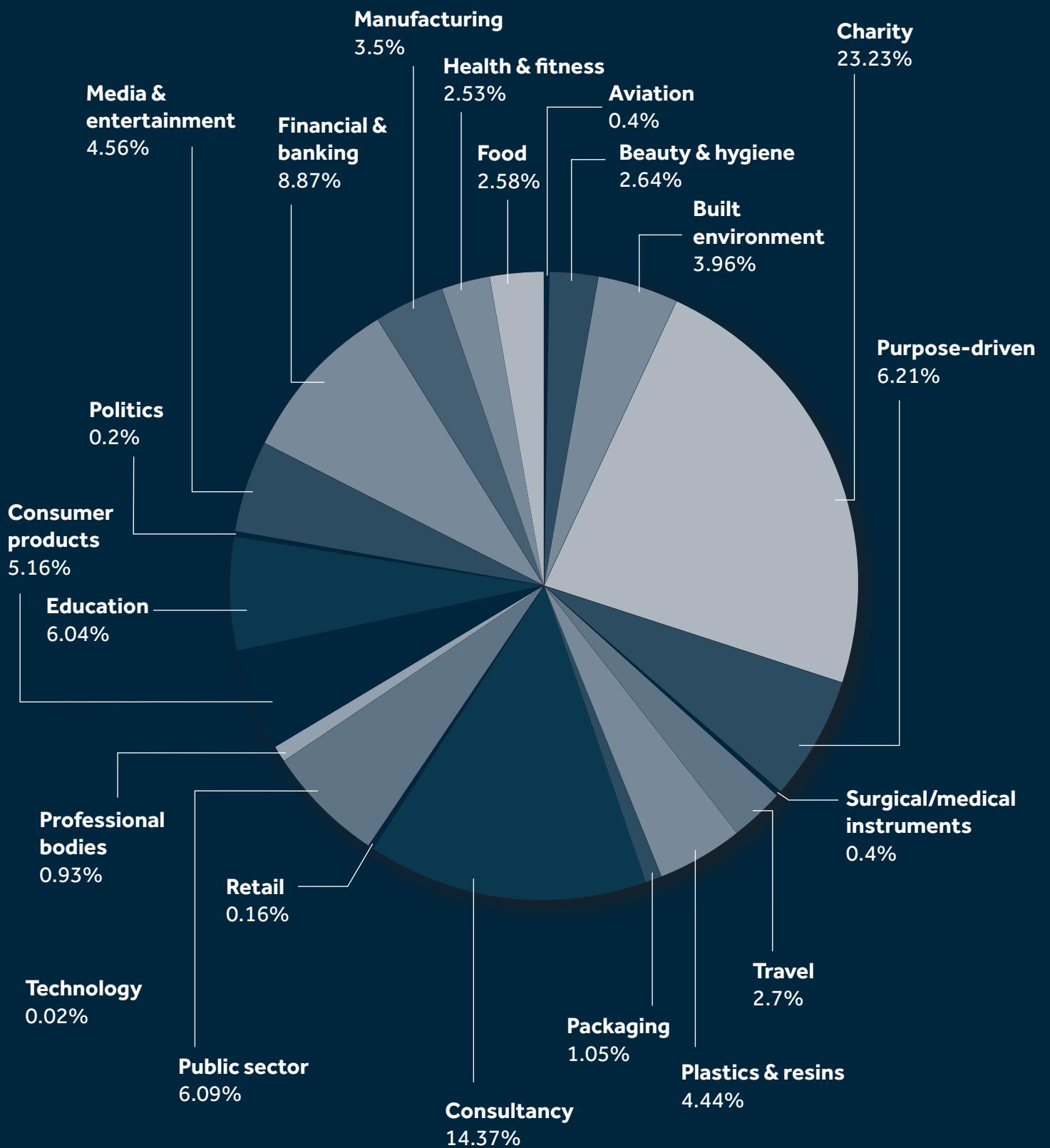
 **Business**
75.24%

 **Charity, not for profit
& foundations**
24.52%

 **Government**
0.24%

Overall income

2016-2019



Controversial Clients

Percentage of revenue from clients predominantly involved in:

0.00%

Arms

0.2%

Politics

0.00%

Tobacco

0.4%

Religion

0.98%

Alcohol

0.00%

Gambling

0.00%

Pornography

BRIEF ACCEPTED FROM POLITICS CLIENT:

Providing ongoing digital solutions to support the campaigning of an environmentally focussed political party.

BRIEF ACCEPTED FROM ALCOHOL CLIENT:

To work with a local craft brewery, providing them with website support, marketing and design services.

BRIEF ACCEPTED FROM RELIGION CLIENT:

To work on the re-brand for a group of local churches; helping to change their focus to serve the wider community as a resource open to all, rather than exclusively for Christians.

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



OUR TEN LARGEST CONTRACTS BY INCOME

These are the ten largest briefs Studio Republic has completed for clients in the past three years.

Redesigned a website and supported the digital transformation of a international education provider's prospectuses, taking them from paper based to 100% online.

Long-term partnership with a price consumer website championing fairness across the UK. Working with them to create a new brand, provide website development and offer ongoing support.

Created a refreshed website design and digital transformation of the booking process for a national cancer charity.

Redesigned the website and offered sustainability marketing support for a pan-European plastic packaging manufacturer.

Created a website redesign for an independent book publisher looking to unite their sub-brands and make more accessible the large selection of books from their authors.

Designed new branding, website and print material as well as supplying monthly marketing and design support for a family run, and locally owned opticians.

Worked with an independent pet insurance company to supply a website redesign that supports their business needs.

Created a brand new website design and build for a financial services union.

Designed and developed a campaign website aimed at getting people outside for a National mapping agency.

Providing a long-term charity client with monthly marketing and design support to aid their mission to alleviate and provide help for young people going through hard times, including homelessness in Hampshire.



STUDIO REPUBLIC

WE ARE NOT NEUTRAL



Studio Republic declares a climate emergency.

Moving forward, we will continue to report in this way as part of our commitment to the Climate Emergency and Creative Conflicts partnership.

Please contact
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