



LEAP

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CLIENT
DIS-
CLO
-SURE
REPORT

21/22

Certified



Corporation



Design for Change

Positive change is made possible by creativity. Creative activism is how we describe our meaningful response to the climate, ecological and social emergency: the biggest threat we all face.

Raising our ambition as a B Corporation

Our B Corp journey started in 2015. We were one of 500 B Corps to pledge to reach Net Zero carbon emissions by 2030 at COP25 in December 2019. This has now evolved to science based net zero. This means reducing 90% of our baseline, to be more transparent and have more rigour with our commitments. We are part of the UN's Race to Net Zero.

As part of Goodfest 2021 with over 150 attendees from our GF community, we co-created the Sustainable Creative Charter. It is an evolving charter for all creatives, and those who work with them, to pledge and, importantly, act on greater accountability, transparency, and to challenge the brief.

Committed to climate transparency

In July 2019, we declared a climate emergency and committed to transparent client disclosure as part of the Creative and Climate movement.

This third report sets out who we work for and how we make our money. It is designed to leave no doubt about our net-positive climate impact and how we make the financial side of our triple bottom line agency. In it we disclose our revenue by industry, including that from high carbon and controversial clients, for the period of November 2021 - October 2022.

Cover: Satellite image of grease ice drifting in the Foxe Basin in the Canadian Arctic.

Credit: USGS

Did you know that grease ice is a thin layer of tiny ice crystals that make the ocean surface look like an oil slick. It's one of the first stages in the formation of solid sea ice.



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**Our
income**

Revenue from
clients predominantly
involved in:

%

Corporate

49.38

**Charity
Foundation
NGO**

24.95

Government

24.91

Education

0.76

Our climate conflicts

Revenue generated from high carbon clients and sectors:

%

High carbon clients work in industries with high carbon emissions as identified by the International Energy Agency (IEA) and the Environmental Protection Agency (EPA).

0

Chemicals & Petrochemicals

19.04

Aviation

This relates to working with Spaceport Cornwall and the only female spaceport director in the world on the impact strategy – Good Space, brand and support for the first UK satellite launch.

0

Trucking & Shipping

0

Private Cars

0

Coal, Oil or Gas

4.37

Corporate

This mainly includes working with Datasite to produce over 200 environmentally friendly ecotrophies.

0

Concrete & Cement

0

Iron, Aluminium & Steel

0

Timber, Pulp & Paper

0.02

Meat & Dairy

The relates to working with locally owned and managed Lobbs Farm Shop.

Our controversial clients

Revenue from clients predominantly involved in:

%

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

Alcohol / Arms / Coal, Oil or Gas / Politics / Gambling / Tobacco / Pornography / Religion

1.99

This comes predominantly from our alcohol clients:

Bruichladdich Distillery Company Ltd, a B Corp where we worked on their Impact Report, and St Austell Brewery where we worked on a beach based recycling initiative.

Our revenue
by sector

%

2.04

Technology

9.14

Travel & Leisure

0.18

Fashion

3

Transport (Co-Sharing)

10.38

Food & Beverages

4.37

Corporate & Banking

0.2

Built Environment

6.45

Consultancy

4.15

Health & Wellbeing

19.04

Aviation

2.67

Renewable Energy

1.87

Consumer Products

7.89

Retail

4.09

Marketing

23.7

Welfare & Community

0.81

Education

0.02

Meat & Dairy

1

Spaceport Cornwall

Continual relationship with the UK's first spaceport, delivering a strategic framework to launch. Focusing on communicating impact to engage all stakeholders and drive change in the industry.

6

Royal United Hospital Bath

Commissioned by fellow B Corp The House we worked together to deliver a brand evolution for the hospital, focusing on creating useful tools to effectively roll out across the trust.

2

Barnardo's

We've been working on LifeLabs, a co-creation project to support young care leavers as they transition to independent living. This year we developed a first-of-its-kind mindful augmented reality Snapchat lens.

7

Datasite Ltd

Development of Ecotrophies to help celebrate their customers sustainability initiatives.

3

The Ocean Race

Designed and developed the global campaign onebluevoice.net to raise awareness of the importance of the ocean and drive a movement to protect it by recognising the ocean has rights.

8

Plymouth City Council

Working with city council to create a brand for the city mobility hubs scheme. Involving strategy, naming, branding, asset roll out and video work.

4

Ikea and The National Lottery

Created a short film that celebrates the importance of community and the success of Places Called Home – a programme set up to support community projects in the UK.

9

Cornwall Council

Working with the council on a four year programme to create, coordinate and deliver a sustainability action plan and programme, providing support and training for the cultural and creative sector in the region.

5

Capitals Coalition

Developing and defining a visual language to convey a global collaboration, redefining value to transform decision making.

10

Coast Project

Great to be working again with one of our original clients Manda Brookman. We worked to redesign and build her successful coast platform. There are now 3,000 members interacting over all things sustainable.

Our change index

OUR CLIMATE CONFLICTS	2020/2021	2021/2022	Change (%)
Corporate	5.35	4.37	- 18.32
Trucking & Shipping	0	0	
Coal, Oil or Gas	0	0	
Concrete & Cement	0	0	
Timber, Pulp & Paper	0	0	
Aviation	8.9	19.04	+ 113.93
Chemicals & Petrochemicals	0	0	
Private Cars	0	0	
Iron, Aluminium & Steel	0	0	
Meat & Dairy	0.1	0.02	- 80

OUR OVERALL INCOME

Corporate	48.53	49.38	+ 1.75
Charity Foundation NGO	39.20	24.95	- 36.35
Government	10.98	24.91	+ 126.87
Education	1.29	0.76	- 41.09

OUR BUSINESS REVENUE BY SECTOR

Technology	0.25	2.04	+ 716
Travel & Leisure	12.36	9.14	- 26.05
Food & Beverages	10.88	10.38	- 4.6
Transport (Co-Sharing)	0.3	3	+ 900
Health & Wellbeing	0.19	4.15	+ 2084.21
Welfare & Community	27.34	23.7	- 13.31
Retail	6.06	7.89	+ 30.2
Education	1.42	0.81	- 42.96
Renewable Energy	3.72	2.67	- 28.23
Consumer Products	0.67	1.87	+ 179.1
Consultancy	14.29	6.45	- 54.86
Marketing	6.3	4.09	- 35.08
Built Environment	0.37	0.2	- 45.95
Fashion	1.5	0.18	- 88
Corporate & Banking	5.35	4.37	- 18.32
Aviation	8.9	19.04	+ 113.93



LEAP

Our commitment

We will continue reporting in this way as part of our commitment to tackling the climate emergency, and through our membership of the Creative Conflicts partnership.

Why?

Because we can choose to be creators or destroyers. It's up to us to decide! We choose to create as sustainably as possible.

Change needs to happen across all industries and sectors so we're committed to go beyond green clients and test out ability to create change. As an industry we have the opportunity to where we can create a rapid shift from an extractive economy to a regenerative economy. Doing all we can to create change everywhere any way we can.

Since Leap was founded in 2004, we have continuously designed for positive, sustainable, interdependent change.

We urge all creative agencies to commit to climate action and publish client disclosure reports as a sign of genuine intent.

To find out more, please contact:

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leap.eco
@madebyleap

Sign up to the Sustainable Creative Charter:

www.sustainablecreativecharter.com

Declare a Climate Emergency:

www.businessdeclares.com
www.climate-emergency.com



**Design
for
Change**