



LEAP

20

CLIENT DIS- CLO -SURE REPORT

18/19

Certified



Corporation



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**We Declare
A Climate
Emergency**



Design for Change

We are a creative agency designing for change and we want to put our creativity to work on the right side of the climate emergency. This means being aware of and honest about our climate conflicts.

Raising our ambition as a B Corporation

Our B Corp journey started in 2015 and we've been recognised with Best for the World Workers and Changemakers honourees. We were one of 500 B Corps to pledge to reach Net Zero carbon emissions by 2030 at COP25 in December 2019.

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 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. In it, we disclose our revenue by industry, including from high carbon and controversial clients, for the period of November 2018 - October 2019.

Our
income

Revenue from
clients predominantly
involved in:

%

72.5

Corporate

22.8

Charity
Foundation
NGO

4.25

Government

0.45

Education

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

Corporate

0

Trucking & Shipping

0

Coal, Oil or Gas

0

Concrete & Cement

0

Timber, Pulp & Paper

0

Aviation

0

Chemicals & Petrochemicals

0

Private Cars

0

Iron, Aluminium & Steel

0

Meat & Dairy

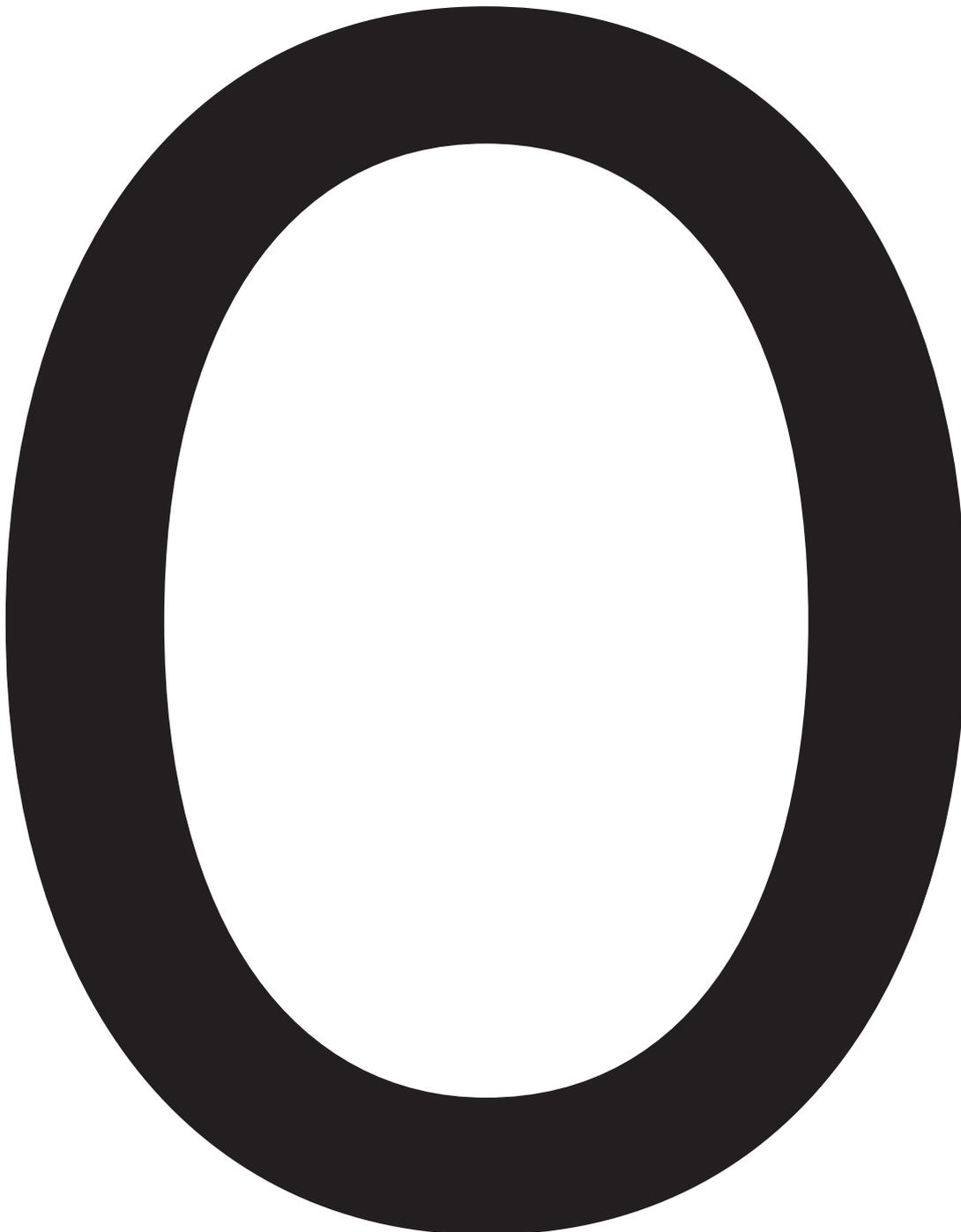
Our controversial clients

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 / Pornography / Religion / Tobacco



Our revenue
by sector

%

30.4

Technology

20.6

Welfare & Community

9.8

Consultancy

8.6

Travel & Leisure

8.2

Retail

5

Marketing

3.6

Food & Beverages

3.4

Education

2.5

Awards

2.2

Transport (Co-Sharing)

2

Renewable Energy

1.3

Built Environment

1.3

Health & Beauty

0.6

Consumer Products

0.5

Fashion

Our ten largest clients

2018/19

1

We worked with a leading children's charity on a social impact project to empower young people to live independently.

6

We worked with a leading renewable energy supplier for the fifteenth year designing their Annual Report.

2

We co-created a brand for a global management platform designed to help businesses create a fearless future.

7

We co-created and directed a brand revision, mission and purpose for a producer of meaningful, branded merchandise.

3

We partnered with the leading brand activism agency to design a high-impact, carbon-neutral website.

8

We created a collection of awards to celebrate client achievements for a provider of innovative solutions to protect the world's natural capital.

4

We provided creative support to a tech platform that uses the power of blockchain to deliver tomorrow's technology, today.

9

We provided UX, design and development and helped a provider of accurate water quality measuring equipment reach a global audience.

5

We supported the marketing team of an international climate consultancy delivering sustainable business solutions for a low carbon world to help deliver their digital output.

10

We joined forces with a leading environmental NGO to inspire, unite and empower communities to go plastic free.



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Our commitment

We will continue reporting in this way as part of our commitment to tackling the climate emergency and 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.

Since Leap was created 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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Change