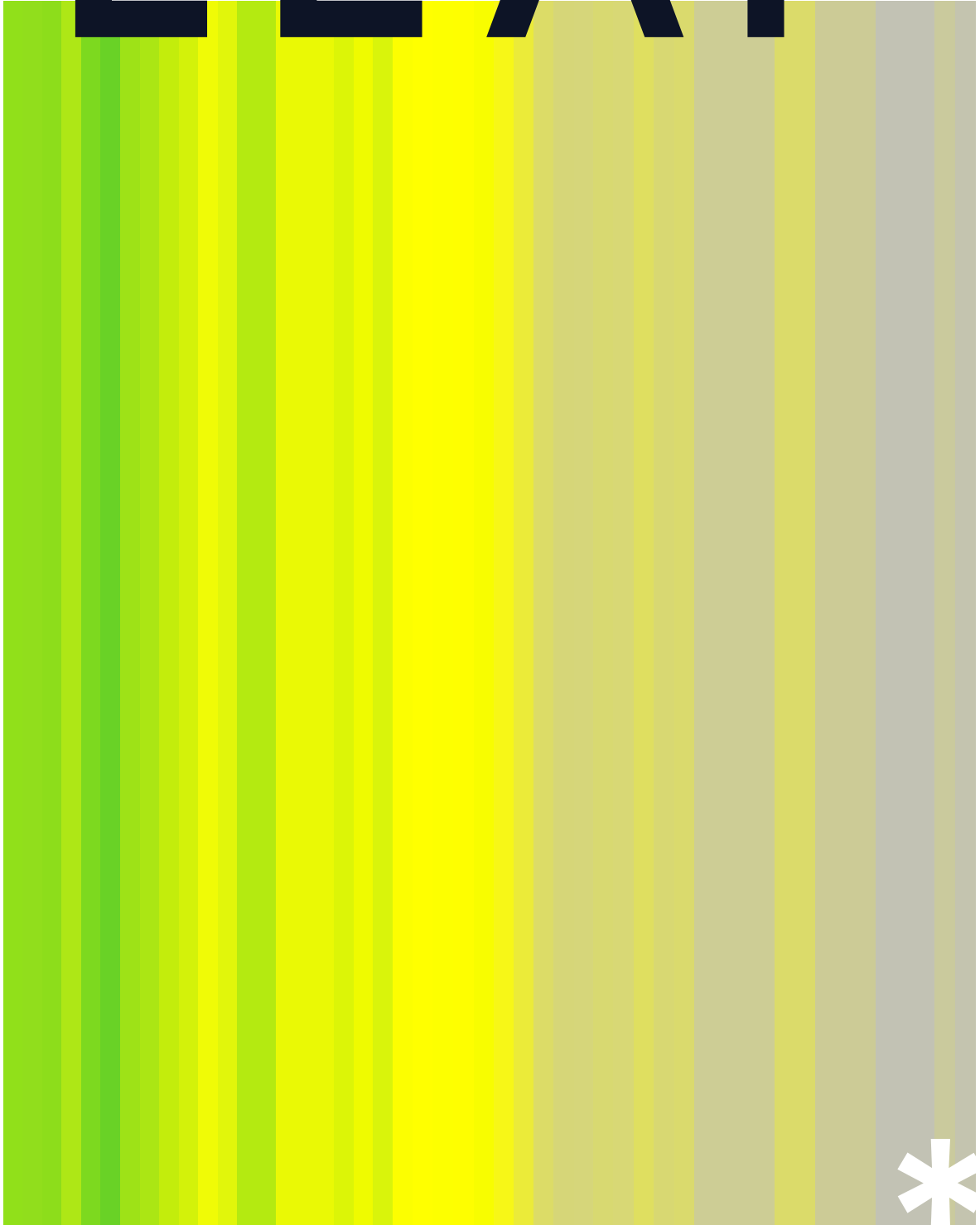


LEAP

Client Disclosure Report | 2022-2023



CLIENT DISCLOSURE REPORT



Contact
+44 (0) 1872 717880
info@leap.eco

Follow us
@madebyleap
leap.eco
#designforchange



This company meets high standards of social and environmental impact.



Igniting the creative change the planet *needs*

Change requires creative solutions. Creative activism is how we describe our meaningful response to the climate, ecological and social emergency: the biggest threats 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 United Nation's Race to Net Zero.

As part of GOODFEST 21 with over 150 attendees from our 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

Leap has been Client Disclosure reporting since 2018, and in July 2019 we declared a climate emergency and committed to transparent client disclosure as part of the Creative and Climate movement.

This fourth 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 2022 - October 2023.



Cover illustration:
The colours displayed on the front cover are [Biodiversity Stripes](#) showing a 65% decline in UK priority species between 1970 and 2019.

**Our
income**

Revenue from
clients predominantly
involved in:

%

62.22

Corporate

23.31

**Charity
Foundation
NGO**

10.84

Government

3.63

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

Chemicals & Petrochemicals

0

Trucking & Shipping

0

Coal, Oil or Gas

0

Concrete & Cement

0

Timber, Pulp & Paper

14.53

Aviation

0

Private Cars

0.38

Corporate

0

Iron, Aluminium & Steel

0

Meat & Dairy

This relates to two projects linked to space. Our continued work with Spaceport Cornwall who offer access to space through horizontal launch, and our collaboration with Halo PR on the UK Space Agency's Space For Everyone educational tour.

This number represents responsibly produced ecotrophies for Rotterdam School of Management and the Brazilian Chamber of Commerce.

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

0.66

This figure comes from our B Corp alcohol client Bruichladdich Distillery Company Ltd, and the Impact Report we delivered for them.

Our revenue
by sector

%

9

Technology

9.68

Travel & Leisure

0.26

Fashion

2

Transport (Cycling)

8.86

Food & Beverages

0.38

Corporate & Banking

9.47

Built Environment

11.92

Consultancy

0.45

Health & Wellbeing

16.54

Aviation

2.53

Renewable Energy

0.18

Consumer Products

3.21

Retail

4.57

Marketing

17.10

Welfare & Community

3.86

Education

Our ten largest clients

2022/23

Listed in no particular order:

1

Halo PR & Communications

We partnered with PR agency Halo to deliver a high impact campaign and tour identity for the UK Space Agency. The aim was to inspire young people from all backgrounds about space and opportunities within the industry.

6

Tilda

Our ongoing partnership with Tilda is focused on building a purpose and sustainability strategy that comes to life in their communications on social media, web, press etc. collaborating with their team and PR partners.

2

Ward Williams Associates

A full rebrand, new low carbon website, brand guidelines, suite of assets and toolkit to enable the team to effortlessly roll out the refreshed brand across 2024.

7

Spaceport Cornwall

We have continually supported Cornwall Council's pioneering Spaceport project. Including, crafting a website, managing communications, and designing merchandise for the UK's historic first horizontal space launch attempt in Spring 2023.

3

Capitals Coalition

We're a long-term partner working with this global not-for-profit on brand development, team culture, and design for their communications.

8

Digital Action

Evolved visual identity and low carbon website for this global network striving to protect democracy and human rights from digital threats in 2024.

4

Wildanet

We worked as part of a three-way partnership with Cornwall Chamber of Commerce to deliver a first-of-its-kind programme supporting a total of 42 Cornish businesses through the use of the B Corp BIA assessment tool for a better way to do business.

9

Ocean Conservation Trust

We've worked with this charity over several years. Recently, we designed and developed a low carbon website to promote their seagrass regeneration project Blue Meadows.

5

The Ocean Race

Conceptualised and delivered an 18 month global campaign to inspire people around the world to support a universal declaration of Ocean rights.

10

University of Exeter

Supporting different departments with communicating complex subject matters through infographics and report design.

Our change index

OUR CLIMATE CONFLICTS	2021/2022	2022/2023	Change (%)
Corporate	4.37	0.38	- 91.3
Trucking & Shipping	0	0	
Coal, Oil or Gas	0	0	
Concrete & Cement	0	0	
Timber, Pulp & Paper	0	0	
Aviation	19.04	14.53	- 23.69
Chemicals & Petrochemicals	0	0	
Private Cars	0	0	
Iron, Aluminium & Steel	0	0	
Meat & Dairy	0.02	0	- 100

OUR OVERALL INCOME

Corporate	49.38	62.22	+ 26
Charity Foundation NGO	24.95	23.31	- 6.57
Government	24.91	10.84	- 56.48
Education	0.76	3.63	+ 377.63

OUR BUSINESS REVENUE BY SECTOR

Technology	2.04	9	+ 341.18
Travel & Leisure	9.14	9.68	+ 5.9
Food & Beverages	10.38	8.86	- 14.64
Transport	3	2	- 33.33
Health & Wellbeing	4.15	0.45	- 89.16
Welfare & Community	23.7	17.10	- 27.85
Retail	7.89	3.21	- 59.32
Education	0.81	3.86	+ 376.54
Renewable Energy	2.67	2.53	- 5.24
Consumer Products	1.87	0.18	- 90.37
Consultancy	6.45	11.92	+ 85.38
Marketing	4.09	4.57	+ 11.74
Built Environment	0.2	9.47	+ 4635
Fashion	0.18	0.26	+ 44.44
Corporate & Banking	4.37	0.38	- 91.30
Aviation	19.04	14.53	- 23.69
Engineering & Manufacturing	0	2.01	+ 100



LEAP

Our commitment as an ethical design and impact agency

We will continue reporting in this way as part of our commitment to tackling the climate emergency, igniting the creative change the planet **needs**, 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 Matt Hocking founded Leap 19 years ago, we have continuously designed for positive, sustainable, interdependent change.

We urge all creative agencies to commit to climate action, publish client disclosure reports and to always 'challenge the brief', as a sign of genuine intent.

To find out more:

+44 (0) 1872 717880
info@leap.eco
leap.eco
@madebyleap

Sign the Sustainable
Creative Charter:

www.sustainablecreativecharter.com

Declare a Climate
Emergency:

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

Certified



This company meets high standards of social and environmental impact.

Corporation



better business
act



We are a
Living Wage
Employer

