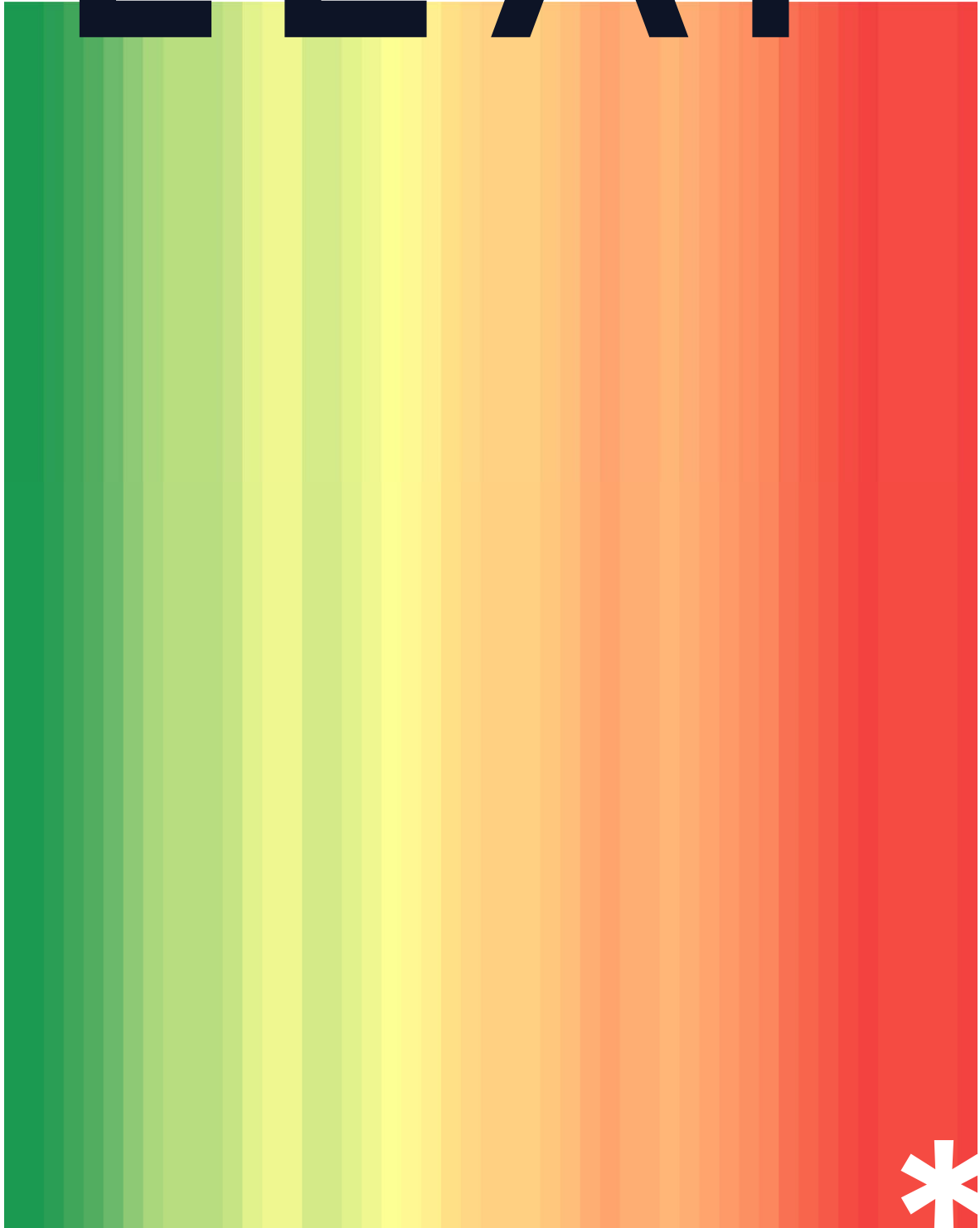


# LEAP

Client Disclosure Report | 2023-2024



## CLIENT DISCLOSURE REPORT



Issue:  
5

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#IgniteTheChange

Certified  
  
Corporation

This company meets high standards of social and environmental impact.



## Igniting the Creative Change Our Planet Needs\*

Change requires creative solutions, it is estimated that 80% of environmental impact is decided at the design stage. Creative activism is how we describe our meaningful response to the polycrisis: the biggest threat to all life on our fragile home planet, Earth.

Leap is a planet-centred design and impact agency established in 2004, inspired by the power of creativity to drive positive change in the world. Our vision is a world full of people, places and organisations making the LEAP to create (and manifest) the radical change that's needed. We're committed to a future that's progressive, nature-positive, equitable, collaborative, and thoughtful.

We help our clients spark the change our planet needs through design and creativity, branding, strategy, campaigns and storytelling, web, print, and digital media.

## Raising Our Ambition as a B Corporation

Our B Corp journey started in 2015 and in 2024, we recertified for the third time and celebrated 10 years as a B Corp. This fourth time around the Business Impact Assessment will take our certification up to 2027 at which point we will decide if B Corp remains rigorous enough and still serves our purpose and planet-centred ethos. Leap was one of 500 B Corps pledging to reach Net Zero carbon emissions by 2030 at COP25 in 2019. This has since evolved to Science Based Targets (SBTi), which means reducing 90% of our baseline, being more transparent, and increased rigour with our commitments. Even for an SME like us, that is a challenging task, but we are getting close. Our Scope 1 emissions have been at zero since 2022 and Scope 2 was 0.486 tCO<sub>2</sub>e this year. While we are also part of the United Nation's Race to Net Zero, the ultimate goal is getting to a point where we

are planet positive as per our Planet Positive Plan and aligning ourselves with the Business Declares manifesto which we helped to evolve.

As part of the greater creative and business community, we also strive for collective change by, for example, being among the first businesses to join the Ethical Agency Alliance. We have mentored hundreds of aspiring B Corps through B Leading and peer support programmes, B Creative and advising B Lab UK to help grow the community. We also co-created the Sustainable Creative Charter (SCC) and before that, the Sustainable Web Manifesto. The SCC 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 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. For a small business, this is a large undertaking, we've been fortunate to have intern support this year, without this it possibly would not have been sustainable, but we know this type of reporting is important and will bring change in our industry

This fifth report complies with the newest guidelines and sets out who we work for and how we make our money and how we make it matter. It aims to communicate our net-positive climate impact and what the financial side of our triple bottom line accounting looks like, with transparency and authenticity. We do our best within our capacity to disclose our revenue by industry, including that from high carbon and controversial clients, for the period of 1 November 2023 – 31 October 2024.



Cover illustration: The colours displayed on the front cover are [Biodiversity Stripes](#) showing a 79% decline of WWF Forest Species between 1970 and 2018. The Forest Stripes are a collaboration between WWF, the University of Reading, University of Derby and ZSL.



## Leadership Letter

Our commitment to sustainability and ethical practices really is the basis of everything we do. That means we approach each client relationship with great care, guided by ethical governance and procurement practices. While the final decision on working with a particular client rests with our triumvirate<sup>1</sup> Senior Leadership Team and founder, the entire team is encouraged to flag concerns, to make sure we stay true to our values and mission.

When assessing new clients or industries, we rely on the Client Disclosure Reporting Framework to scope out risks. It helps us identify environmental, social, or reputational concerns early on, giving us the information we need to make informed decisions. If any risks are flagged, we look at ways our services can help reduce negative impacts. And by working closely with clients from our planet-centred ethos, we can achieve better outcomes for both people and the planet.

Collaboration is key. At the proposal stage, our team has the chance to voice opinions, raising concerns or risks to provide a fuller picture of the client's goals and the potential impacts of the work. This collective approach allows us to make thoughtful, balanced decisions together.

To maintain a high standard of awareness, our team receives carbon literacy training and we're part of the Ethical Agency Alliance. Sustainability and regenerative practices are central to our work, and we stay informed about challenges like greenwashing so we can confront them head-on.

Of course, challenges do arise. If a project or client creates risks for our business or society, we're prepared to act. This might mean revisiting the scope of the work or, when necessary — walking away. We prioritise understanding our clients' intentions from the start to ensure their goals align with genuine positive impact.

After 20 years of using business and creativity for positive impact, we're as committed as ever to making a meaningful difference. By staying thoughtful, collaborative, and true to our purpose, we take on projects of all sizes, local to global, unified by our planet-centred creative process and mission.



Simon Thomason,  
Managing Director Leap

<sup>1</sup> We use the Latin word triumvirate in a non-historical sense to describe our three-person leadership and decision-making group. To us, it symbolises balance and shared authority.



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# Our Income

Revenue from  
clients predominantly  
involved in:

%

---

Breakdown of income by organisation type.

---

80.65

For Profit

---

8.94

Charity  
Foundation  
NGO

---

10.41

Government

---

# 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

1.40

Aviation (Space)

This figure relates to a workshop with Slingshot Aerospace Ltd around their space debris retrieval work.

0

Trucking & Shipping

0

Private Cars

0

Coal, Oil or Gas

0.12

Corporate

This number represents responsibly produced ecotrophies for the Brazilian Chamber of Commerce.

0

Concrete & Cement

0

Iron, Aluminium & Steel

0

Timber, Pulp & Paper

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 / Tobacco / Pornography / Religion**

---

**5.58**

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

# Our Revenue by Industry - Group

%

## For-profit Organisations

**1.76**

Aerospace & Defense

**5.58**

Beverages

**4.02**

Broadline Retail

**6.69**

Commercial Services & Supplies

**13.13**

Construction & Engineering

**0.10**

Construction Materials

**0.07**

Consumer Staples Distribution & Retail

**2.23**

Diversified Consumer Services

**0.10**

Electronic Equipment, Instruments & Components

**0.05**

Entertainment

**0.05**

Financial Services

**11.17**

Food Products

**0.04**

Health Care Equipment & Supplies

**0.02**

Health Care Providers & Services

**3.02**

Hotels, Restaurants & Leisure

**0.02**

Household Durables

**3.39**

Independent Power & Renewable Electricity Producers

**3.20**

Media

**0.03**

Paper & Forest Products

**0.08**

Passenger Airlines

**25.24**

Professional Services

**0.06**

Real Estate Management & Development

**0.01**

Software

**0.04**

Specialty Retail

**0.54**

Textiles, Apparel & Luxury Goods

## Non-profit & Governmental Organisations

**0.12**

Business & Professional Associations, Unions

**0.76**

Development & Housing Non-profit Organisations

**0.14**

Education & Research Non-profit Organisations

**3.65**

Environment Non-profit Organisations

**2.59**

Law, Advocacy & Politics Non-profit Organisations

**0.79**

Non-profit Organisations Not Elsewhere Specified

**0.89**

Social Services Non-profit Organisations

**10.41**

Governmental Organisations

# Revenue by Sub-industry - Sub-group\*



For-profit Organisations

1 of 2

**2.03**

Advertising

**1.76**

Aerospace & Defense

**0.54**

Apparel, Accessories  
& Luxury Goods

**0.01**

Application Software

**4.02**

Broadline Retail

**13.13**

Construction & Engineering

**0.10**

Construction Materials

**0.10**

Data Processing &  
Outsourced Services

**5.58**

Distillers & Vintners

**0.05**

Diversified  
Financial Services

**2.01**

Education Services

**0.10**

Electronic Equipment  
& Instruments

**6.69**

Environmental &  
Facilities Services

**0.07**

Food Retail

**0.02**

Health Care Services

**0.04**

Health Care Supplies

**0.02**

Homebuilding

**1.73**

Hotels, Resorts  
& Cruise Lines

**0.09**

Human Resource &  
Employment Services

**0.92**

Leisure Facilities

**0.05**

Movies & Entertainment

**0.04**

Other Speciality Retail

**11.17**

Packaged Foods & Meats

**0.03**

Paper Products

**0.08**

Passenger Airlines

**1.17**

Publishing

**0.06**

Real Estate Services

**3.39**

Renewable Electricity

**25.05**

Research &  
Consulting Services

**0.38**

Restaurants

**0.22**

Specialised  
Consumer Services

**0.00**

Systems Software

\*See page 11



# Revenue by Sub-industry - Sub-group\*

%

Non-profit & Governmental Organisations

2 of 2

**0.12**

Business Associations

**2.59**

Civic & Advocacy  
Organisations

**0.76**

Economic, Social & Community  
Development Non-profit Organisations

**1.01**

Environment  
Non-profit Organisations

**2.64**

Environment Non-profit Organisations  
Not Elsewhere Classified

**0.14**

Higher Education  
Non-profit Organisations

**0.79**

Non-profit Organisations  
Not Elsewhere Classified

**0.76**

Social Services  
Non-profit Organisations

**0.13**

Social Services Not Elsewhere  
Classified Non-profit Organisations

**10.41**

Governmental  
Organisations

\*See page 11

# Our 10 Largest Clients

# 2023/24

Listed in no particular order:

# 1

## Ward Williams

National rebrand for a large B Corp certified built environment client across multiple locations and online from 2023 into 2024.

# 6

## Volans Ventures

Extensive brand evolution, including design and build for a new custom low carbon website, for this pioneering think tank and advisory firm operating at the leading edge of sustainability and innovation to catalyse systemic change.

# 2

## Capitals Coalition

Leap has worked ongoing with this global not-for-profit for 4 years on creative and strategic design, and as a strategy partner.

# 7

## Lost Gardens of Heligan

We have worked with the Lost Gardens of Heligan on a series of seasonal campaigns, on and offline, alongside a brand refresh and positioning rolling into 2025.

# 3

## Tilda

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

# 8

## Selfridges

We co-wrote and designed this year's editorial style sustainability report for this beloved institution who is leading the way on reinventing retail for a more sustainable future. The Impact Report was a first iteration and use of the RESELFRIDGES brand.

# 4

## Ocean Conservation Trust

We've worked with this marine charity over several years. We have designed and developed a low carbon website to promote their seagrass regeneration project Blue Meadows, designed and engineered their Think Ocean Challenge, and worked on their blue carbon offering Mini Meadows.

# 9

## Cornwall Council Communities Services

Leap is commissioned to lead the ongoing work on developing a sustainability action plan for the Cornwall creative sector.

# 5

## Bruichladdich Distillery Company

For the third year in a row, we have produced this progressive hebridean distillers' Impact Report and associated assets all about communicating their impact.

# 10

## Good Energy Group Plc

For the past 20 years, we have partnered with Good Energy and, among other projects, delivered their extensive annual report.

## Client Disclosure Report Methodology

The report applied two specific Client Disclosure Report methodologies to classify and disclose industries and groups from which Leap's revenue comes from. For-profit organisations were categorised using the Global Industry Classification Standard (GICS), while non-profits followed the International Classification of Non-Profit Organisations (ICNPO). These classification systems were selected for their ability to ensure standardisation and consistency across organisations. By focusing on the primary revenue-generating activity, they offer a clear and singular definition of a business's core operations. Additionally, their detailed industry specifications provide deeper insights into the specific nature of each organisation's activities.

[www.clientdisclosurereporting.org](http://www.clientdisclosurereporting.org)

## Acknowledgment

For this year's Client Disclosure Report, we've been lucky enough to have help from our wonderful intern Federica Sasso. She's been with us for three months as part of her Sustainable Environmental Management masters at the University of Plymouth. For this fifth iteration of our Client Disclosure Report using Futerra's new guidance (which Leap has fed into), Federica's work has been focused on reviewing the updated reporting standards, industry categorisations, and classifying our clients into the appropriate categories, as well as tracking trends in client distribution across specific industries.

A big thank you for all your work Federica and good luck for the future!

# Our Change Index

OUR CLIMATE CONFLICTS	2022/2023	2023/2024	Change (%)
Corporate	0.38	0.12	- 68.07
Trucking & Shipping	0	0	
Coal, Oil or Gas	0	0	
Concrete & Cement	0	0	
Timber, Pulp & Paper	0	0	
Aviation (Space)	14.53	1.40	- 90.36
Chemicals & Petrochemicals	0	0	
Private Cars	0	0	
Iron, Aluminium & Steel	0	0	
Meat & Dairy	0	0	

## OUR OVERALL INCOME

For Profit	62.22	80.65	+ 29.62
Charity Foundation NGO	23.31	8.94	- 61.65
Government	10.84	10.41	- 3.97
Education	3.63	0	- 100.00

OUR BUSINESS REVENUE BY INDUSTRY	2022/2023	2023/2024	Change (%)	
Technology	9	Electronic Equipment, Instruments & Components	0.10	- 98.81
		Software	0.01	
Travel & Leisure	9.68	Hotels, Restaurants & Leisure Software	3.02	- 68.21
		Entertainment	0.05	
Food & Beverages	8.86	Beverages	5.58	+ 89.09
		Food Products	11.17	
Transport	2			- 100.00
Health & Wellbeing	0.45	Health Care Equipment & Supplies	0.04	+ 111.15
		Health Care Providers & Services	0.02	
		Social Services Non-profit Organisations	0.89	

# Our Change Index

Welfare & Community	17.1	Development & Housing Non-profit Organisations	0.76	- 15.37
		Law, Advocacy & Politics Non-profit Organisations	2.59	
		Environment Non-profit Organisations	3.65	
		Non-profit Organisations Not Elsewhere Specified	0.79	
		Commercial Services & Supplies	6.69	
Retail	3.21	Broadline Retail	4.02	- 28.59
		Consumer Staples Distribution & Retail	0.07	
		Specialty Retail	0.04	
Education	3.86	Education & Research Non-profit Organisations	0.14	- 38.47
		Diversified Consumer Services	2.23	
Renewable Energy	2.53	Independent Power & Renewable Electricity Producers	3.39	+ 34.07
Consumer Products	0.18	Household Durables	0.02	+ 229.10
		Textiles, Apparel & Luxury Goods	0.54	
		Paper & Forest Products	0.03	
Consultancy	11.92	Professional Services	25.24	+ 112.77
		Business & Professional Associations, Unions	0.12	
Marketing	4.57	Media	3.20	- 29.95
Built Environment	9.47	Real Estate Management & Development	0.06	- 99.38
Fashion	0.26			- 100.00
Corporate & Banking	0.38	Financial Services	0.05	- 87.90
Aviation	14.53	Aerospace & Defense	1.76	- 87.34
		Passenger Airlines	0.08	
Engineering & Manufacturing	2.01	Construction & Engineering	13.13	+ 558.51
		Construction Materials	0.10	



# 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 and polycrisis, 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 we possibly can — with a commitment to transparency and authenticity.

Change needs to happen across all industries and sectors right now, so we're committed to go beyond 'green clients' and test our ability to ignite the creative change our planet needs. As an industry we have the opportunity to create a rapid shift from an extractive economy to a regenerative economy. To do all we can to create change everywhere, in any way we can.

Since Matt Hocking founded Leap, from October 2004 – present, we have continuously designed for positive, sustainable, interdependent change.

We urge all creatives to commit to climate action, be open about where their revenue comes from with client disclosure, and to always 'challenge the brief' with genuine intent.

### To find out more:

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### Sign:

[sustainablecreativecharter.com](https://sustainablecreativecharter.com)

### Declare a Climate Emergency:

[businessdeclares.com](https://businessdeclares.com)  
[climate-emergency.com](https://climate-emergency.com)

Certified



This company meets high standards of social and environmental impact.

Corporation



better business  
**act**



We are a  
**Living  
Wage**  
Employer