

IGNITE THE CREATIVE CHANGE OUR PLANET NEEDS*

Leap Impact Report • 2023-2024

2 of a series of 3

Unfinished business



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Corporation

This company meets high standards of social and environmental impact.

B CORP



This company meets high standards of social and environmental impact. B Corp certified businesses undergo rigorous assessment by B Lab to ensure they balance people, planet, and profit in all areas of the business. You can find out more and get started at bcorporation.uk/b-corp-certification/

LIVING OUR VALUES

Brand values aren't just a bunch of pretty words on a page. You only get to call them values if you live and breathe them. They're in everything we make and in how we make it.

Together we Explore possibilities, Act through creativity and Lead a positive change for the planet.

Alongside our values, we use what is known as *The Four Agreements* — a 5000 year old set of guidelines, for how we choose to show up and arrive as the best version of ourselves each day.

Be impeccable with your word
Words have power. Say what you mean and do what you say. Know when to speak up and when to say less.

Don't take anything personally
How someone sees you or your work is just that — how they see it. It's one point of view.

Don't make assumptions
Assumptions are the mother of all f*** ups. Be curious, ask questions and get to the root of things. Watch out against biases.

Always do your best
Doing your best isn't about success or failure, it's about showing up and giving it your all. Always do your best and watch your best get better.

GYSHIDO WITH PLANET-FIRST FOCUS

Have you heard of GYSHIDO or 'The art of getting your shit done'? What if we reimagined it from a planet focused lens?

- 1. RELENTLESS FOCUS ON IMPACT
- 2. PURPOSEFUL ACTION
- 3. SUSTAINABLE CONSISTENCY
- 4. PLANET OVER PROFIT
- 5. COLLABORATIVE CONVERSATION
- 6. ACCOUNTABILITY IN ACTION

CORNWALL BEYOND THE BEACH

If you have just opened or scrolled inside this impact report, you probably took at least a second to appreciate the talented Jago Silver's interpretation of the beautiful landscape we call home.

Loved by so many, Cornwall is indeed an enchanted land of postcard sunsets, dramatic coastlines, endless beaches, world-famous pasties, and epic surf breaks, but few visitors are aware of the challenges that face our home county. Beneath this idyllic scene is a community grappling with some of the highest levels of economic deprivation in England and the EU, a deepening housing crisis, and growing vulnerabilities to climate change.

Cornwall, like many other places, has seen a rise in extreme weather — back-to-back storms, floods, heatwaves, and unpredictable patterns — all challenging how we live, travel, and sustain ourselves.

The Cornwall Climate Risk Assessment highlights risks like:

- The UK's highest potential sea level rise by end of this century
- Increased risk of severe floods like Boscastle (2004) and Coverack (2017)
- Stronger storms, faster coastal erosion, and worsening droughts

The message is clear: **WE NEED TO ACT NOW FOR THE FUTURE, NOT JUST FOR CORNWALL, BUT FOR THE PLANET AND EVERYONE ON IT.**

Being based where we are, surrounded by the sea and this rugged landscape is a constant reminder that sustainability matters. As a business, we can positively impact both the environment and the economic landscape. And we are not alone, we're part of one of the most exciting and innovative creative and business communities in the UK right now.

We choose to be part of the solution, to be the change we want to see.

Leadership letter

Looking back at 2024, it feels a bit like a year spent navigating stormy seas. It's no exaggeration to say that this has been one of the toughest years we've ever faced. The waves of economic and political uncertainty have been relentless, and at times, it felt like we were just trying to stay afloat.

The impact this has had is clear: our people's happiness, the sustainability of our business, and even our culture — took a hit. Turnover dropped, we made a loss, and the hardest part of all was having to make redundancies. These challenges tested us as individuals and as an organisation, and they've left us with plenty to reflect on and learn from.

But even in these choppy waters, there were moments of light and lots of things to celebrate. I feel proud that we stayed true to our value of **leading positive change for the planet**. We managed to increase the proportion of our work directly aligned with the UN Sustainable Development Goals, rising from 67% to 75%. That will have a tangible positive impact on the world.

We also felt the value and strength of our partnerships — our amazing clients continued to trust us with work that makes a meaningful difference. And as we set our course for 2025, I can already feel the tide turning. We've kicked off the year with fresh energy, ready to launch our **planet positive Plan**, and securing exciting new projects that align with our reasons for existing and creating. For me, 2024 was a stark reminder of the importance of resilience — not just as individuals, but as an organisation too.

This was the 'messy middle,' a time when it was hard to catch sight of the horizon, or know what direction we were heading in. It led to some necessary short-term thinking, and it affected our ability to thrive. Looking forward, my goal is to bring clarity and stability so that everyone on our crew can feel confident and supported, and ensure we can weather those inevitable storms together.

I firmly believe in leading with curiosity and **exploring possibilities**, and while 2024 was a difficult year, it also opened up opportunities to rethink how we work, how we lead, and how we create. As a team, we've always **acted through creativity**, and we'll continue to bring that mindset to the year ahead of us, and whatever it brings.

This year will be about pulling together, setting our sights on a shared purpose, and helping one another — and our clients — to **thrive**. The waters might not always be calm, but I'm confident that with the values we live by and the brilliant people around us, we can chart a course to something truly meaningful.

Thank you for your commitment, resilience, and belief in what we're building **together**. Here's to a purposeful, impactful, and positive 2025. Let's keep exploring, creating, and reimagining what sustainable business means, together.

With gratitude and optimism,

BW (Best Waves)
Simon Thomason



Our

purpose

With every project we take on, our goal is to actively contribute to making our planet a better place. We're collaborators, partnering with our clients to explore possibilities and ignite the creative change our planet needs*. What's good for planet and people is good for business, anything else is short-sighted and short-lived. That's what creative agency means for us.

As a result of Matt's role within the business changing (more on that later), we have developed a triumvirate style leadership structure to make sure that we consistently live our purpose and values in all areas of the business.

WHY WE REPORT ON OUR IMPACT?

Yes, as a B Corp we're legally required to. But it's more than that; it's no good saying you're doing this or that without having the substance to back it up. We've always been about doing good while doing business and this is our chance to share the what and how of our impact. With full self-aware honesty, taking stock to see where we're acing it and where we still have work to do. It's a story of trying, falling short, trying again, sometimes succeeding, sometimes not — but always learning and trying to do better.

*Is this work in service of the planet, does it address what our planet needs? If the answer is no, the work isn't needed.



The world around us changes and we need to evolve with it too. You can stand still or move forward. In the past year, we have re-examined who we are, our purpose and vision. We have also reworked our Planet Positive Plan, which lays out our planet positive goals and aims over the next three years — for the team, with our clients, and in the wider community.

Here's some highlights from our plan:

Team

- Publish 2nd edition of the Planet Positive Plan, alongside our annual Impact Report and Client Disclosure Report
- Further reduce scope 3 emissions and invest in Nature with Plant One Cornwall
- Engage the whole team with our Planet Positive Plan and set up working groups

Clients

- Share net zero pledges with clients to motivate actions on their end
- Record 100% of clients' climate pledges and support them in aligning with science based targets
- Raise awareness of sustainable travelling and a project's digital footprint

Community

- Engage with, and invest in the wider community in terms of business activism and the B Corp ethos
- Develop action plan to implement colleague-led initiatives
- Ensure 100% of suppliers have net zero plans in place that align with science based targets



Our impact

highs & lows

BUSINESS ACTIVISM

450

hours

Time dedicated to changing our industry and business community, including Goodfest, Anthropy, and Blue Earth Summit.

CARBON EMISSIONS

15.128

tCO₂e

In July 2019, we declared a climate emergency, and pledged to reach net zero across scopes 1 and 2 by 2022. For the last three years, scope 1 has consistently been at zero, and scope two was 0.545 tCO₂e in 2023 and 0.486 tCO₂e this year, so we are very very close.

CREW

Team happiness dipped further this year from 63% to 50%. This coming year will require focused work to get this number back up to the 80's and 90's where we want to be.

Work/life balance also saw a drop this year to 66% from the previous 74%, bringing us further away from our 75% target. Read more about this in the 'Crew' section and leadership letter.

50%

66%

CLIENTS

9/10

Our clients gave us an average rating of 9/10 in our annual feedback survey. We're very proud of this figure but there's always room for improvement. The team will continue to prioritise relationship building, proactive action, exploring together, and going beyond the brief to ensure we maintain and improve on that number.

GRANT FOR GOOD

£30k

Every year, we gift pro-bono hours to environmental and social impact projects. In 2024 this equated to £30k or 5.5% of annual turnover. We are still giving above our 5% yearly commitment but have decreased the amount slightly from the previous year.

SDG PROJECTS

73%

Out of 108 completed projects, 73% of our revenue came from work which directly tackled the Sustainable Development Goals (SDGs), which saw an increase from 58% the previous year driven by a rise in work around communicating positive impact.

VOLUNTEERING

5.5

days

Each member of the Leap crew is given 5 days per year to volunteer with a charity or community project of their choosing. Unfortunately, uptake in 2024 dropped by 4.5 days from the previous year. We're looking at ways to make it easier for everyone to contribute by making use of these days.

Our journey to B Corp

10th B Corp anniversary

10 years ago this January, Matt received a call confirming that Leap was now a certified B Corp, the first and only one in Cornwall and the first certified design studio in all of Europe. What we soon learned was that B Corp is more than a certification but a movement to change the entire outlook of what it means to be a business. Our latest recertification will take us up to 2027 at which point we will reassess whether B Corp is still relevant for us. B Corp is great but it doesn't define us, it doesn't give us purpose. It's simply a framework that helps us structure our ambition to be a better business. It is up to us to define ourselves, our way, and the change we wish to see in the world.

Our journey to becoming a B Corp started back in 2013. Leap already had various environmental practice accreditations but we were looking for something that encompassed everything a business could do to have a positive impact on both the planet and people. As soon as B Corp landed in the UK, we joined the first cohort back in 2015/16. Since then, we've been huge advocates of the movement, playing a pivotal role in the growth of the UK B Corp community. Matt became part of the initial ambassador programme and trained to become a B Leader. After joining the business, Simon also trained as a B Leader in 2021. Over the years, we have supported many B Corp events, like B Inspired London, providing pro-bono design and digital campaign collateral. Individually, we've helped over 100 agencies from all over the world on their B Corp journeys. It would be fair to say that Leap, and in particular Matt, has influenced the majority of B Corp businesses in Cornwall to join the movement. And in 2023, we launched the B|23 B Corp programme together with Wildanet, sparking impactful change throughout the Cornwall business community. In the last year, the programme saw a total of 11 organisations certifying as B Corp, and 24 working towards certification.

We continue to use the B Impact Assessment (BIA) framework to set goals and targets to improve our impact, and review on a monthly basis. It has been particularly valuable for constantly improving our business model and our governance structure. We have also benefited from B Corp certification as an external proof point and as a structure to lean on when supporting other organisations.

After a frustrating score reduction in the previous recertification, we set up an improvement plan where we looked across the five pillars to see what opportunities we had to improve as a business and in our scoring. As a result, our score went up by 27.6 points in our recent recertification across all five pillars.

However — we were disappointed to once again recertify with the existing standards rather than the much anticipated new standards. It felt a bit more like a tick box exercise rather than a strategic shift, like we had been hoping to see. We all feel that the new standards will be a huge step change for B Corp and are excited to use them as soon as they become available to help guide both ours and other businesses.

B Corp score and goals for certification

138.2

In the last year, our B Corp verified score rose 138.2 points — our highest to date. Unfortunately, this was achieved using the existing standards rather than the new and improved version we had hoped would be in effect for our 2024 recertification.

Breaking it down by the five pillars of the BIA:

Community 48.9

This area saw the biggest growth, driven by our 'Designed to give' impact business model. The past three years have provided evidence of its success, significantly boosting our overall score.

Customers 14.8

The increase here reflects our work supporting more purpose-driven businesses, growing both the number of organisations we partner with and the revenue generated.

Workers 35.8

We improved our policies with better HR procedures, increased creative development and engagement, and focus on team welfare — including Helen becoming a trained Mental Health First Aider. However, there's room for progress in financial wellbeing initiatives.

Governance 20.4

Improvements were made in the way we communicate, enhanced emissions engagement, and greater transparency.

Environment 18.1

We saw only a slight improvement, showing the need to put more effort into this impact area.

50.9

Median score for ordinary businesses

80

Qualifies for B Corp certification

Benchmarking Our Impact Performance

B Corporation	2018	2021	2024
Governance	14.7	18.9	20.4
Workers	37.4	30.6	35.8
Community	36.5	32.1	48.9
Environment	19.8	17.9	18.1
Customers	4	11.1	14.8
TOTAL	112.4	110.6	138.2

Impact change index

This chart compares the year-on-year data we use to measure our impact across the triple bottom line. It highlights any areas we need to focus on to do the best for our team, our clients, and our planet.

	LEGACY DATA	COMPARISON YEARS		% DIFFERENCE
	2021-22	2022-23	2023-24	
Team wellbeing	71%	63%	50%	-20.63%
Grant for Good	6.1%	7.5%	5.5%	-26.67%
Sustainable Development Goals <small>Projects with a direct SDG impact</small>	67%	58%	73%	+25.68%
Carbon emissions <small>Across scopes 1, 2 and 3</small>	13.309 tCO2e	16.13 tCO2e	15.128 tCO2e	-6.21%
Carbon offset	40 tCO2e	50 tCO2e		
Renewables	100%	100%	100%	0%
Team	11	12	10	-16.67%
Pro-bono hours	376	443	252	-43.1%
Turnover	£683,403	£707,700	£552,843.83	-21.88%
Projects completed	99	102	108	+5.88%
Volunteering days	8 days (across 60% of the team)	10 days	5 1/2 days	-45.00%
Client satisfaction	8.8/10	9.3/10	9/10	-3.23%

GOALS FOR THE NEXT CHAPTER

We reached and exceeded our 2024 recertification goal but the requirements going forward are changing. The new certification standards will go beyond achieving a verified score of 80 points to meeting specific criteria across newly defined 'performance requirements'. Moving forward, our recertification efforts will focus on understanding these changes and setting clear goals to align with them.



Our crew



WHAT WE SAID WE WOULD DO

We do our best work when we're happy, healthy, and feel part of something bigger. Human and business interests overlap here: investing in our team is the right, as well as the enlightened, thing to do.

This year, we focused on fostering connection and celebrating success with a variety of team days, outings, and socials, including away days, activities for the bonus Leap year day, Goodfest attendance and an evening celebrating achievements together.

We also set out goals to help make our team and culture stronger, and to keep building an inclusive, supportive and fulfilling work environment:

- Work on creating an executive board as a starting point for the process of becoming an Employee Ownership Trust.
- Focus on raising team happiness and wellbeing.
- Seek external advice to improve on ethnic diversity.
- Look at new and meaningful ways to reward our team.

GOVERNANCE

Governance is admittedly not the most exciting-sounding word, but bear with us... We see governance as organic, malleable, and to do with how we make ourselves more accountable, transparent and democratic. The creation of our triumvirate leadership coalition* is an extension of these principles. For the last few years we've also been examining the option of becoming an Employee Ownership Trust but found that, for now at least, the process demands too great a financial commitment. In the meantime, we're working on setting up an executive board as a starting point for this process.

WELLBEING

We were disappointed but not surprised to see the team happiness score drop to 50% for this reporting period. 2023/2024 has been a really challenging year for Leap as a business and as a result, also for the crew. We had to operate in survival mode which affected everyone in terms of wellbeing, balance, and recognition. We also had to take the tough decision to make the first redundancies in Leap's history, which had a significant impact on the whole team. **Working on improving team happiness will be a key focus for this coming year.**

As we go into 2025, we are thankfully seeing a clear upwards trend, and the business is in a much better place than it was this time last year. There will still be hurdles, as a small business — especially one with ethical principles — there always is. But we have made changes to help us be better able to tackle them head on, specifically our new leadership structure.

We will keep our communications channels open to involve the whole team in bringing the happiness number back up to the 80's and 90's where we want to be. It might take us more than a year, but we are confident that we can do it.

GENDER

Women once again make out the largest portion of team members with 60% identifying as female, 40% as male. In the senior leadership team, it's a 75/25 split towards male. Because of the size of our team and lack of equivalent roles, producing data on any gender pay gap isn't really relevant or useful. But all roles have clearly established pay grades and progression paths applicable to all team members regardless of gender.

DIVERSITY & INCLUSION

Diversity and inclusion is an area where we're still learning, with much room for improvement. Cornwall is also one of the most monocultural regions in the UK with 96.8% of residents identifying as 'White' in the latest census**. Our team is currently 75% White British and 25% Other White. Of those that chose to answer, 77.8% are heterosexual and 11.1% bisexual. On a scale from 1 to 5 (1 is Strongly Disagree, 5 is Strongly Agree) the statement "Leap really values diversity" scored 3.8, so we have some work to do here. One member of the team has a diagnosed neurodiversity and we are constantly learning and trying to improve our working environment and supportive processes. While neurodiversity in the general population is estimated at around 15%, it has been suggested that this number might be double within the creative industries***. Challenges with ethnic diversity in Cornwall and socioeconomic diversity in the hiring pool for the creative industries in general also need to inform how we deal with this.

What we did

PROFIT SHARE

This year we didn't reach the criteria to share profit, so we're looking at other ways to reward the team.

TRAINING

We invested £1498.88 in training, a decrease from last year, so next year, we'll make more effort to raise this figure. We are already in a better place than during last year's survival mode, to be able to sustainably invest in our team's continued learning.

*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.

**Source: In 2021, 96.8% of people in Cornwall identified their ethnic group within the "White" category (compared with 98.2% in 2011), while 1.2% identified their ethnic group within the "Mixed or Multiple" category (compared with 0.8% the previous decade).

The percentage of people who identified their ethnic group within the "Asian, Asian British or Asian Welsh" category increased from 0.6% in 2011 to 0.7% in 2021.

<https://www.ons.gov.uk/visualisations/censusareachanges/E06000052/>

***<https://artswork.org.uk/wp-content/uploads/2020/02/UMUKCreative-Differences-Handbook-compressed2.pdf>

VOLUNTEERING DAYS

This year, volunteering days used have dropped from a total of 10 days in 2023, to 5.5 in 2024. We're actively looking at the reasons why, and how we can make it more feasible for the team to make use of their five annual volunteering days.

WORK/LIFE BALANCE

Work/life balance has seen a drop from 74% in 2023 to 66% in 2024. It is likely that the same factors that affected the team happiness score, has also impacted on work/life balance, and we will address this on an individual basis.

RESHAPING OUR TEAM

In 2024, we faced the tough reality of needing to make the first redundancies in Leap's 20-year history. We took this step only after exploring every other alternative. The decision was driven by a decline in demand and revenue for website services and our shift towards outsourcing financial management to external partners.

What's next?

Looking ahead, we want to prioritise a happy and engaged team by actively exploring what drives wellbeing and how we can support it better. We want to drive up the volunteering days uptake, and invest in additional training to help everyone grow within and outside of their roles, and seek external advice on how we can advance on ethnic diversity.

Recognising the drop in our work/life balance score, we'll explore how this connects to overall team happiness and will work on meaningful ways to improve both. We're also looking into more personalised ways to reward and recognise the team's contributions. Lastly, we want to bring even more of our values and purpose into our daily work, making them relevant and useful for each and every person on the team.



WHAT WE SAID WE WOULD DO

We work with people and businesses that also put planet and people first. While sustainable design, strategy and storytelling is always shifting, we don't drift with the flow; we steer the ship in the right direction. That's what our clients expect and the planet needs.

To make good on this commitment, we wanted to increase the number of client survey responses to better understand how we can improve our partnerships but didn't quite get there this year, so we'll need to re-look at our process. We also focused on increasing the number of projects that directly contribute to the Sustainable Development Goals (SDGs), ensuring our work continues to drive meaningful impact.

To learn more about our clients and their industries, explore our [Client Disclosure Report](#).

WHAT WE DID

CLIENT SATISFACTION

Things are looking great, this year's rating is 9/10. This year we introduced using a Net Promoter Score (NPS) to measure this and give us a more nuanced result, which for 2024 was 67%. For next year's report, we will completely shift to this way of measuring.

In addition to our proactive and nimble way of working, creating nature-based experiences that sparks fresh thinking is one way we hope to maintain and improve on our client satisfaction score.

GEOGRAPHICAL AND SECTOR BREAKDOWN

This past year, local work made up 61.02%, while national work sat at 29.66%, and international at 9.32%. We saw corporate clients rise from 48.53% to 80.65%. Our Charity/ Foundation/NGO dropped from 39.20% to 8.94%. Whereas clients from governmental organisations dropped very slightly from 10.84% to 10.41%.

What's next?

For 2025, we want to address low participation in our evaluation surveys, which only received six responses last year. To gain a better understanding, we will set a higher benchmark for gathering feedback and explore collaborative opportunities, like hosting events to help gather insights. We also want to work on refining the 'Leap experience,' ensuring our values and purpose are deeply embedded in every project. Additionally, we will continue to grow the proportion of projects that directly address the Sustainable Development Goals (SDGs) and support clients in achieving their climate pledges. This includes working with our 20 largest clients to align their actions with science-based targets, while helping them track progress and navigate challenges like greenwashing and greenhushing.

SDGS

We're choosy. In making sure that all our projects are planet or people positive (ideally both), we sometimes have to refuse new business that doesn't fit that description. We measure the impact of jobs against the UN's Sustainable Development Goals (SDGs) and aim to continue to improve our measuring of this in the future.

In recent years, we have noticed increased demand for purpose strategy and conceptual thinking. Through our clients and projects, we've learnt about fascinating and important topics like sustainable farming techniques, marine conservation, the ecosystem services of whales, circular retail, horticultural heritage and biodiversity, nature-based solutions and the financial value of nature, and so much more. Many of these new and evolving working relationships continue to deliver measurable impact to be proud of.

TILDA

SDG 12 Sustainable consumption and production

Working with farmers to reduce the negative impact of rice production is critical to drive change in the industry.

OCEAN CONSERVATION TRUST (OCT)

SDG 14 Life below water

Our work throughout the year has helped promote the strategic pillars of the OCT conversation strategy including our work on ThinkOcean challenges and Blue Meadows.

CAPITALS COALITION

SDG 8 Decent work and economic growth

Changing how we measure growth, and changing the financial system is key to achieving a thriving economy for all. We have supported the coalition's multi-capitals-approach for sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.

Our clients



Our footprint

This area is hugely important, but it's also one where there will always be lots of variables and change. There's the tricky, recurring question of face-to-face meetings with clients — their importance in building relationships pitched against their environmental impact. Reducing our own footprint at all costs must be balanced with the positive impact we can have igniting creative change and progress within our community and in the world.

This year, the whole team will complete carbon literacy training for creatives, strengthening our planet-positive commitments and empowering our crew to take meaningful action. Ioana also trained to deliver carbon literacy training, expanding our ability to share knowledge and inspire change outside of Leap.

We're implementing our Planet Positive Plan across suppliers, community, and clients, always looking for ways to reduce our environmental impact. We also continue to invest in Nature with local, transparent, and holistic programme Plant One Cornwall.

Total Reported Greenhouse Gas Emissions and Intensity Ratios

tonnes of carbon dioxide equivalent emissions (tCO2e)

Scope	Total (tCO2e)
Scope 1	0.000
Scope 2	0.486
Scope 3	14.642
All Scopes	15.128

What's next?

This year, we're doubling down on our revised Planet Positive Plan, making sure we're working hand in hand with our suppliers, community, and clients on what really matters. Reducing our carbon footprint is still front of mind — with awareness that we need to strike the right balance between travel for in-person connection and virtual meetings. We are looking at ways to improve the energy-efficiency of our studio, get a fuller picture of Leap's digital impact, including AI, and aim to start measuring the complete digital footprint of our projects. As for our remaining carbon emissions, we will continue our partnership with Plant One Cornwall.

WHAT WE DID

OUR LANDFILL

Because of household waste processing efficiency vs. that of business waste, we've decided to take home any rubbish we generate from lunches etc. It also makes us think more carefully about the waste we produce.

EMISSIONS

In line with our net zero science based targets, we once again had no scope 1 emissions. Total emissions across scope 2 and 3 were 15.128 tCO2e, which is a decrease of 6.21% on the previous year. We didn't do any air travel for business meetings in 2024, and for meetings in London we made sure to fit 5-6 different meetings in the same journey to reduce travelling needs. With this being said, travel is still our biggest source of emissions and because Co-Cars are no longer available, personal vehicles were used more for meetings within Cornwall. For some this meant diesel fuel was used, but also electric cars. The team have made good progress too, incorporating more commuting by foot, public transport, and electric vehicles.

PLANET POSITIVE PLAN

Our ultimate goal is to be planet and climate positive across our suppliers, community, and clients. That means our positive impact on the planet outweighs any negative impact we may have. This year we will publish the second edition of our [Planet Positive Plan](#), and set out the specific planet positive targets for the next three years — with our own team, clients, and wider community.

OFFSET

Offsetting should always be a last resort after reducing as much as possible of carbon emissions. We have chosen to support local initiative [Plant One Cornwall](#) to create and restore woodlands here in Cornwall. [England has roughly 10% tree cover vs. the EU's average 38%*](#). Plant One is a Community Interest Company that brings businesses, individuals and land owners together to plant trees and create habitats that benefit native wildlife and help keep Cornwall a green and special land. Matt was recently named as one of their Mighty Oak Guardians for his continued support.

DIGITAL FOOTPRINT

We work hard to reduce both our clients' and our own digital carbon footprint. All websites we host are powered by 100% renewable energy. In addition, we collaborate with our clients to reduce their digital carbon emissions by implementing sustainable web design practices, and improve the methods we use to measure the emissions.

Digital highlights from this year

Ward Williams saw a reduction of 21% in their digital footprint across the whole of their new site. Volans' digital footprint went down by 83% across the average page views and the weights of pages across the site. The replacement of an autoplay video on the homepage for a coded graphic version, will enhance the site's carbon savings even more over time with bigger reductions in the future.

*Source: Friends of the Earth



Business activism

Leap, and Matt in particular, have been business activists right from the start. It's in our company DNA and we have no plans on changing that.

We believe businesses have a responsibility to lead, not just follow and comply. Being an activist means driving meaningful change. Inactivism is simply not an option and being a reactivist — waiting until the last minute to act — is both costly and ineffective.

Whether it's igniting creative change and conversation within our local business community, raising the bar for creative agencies in general, or getting involved in conservation and community projects — it's how we roll. Matt now devotes 80% of his time to change-based, non-client-related activities. He spent last year as a representative for Cornwall Chamber of Commerce, representing small businesses

WHAT WE DID

Goodfest

The festival of creative conversations, inspiration, ideas and actions, co-founded by Matt, was back for its sixth year. There's something about gathering with the big blue Ocean as a backdrop that brings a different energy to conversations about our impact on the planet and each other. Time spent in nature seems to sharpen focus both inward and outwards, and connect us with the bigger picture. 100 people, including the Leap crew, spent an amazing couple of days learning, recharging their creative change-making batteries and celebrating 20 years of Leap. Making Goodfest happen required 120+ hours of business activism work from Matt and the team.

for the region, as well as acting as a B Corp ambassador. His Friday 'Nature's Board Sessions' are open to anyone looking to discuss people, planet, and leadership outside in nature, on or by the sea. He also represents net zero initiatives, B Corp, and small businesses on the Local Skills Improvement Plan with the Federation of Small Businesses (FSB) for the region.

Simon continues to support businesses on their B Corp journeys, offering a conversation to explore how they can get started. Together with Matt, he's been championing the possibility of a Cornwall Can B — a place-based approach that helps businesses in the region align with triple bottom line principles.

In 2024, these activities added up to over 450 hours dedicated to changing our industry, community, and planet.



Blue Earth Summit — Uncomfortable Conversations

One of Matt's social 'givebacks' initiated from his own uncomfortableness alongside Just Stop Oil activist Verel Rodrigues. A big thanks for help and support from Charlotte Sewell on the joint facilitating.

Leap Day 24 — 24h of activism

It's not every month (or year) that you're given an extra day. With its very on-brand name, we got to talking about how we could make the most of the bonus hours of February 29th — AKA Leap Day. Taking action for the things we care about is what drew many of us to working at Leap. We decided to come together around the challenge of completing 24 positive impact actions for the wellbeing of planet and people within those 24 hours. We cared for new woodlands, repaired and mended, wrote MPs, made sustainable swaps, created for good, planted seeds, made leftover meals and so much more!

We supported Wildanet's KIT|24 initiative refurbishing and redistributing unwanted IT equipment from organisations across Cornwall and Devon and getting them into the hands of those who are unable to afford their own devices.

As always, we took an active role with the B Corp community joining B socials and being there for over 100+ conversations with organisations about their B Corp journeys.

Leap acted as Communicating Impact Partner for the Meaningful Business Network, offering advice to participating organisations and attending the 2024 Meaningful Business Summit.



Grant for Good

When we say we do things differently, we mean it. Instead of a marketing budget, we have a giving budget. In October 2004 we made it our mission to help push forward causes, organisations and projects with great ideas but not enough resources to realise them. The value of 2024's Grant for Good — pro-bono hours gifted to environmental and social projects — was £34k spread across seven projects, or 5.5% of turnover which is above the 5% figure we aim for. In coming years we want to work with more (and more diverse) impact-driven startups and initiatives to help them grow and amplify their messages.

HOMETREE

This wonderful CIC over in Ireland is on a mission to protect and restore native woodland (including temperate rainforest). With hefty goals for 2030 and a diverse range of stakeholders, Hometree needed help with the build and UX design for their website. Our work involved both clarifying and amplifying their messages and delivering them to the right people at the right time. Their new site will be launched in early 2025.



CORNWALL & ISLES OF SCILLY CLIMATE COMMISSION

Matt played a key role in shaping the formation of the new Cornwall Climate Commission, providing strategic input during its early stages. To support growth, we also developed a web presence to communicate its purpose and attract new board members. Our support continued until the Commission was fully established and had secured funding.

GOODFEST

We invested 120+ hours of business activism work from Matt and the team to make the sixth Goodfest happen in 2024. Find out more about Goodfest on the Business Activism page.



DISRUPT DESIGN AND UNSCHOOLS

The team reached out about a redesign of their primary website (unschools.co) to make it eco-friendly, sustainable, beautiful, easy to work with, and to ensure that the hosting is powered by renewable sources — not just offset.

Having worked through the UX process, we realised that there were a lot of commonalities across all their digital platforms and the ambition evolved into creating a modular block system that could work for all their sites, making updates much easier. This type of streamlining is what our low carbon build approach is all about.

We've been working in collaboration with the team to ensure we have robust UX design allowing their team to create the right UI experience and ensure a smooth build process and launch during Q1 2025.

What's next?

Our plans for the future include taking a more strategic approach to our Grant for Good, proactively reaching out to clients that align with our values rather than relying on incoming requests. We will also continue to promote business activism and climate-positive actions through content creation, while showcasing Leap's transparency as part of the Ethical Agency Alliance and exploring initiatives like the Sustainable Terra Carta. Advocating for improved transparency and reporting will still be an important focus, using principles like the triple bottom line, and our Impact Report Archive to drive meaningful action. On top of this, we want to introduce more team-led initiatives to amplify impact even further.

Acknowledgements

COVER ILLUSTRATION: JAGO SILVER

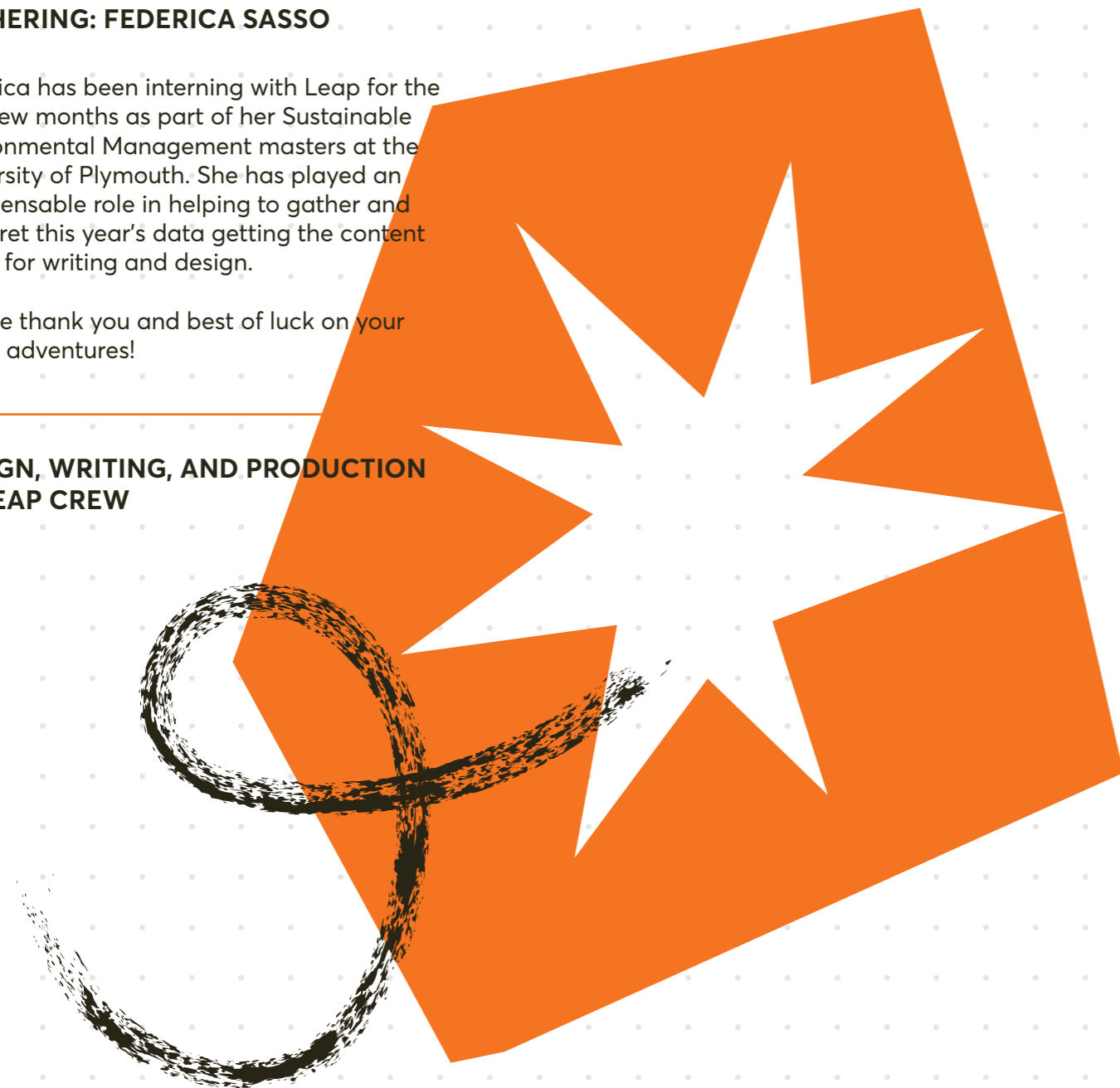
This year's cover is the work of Cornwall based, but internationally renowned, illustrator Jago Silver. We absolutely love his interpretation of this magical landscape. Thanks Jago!

CONTENT COORDINATION AND DATA GATHERING: FEDERICA SASSO

Federica has been interning with Leap for the past few months as part of her Sustainable Environmental Management masters at the University of Plymouth. She has played an indispensable role in helping to gather and interpret this year's data getting the content ready for writing and design.

A huge thank you and best of luck on your future adventures!

DESIGN, WRITING, AND PRODUCTION BY LEAP CREW



SOME MORE USEFUL INFORMATION

THE CLIMATE CONVERSATION IN CORNISH AND ENGLISH

The Cornish language, Kernewek, is a recognised minority Celtic language. With support from the Cornish Language Team, we've created a mini English-Cornish climate dictionary featuring commonly used terms for discussing climate-related topics and helping keep Kernewek alive and thriving.

Adaptation
ASWIWANS

Carbon capture
KACHYANS KARBON

Carbon removal
DILEANS KARBON

Circular economy
ERBYSIEDH KYLGHEK

Climate justice
EWNDER HIN

Climate security
DIOGELEDH HIN

Climate overshoot
GORBASSYANS HIN

Feedback loop
GWARAK DASLIV

Greenhouse gases
GASSYS CHI GWEDER

Greenwashing
GLAS-GOLGHI

Just transition
TREMENYANS EWN

Mitigation
SEWAJYANS

Nature-based solutions
**DIGOLMOW SELYS
YN NATUR**

Net zero
MANN YLYN

Tipping point
TROBOYNT

Find out more about the [Cornwall Creates](#) project.

A PLANET CENTRED CREATIVE PROCESS

Sounds good but what does it actually mean? It means we go into every project with a planet-first mindset. We have created a process that considerably meets business goals in a way that is right for the planet and for people. It means bringing ideas that create impactful change and inspire action.

Element 1
OUR MINDSET Putting the planet first with our mindset, our ethos and our purpose.

Element 2
OUR PROCESS Considerate processes that meet business goals in the right way for people and planet.

Element 3
OUR IDEA Ideas that create change and inspire action.



WANNA KNOW MORE?

If you'd like to know more about Leap's commitment to inspire change, we annually disclose any climate conflicts in our Client Disclosure Report: [leap.eco/climate-disclosure](#)

For more on our Planet Positive Plan: [leap.eco/net-zero-is-not-enough](#)

For more on our Sustainable Development Goals initiatives: [leap.eco/un-sustainabledevelopment-goals](#)

For more on Impact Reporting best practices visit our blog series: [leap.eco/category/impactreporting](#)

For our Impact Reporting archive visit our impact page: [leap.eco/our-impact](#)

A global archive for business impact report sharing, research, and inspiration that we put together: [impact-reporting.com](#)

If you'd like to keep up to date with the news from our studio, please sign up to our newsletter: [leap.eco](#)

IN THE EVENT OF MISPLACEMENT

Please return to Leap, Old Bakery Studios, Blewett's Wharf, Malpas Rd, Truro TR1 1QH

MEASURE WHAT MATTERS



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We are a
Living Wage
Employer



**We Declare
A Climate
Emergency**

D!