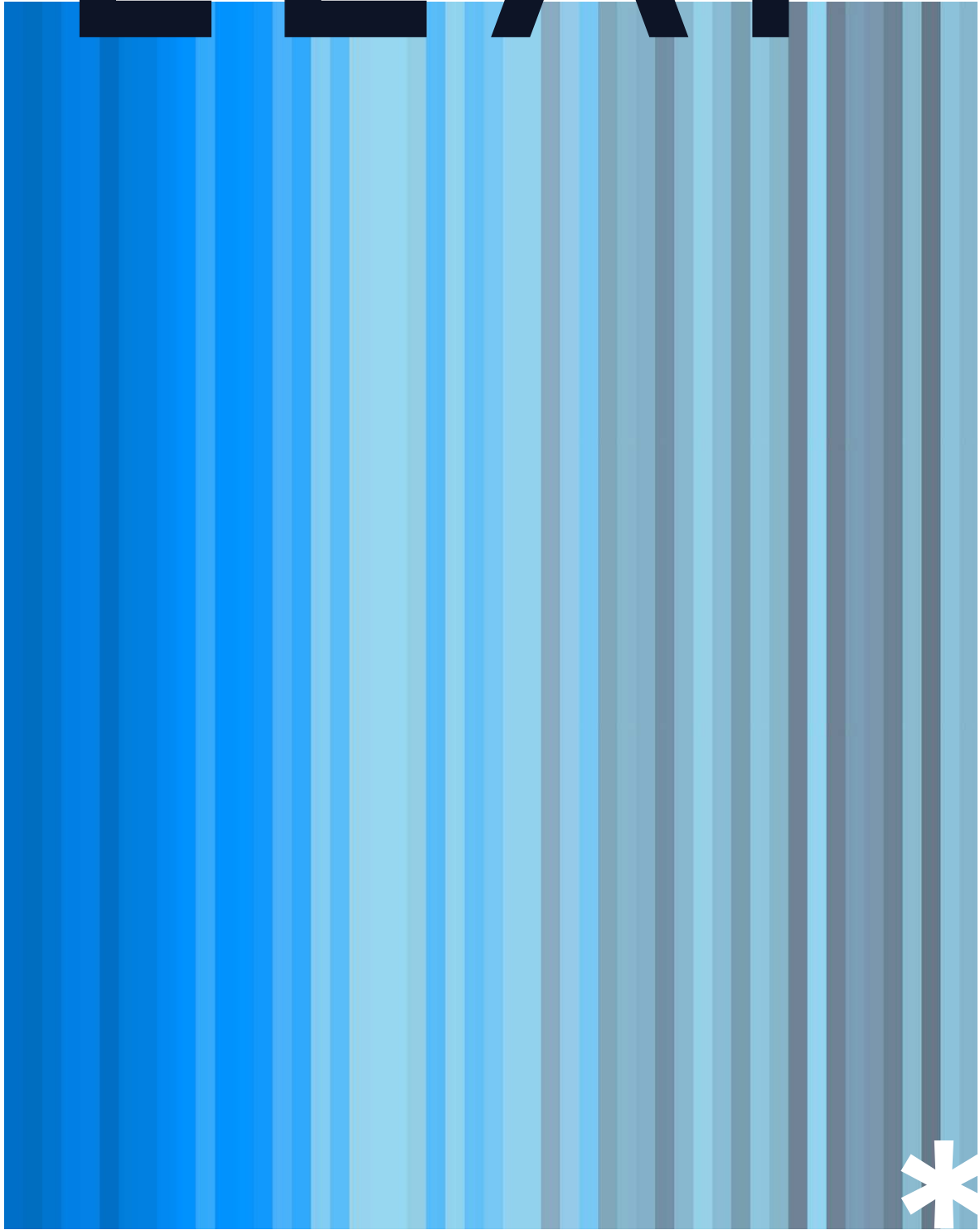


LEAP



CLIENT DISCLOSURE REPORT



Issue:
6

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

Follow us
@madebyleap
leap.eco
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Igniting the creative change our planet needs*

We need change. And we need creative solutions to get there. With an estimated 80% of environmental impact shaped at the design stage, what we create and how we create it matters. Our response to the so-called planetary polycrisis is what we call creative activism.

LEAP's mission is to ignite the creative change our planet needs. Needs being an important word. Because the planet might not need another rebrand, campaign or piece of design for design's sake. It doesn't need more stuff, more noise or clever ways to sell the same old story. It needs creativity that serves life, not just lifestyles.

We help our clients spark that change through design and creativity, spanning branding, strategy, campaigns and storytelling, across web, print and digital media.

Raising our ambition as a B Corporation

Our B Corp journey started in 2015. In 2024, we recertified for the third time and we're now more than 10 years in as a B Corp. This certification runs until 2027, when we'll recertify for the first time under the new standards launched by B Lab in 2025.

Replacing the old pillars and points-based system is a set of 'Impact Topics'. Producing this public report on who our clients are and how we make our money feeds directly into the Collective Action topic, which focuses on industry-level, multi-stakeholder collaboration.

It also contributes to the Purpose and Stakeholder Governance topic, which looks at whether a business operates with a clear and meaningful purpose, contributing to an inclusive, equitable and regenerative economy that serves both the planet and people.

For us, B Corp certification is a tool to help us do better across every part of the business. It gives us a framework to measure against, and a way to track both progress and where we may be falling short.

Committed to transparency

LEAP has been producing a client disclosure report since 2018. In 2019, we declared a climate emergency and made a commitment to transparent disclosure about our clientele as part of the creative and climate movement.

For a small business, this is no small task. It takes time and resources. But we keep doing it because it matters, and because it can help shift our industry in the right direction.

This sixth report sets out who we work for and how we make our money. It shares our net positive climate impact, alongside the financial side of our triple bottom line approach, as openly as we can. We disclose our revenue by industry, including work linked to high carbon and controversial sectors, covering the period 1 November 2024 to 31 October 2025.



Cover illustration: The colours displayed on the front cover are [Biodiversity Stripes](#) showing a 59% decline of Marine biodiversity between 1970 and 2020. The Marine Stripes are a collaboration between LPI 2024, Living Planet Index database.



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 whether we work with a client sits with our Trio Leadership Team, everyone is encouraged to raise any concerns to make sure we stay true to our values and purpose.

When assessing new clients or industries, we use the Client Disclosure Reporting Framework to understand potential risks. It helps us spot environmental, social and reputational issues early, so we can make informed decisions. If any risks are identified, we look at how our work can help reduce negative impact. And by working closely with clients from a planet-first ethos we achieve better outcomes for both people and the planet.

Collaboration is key. At the proposal stage, our team has the chance to voice opinions and raise questions to build a fuller picture of a client's ambitions and the potential impact of the work. Taking a collective approach allows us to make thoughtful and considered decisions.

To maintain a high standard of awareness, we invest in training for the whole team, including carbon literacy. We're also part of the Ethical Agency Alliance. Sustainability and regenerative practices are central to our work, and it's our business to make sure we stay informed about challenges 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. That might mean revisiting the scope of work or, where needed, walking away. We take time to understand our clients' intentions from the start, making sure their goals align with genuine positive impact.

After 20 years of using business and creativity as a force for good, we're as committed as ever to making a meaningful difference. By staying thoughtful, collaborative, and true to our purpose, we take on projects that reflect our values and help shape a better future for everyone.



The LEAP leadership trio

Simon Thomason, Managing director

Helen Johnston, Client partnerships director

Nathan Lance, Creative director



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.

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

Our Income

Revenue from
clients predominantly
involved in:

%

Breakdown of income by organisation type.

38.68

For Profit

Big shift, but this reflects the significant non-profit revenue this year

44.73

Not-for-profit

16.17

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

5.10

Aviation (Space)

This figure relates to space debris retrieval work with Slingshot Aerospace Ltd, and a small project with Cornwall Airport Limited.

0

Trucking & Shipping

0

Private Cars

0

Coal, Oil or Gas

0.63

Corporate

This figure represents responsibly produced ecotrophies for the Brazilian Chamber of Commerce, and an infographic for Hexcel communicating their circular product cycle and innovation work within the aviation industry.

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

5.57

This figure comes from two fellow B Corp alcohol clients: Bruichladdich Distillery Company Ltd, who we supported with their Impact Report and associated assets, and North South Wines, who we built a new website for.

Our Revenue by Industry - Group

%

For-profit Organisations

5.51

Aerospace & Defense

4.59

Beverages

0.29

Broadline Retail

10.17

Commercial Services & Supplies

0.88

Construction & Engineering

0.09

Construction Materials

0

Consumer Staples Distribution & Retail

1.65

Diversified Consumer Services

0

Electronic Equipment, Instruments & Components

0.09

Entertainment

0

Financial Services

6.05

Food Products

0

Health Care Equipment & Supplies

0

Health Care Providers & Services

1.11

Hotels, Restaurants & Leisure

0

Household Durables

2.08

Independent Power & Renewable Electricity Producers

1.76

Media

0

Paper & Forest Products

0.04

Passenger Airlines

3.64

Professional Services

0

Real Estate Management & Development

0.43

Software

0.03

Specialty Retail

0.27

Textiles, Apparel & Luxury Goods

Non-profit & Governmental Organisations

0.99

Business & Professional Associations, Unions

8.43

Development & Housing Non-profit Organisations

2.07

Education & Research Non-profit Organisations

14.13

Environment Non-profit Organisations

18.29

Law, Advocacy & Politics Non-profit Organisations

0

Non-profit Organisations Not Elsewhere Specified

0.64

Social Services Non-profit Organisations

0

Governmental Organisations

Revenue by Sub-industry - Sub-group*



For-profit Organisations

1 of 2

0.79

Advertising

5.51

Aerospace & Defense

0.27

Apparel, Accessories
& Luxury Goods

0.43

Application Software

0.29

Broadline Retail

0.88

Construction & Engineering

0.09

Construction Materials

0

Data Processing &
Outsourced Services

4.59

Distillers & Vintners

0

Diversified
Financial Services

1.44

Education Services

0

Electronic Equipment
& Instruments

10.17

Environmental &
Facilities Services

0

Food Retail

0

Health Care Services

0

Health Care Supplies

0

Homebuilding

0.85

Hotels, Resorts
& Cruise Lines

0.08

Human Resource &
Employment Services

0.10

Leisure Facilities

0.09

Movies & Entertainment

0.03

Other Speciality Retail

6.05

Packaged Foods & Meats

0

Paper Products

0.04

Passenger Airlines

0.12

Publishing

0

Real Estate Services

2.08

Renewable Electricity

3.56

Research &
Consulting Services

0.16

Restaurants

0.21

Specialised
Consumer Services

0

Systems Software

*See page 11

Revenue by Sub-industry - Sub-group*



Non-profit & Governmental Organisations

2 of 2

0.99

Business Associations

0

Civic & Advocacy
Organisations

0

Economic, Social & Community
Development Non-profit Organisations

0

Environment
Non-profit Organisations

0

Environment Non-profit Organisations
Not Elsewhere Classified

0

Higher Education
Non-profit Organisations

0

Non-profit Organisations
Not Elsewhere Classified

0

Social Services
Non-profit Organisations

0

Social Services Not Elsewhere
Classified Non-profit Organisations

0

Governmental
Organisations

*See page 11

Our 10 Largest Clients

2024/25

Listed in no particular order:

1

Project Drawdown

We created SHIFT (the Super High-impact Initiative for Fixing Tomorrow), a climate action guide for this world-leading US non-profit, helping to make the science of individual climate solutions both actionable and fun.

6

Small Foundation

We delivered a full brand evolution for this international foundation, including a new website and a digital impact report to communicate their work across sub saharan Africa.

2

Capitals Coalition

We have worked continually with this global not-for-profit for the past 5 years supporting them in communicating their strategic direction through brand development, design and content.

7

Lost Gardens of Heligan

We continued to work with the Lost Gardens of Heligan on rolling out their rebrand, supporting their team with the ongoing implementation across all touchpoints.

3

Tilda

Our ongoing partnership with Tilda rice continued this year, building on the work from previous years with their latest impact report and content to bring their purpose and sustainability story to life.

8

Slingshot Aerospace

We supported Slingshot Aerospace with a combination of design work for exhibitions and campaign communications, raising awareness of the growing challenge of space debris.

4

Plymouth City Council

Plymouth Sound is home to the UK's first national marine park and this past year, we've been working with Plymouth City Council on everything from brand elements to a new website, and an upcoming campaign to help connect people with the sea.

9

Cornwall Council Communities Services

A milestone year in our ongoing work with Cornwall Council, as we launched the Sustainability Action Plan for the Cornwall creative sector – a resource helping our industry move towards a more sustainable future.

5

Bruichladdich Distillery Company

For the fourth year in a row, we produced the Impact Report and associated assets for this progressive Hebridean distiller and fellow B Corp.

10

Common Seas

We built a new website for this global ocean charity working to stop the flow of plastic pollution, creating a platform that could fully communicate the breadth and impact of their work across the globe.

Our Change Index

OUR CLIMATE CONFLICTS	2023/2024	2024/2025	Change
Corporate	0.12	0.63	4525.00%
Trucking & Shipping	0	0	0
Coal, Oil or Gas	0	0	0
Concrete & Cement	0	0	0
Timber, Pulp & Paper	0	0	0
Aviation (Space)	1.40	5.1	264.29%
Chemicals & Petrochemicals	0	0	0
Private Cars	0	0	0
Iron, Aluminium & Steel	0	0	0
Meat & Dairy	0	0	0

OUR OVERALL INCOME

For Profit	80.65	38.68	- 52.04
Not For Profit	8.94	44.73	400.34
Government	10.41	16.17	55.33

OUR BUSINESS REVENUE BY INDUSTRY		2023 /2024	2024 /2025	Change
Technology	Electronic Equipment, Instruments & Components	0.1	0	- 100.00%
	Software	0.01	0.43	4200.00%
Travel & Leisure	Hotels, Restaurants & Leisure Software	3.02	1.11	- 63.25%
	Entertainment	0.01	0.09	80.00%
Food & Beverages	Beverages	5.58	4.59	- 17.74%
	Food Products	11.17	6.05	- 45.84%
Health & Wellbeing	Health Care Equipment & Supplies	0.04	0	- 100.00%
	Health Care Providers & Services	0.02	0	- 100.00%
	Social Services Non-profit Organisations	0.89	0.64	- 28.09%

Our Change Index

Welfare & Community	Development & Housing Non-profit Organisations	0.76	8.43	- 1009.21%
	Law, Advocacy & Politics Non-profit Organisations	2.59	18.29	606.18%
	Environment Non-profit Organisations	3.65	14.13	287.12%
	Non-profit Organisations Not Elsewhere Specified	0.79	0	100.00%
	Commercial Services & Supplies	6.69	10.35	54.71%
Retail	Broadline Retail	4.02	0.29	- 92.79%
	Consumer Staples Distribution & Retail	0.07	0	- 100.00%
	Specialty Retail	0.04	0.03	- 25.00%
Education	Education & Research Non-profit Organisations	0.14	2.07	1378.57%
	Diversified Consumer Services	2.23	1.65	- 26.01%
Renewable Energy	Independent Power & Renewable Electricity Producers	3.39	2.08	- 38.64%
Consumer Products	Household Durables	0.02	0	- 100.00%
	Textiles, Apparel & Luxury Goods	0.54	0.27	- 50.00%
	Paper & Forest Products	0.03	0	- 100.00%
Consultancy	Professional Services	25.24	3.64	- 85.58%
	Business & Professional Associations, Unions	0.12	0.99	725.00%
Marketing	Media	3.20	1.76	- 45.00%
Built Environment	Real Estate Management & Development	0.06	0	- 100.00%
Corporate & Banking	Financial Services	0.05	0	- 100.00%
Aviation	Aerospace & Defense	1.76	5.51	213.07%
	Passenger Airlines	0.08	0.04	- 50.00%
Engineering & Manufacturing	Construction & Engineering	13.13	0.88	- 93.30%
	Construction Materials	0.10	0.09	- 10.00%



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.

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 one. 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, and to always 'challenge the brief' with genuine intent.

To find out more:

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

Sign:

sustainablecreativecharter.com

Declare a Climate Emergency:

businessdeclares.com
climate-emergency.com

