LEAP

2024
- 2027

Planet Positive Plan

Certified B Corporation

This company meets high standards of social and environmental impact.

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The time is now

From day one, Leap has been redefining the creative process to incorporate planet, people, and profit.

It's our commitment to the world.

In July 2019, we declared a climate emergency, and pledged to reach net zero across scopes 1 and 2 by 2022.

Net zero cannot be enough though — in a time of already seeing the effects of climate change in front of our eyes, we want to be a climate positive business.

Why us?

Our three-part Planet Positive Plan focuses on ourselves, our clients and community, addressing areas in each category to become planet positive in.

CBP

A Climate Business Plan means reaching net zero across all the areas we directly control and reaching beyond our boundaries to inspire wider action.

Carbon Neutrality

Having net zero emissions of atmospheric carbon dioxide.

With this in mind, we will use our expertise in behaviour change and our influence as purchasers to cut carbon emissions. We will also draw on our position as a UK B Corp and a pioneering organisation in our sector, to drive innovative ideas and encourage action.

From our previous iteration, we have renamed this document from Climate Positive Plan to Planet Positive Plan to better reflect our actions. This shift aligns with our commitment to redefine the creative process — putting planet, people, and profit at the core.

Highlights from the first plan

Our first Planet Positive Plan covered 2020 – 2023 and resulted in some great achievements.

Throughout this period we over-offset emissions through planting Mangroves, working with Blue Carbon. In 2023 we triple-offset our emissions equating to 50 tCO2e with partners like Eden Reforestation Projects and Plant One Cornwall to increase tree cover and create thriving habitats in our region and beyond. 2024 saw the process of B Corp recertification, gaining a score of 138.2, with the community area seeing the greatest improvements driven by changes to our Impact Business Model. By the end of 2024, the majority of the team completed Carbon Literacy training, equipping us with the knowledge to make informed decisions and understand the actions we can take to reduce emissions effectively.

We helped many clients start their B Corp journey and certify through programmes like our B|23 and other B leading events. We also made positive impact within the digital world, through our eco website hosting offer and digital sustainability principles.

Within the wider community, we supported events like Goodfest to engage businesses and creatives from across the country to drive action and momentum on better ways forward for the planet and everyone on it.

Alongside the realities of operating as a small business, the reporting timeline for this Planet Positive Plan was delayed to the end of 2024, resulting in a slight adjustment to the three-year framework which this plan is based on.

We also found that, after reviewing the targets outlined in the initial plan, some objectives, such as the comprehensive identification of areas to address for scope 3 emissions, have not been fully achieved. This updated plan will prioritise these unresolved areas to ensure tangible progress. For instance, greater team engagement will be a key focus to enhance understanding of the plan's significance and to foster active participation through colleague-led initiatives. In addition, we will prioritise recording clients' and suppliers' climate pledges. This will provide a clearer picture of their commitments and assess their alignment with science-based targets, ensuring a more cohesive approach to shared climate goals.

Plan for the next 3 years

Team

- Publish second edition of the Planet Positive Plan, annual Impact Report and Client Disclosure Report
- Further reduce scope 3 emissions and invest in nature with partners like Plant One Cornwall
- Have the whole team engage with the Planet Positive Plan

Clients

- Share net zero pledges with clients to motivate actions
- Record 100% of clients' climate pledges and support them in aligning with science based targets
- Promote sustainable travel and awareness of projects' digital footprint

Community

- Engage with and continue to invest in the wider community in our capacity as a 'design for creative change agency'
- Develop an action plan to implement colleague-led initiatives
- Ensure 100% of suppliers have net zero plans in place that align with science based targets

Team

2024-25

- Publish 2023-24 Impact Report and the second Planet Positive Plan
- Review B Corp new standards, consider changes to the performance requirements, and plan for how to address them
- Involve the whole team with Planet Positive Plan and set shared goals to implement
- Formalise partnership with Plant One Cornwall to support biodiversity and the restoration of local woodland
- Review scope 2 and 3 emissions and actions taken so far to reduce them, and then devise a plan to tackle specific areas with the team (looking at business travel, studio electricity/ energy efficiency and digital emissions of projects)

2025-26

- Publish 2024-25 Impact Report
- Start to implement changes to meet new B Corp recertification standards
- Put into practice goals discussed for the Planet Positive Plan and monitor impact
- Start to implement strategies to reduce scope 2 and 3 emissions, beginning with those that can be addressed internally and progressing to those requiring supplier collaboration
- Reduce scope 3 emissions by collaborating with the studio landlord to optimise the facility's energy efficiency
- Continue to invest in supporting biodiversity and restoration of local woodland with Plant One Cornwall

2026-27

- Publish 2025-26 Impact Report
- Monitor actions reflecting the new standards for B Corp and plan for recertification
- Assess impact of the established targets with the team and plan for future actions
- Start implementing actions that required more time to achieve (e.g. clients digital emissions)
- Continue to work with the studio landlord to optimise the facility's energy efficiency (potentially exploring the installation of solar panels)

Clients

2024-25

- Share net zero pledges with clients through social posts and at the start of the new year to inspire action.
- Extend our sustainable travel policy to include our clients through discussion with current clients and when onboarding new clients
- Review the 20 largest clients' climate pledges alignment with science-based targets. Implement a tracking system of their progress
- Evaluate the support provided through events and programmes for clients' B Corp journey such as B|23. Actively support the 20 largest clients through guidance and monitoring of their progress
- Raise awareness about the digital footprint of clients' projects
- Introduce the Planet Positive Plan to clients at the start of the year, emphasising their role in its implementation.

2025-26

- Contextualise net zero pledges within climate breakdown and include a section in our Impact Report
- Monitor clients' actions in relation to sustainable travel and assess impact
- Support clients' climate pledges and ensure that min. 50% of clients have science based targets. Help navigate greenwashing complexities, giving confidence in talking about their pledges
- Record top 10 clients' climate pledges in the Client Disclosure Report
- Start engaging clients with Leap-inspired days with Plant One Cornwall to invest in natural capital
- Review the progress on SDG and net zero targets at halfway point of the 2050 target set by the Paris Agreement. Plan for actions to help reach Leap's goals

2026-27

- Continue to share climate pledges with clients
- Continue monitoring actions and impact of including clients in the travel policy
- Record 100% of clients' climate pledges and make this a key step during the onboarding process for new clients
- Continue to help navigate greenwashing complexities, and give confidence in talking about their pledges
- Record top 10 clients' climate pledges in the Client Disclosure Report
- Continue engagement with clients through events and programmes

Community

2024-25

- Discussion with landlord to identify future steps to make the property more energy efficient and plan for action
- Review the 10 most active suppliers' net zero plans and consider alternatives. Discuss suppliers' role within the Plan
- Evaluate engagement with training opportunities that Leap provides and assess their impact through monitoring suppliers and community's actions before and after the training (Business activism)
- Continue community engagement with Cornwall B Local community and other events sharing Leap's ambition. Start considering the implementation of a Cornwall Can B
- Team discussion to consider possible colleague-led initiatives and develop an action plan.

- Continue to invest as a 'design for creative change agency' to influence and drive change within the B Corp community in Cornwall. Evaluating the impact of programmes considering ways to reach and engage with more organisations.

2025-26

- Put into practice the actions discussed with the landlord, possibly considering insulation strategies
- Discuss Planet Positive Plan during onboarding of new clients and provide support. Ensure min. 70% of suppliers have net zero plans that align with science based targets
- Continue with current activities. Start implementing plan to incorporate Cornwall Can B

- Identify further training opportunities for the team and continue to monitor impact of training on community
- Implement identified colleague-led initiatives and monitor actions

2026-27

- Monitor effects of improvements on the studio property, considering the possibility to install solar panels
- Continue to support and monitor suppliers' commitments and ensure 100% of suppliers have net zero plans
- Continue with current activities. Deliver Cornwall Can B

Join us

For more information about our Climate Positive Plan or working with Leap, please contact us.

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