



# Copy in a Time of Climate Emergency

Client Disclosure Report: April 2017 - December 2018

# WE WRITE CULTURE CHANGE COPY

From Scratch exists to advertise a more sustainable and socially just way of life.

Marketing has the power to shift beliefs, habits and political systems. It gave us the consumerist society we live in today — built on exploiting nature and people around the world.

But marketing can also be a force for good.

By choosing our words, clients and campaigns carefully, we're helping to create the cultural change that drives green innovation, political reform and equitable lifestyles.

This is our first climate disclosure report and client engagement policy, published on 12 December 2019. From Scratch has joined an industry-wide movement in response to Extinction Rebellion's call for advertising and communications agencies to "declare a climate & ecological emergency and act accordingly". From now on, this report will form part of our annual impact reporting.

# OUR CLIMATE CONFLICTS

## Percentage of revenue from carbon critical industries:

Coal, oil and natural gas	0%
Private cars	0%
Iron, aluminum and steel manufacture	0%
Concrete and cement	0%
Aviation	0%
Chemicals and petrochemicals	0%
Trucking and shipping	0%
Meat and dairy	0%
Timber, pulp & paper	0%
<b>Plastics</b>	<b>26.13%</b>

## **Plastics**

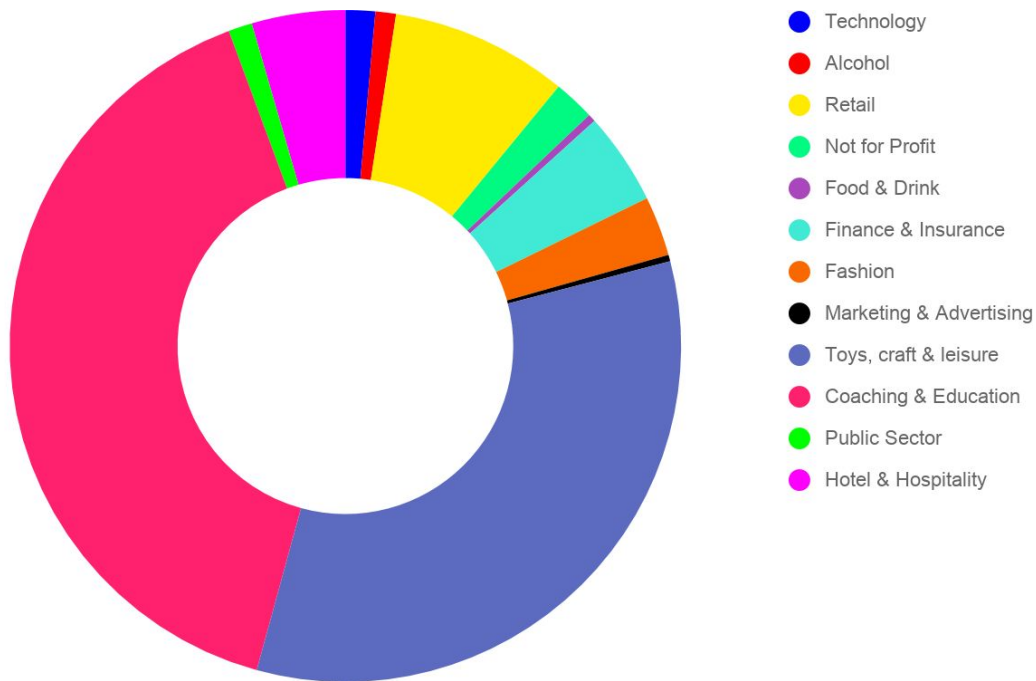
We worked with a consumer goods company whose products are made from plastics. This company is on a serious mission to replace fossil-fuel based materials with more sustainable options. Their goods are long-lasting, supported by a thorough customer service strategy and explicitly not designed for single use.

## **Wool**

We worked with small 2 craft businesses specialising in woollen yarns for hand-knitting.

One of them sells mainly small-batch, hand-dyed yarns; the other promotes sustainable, animal-friendly production methods and slow, handmade fashion made from natural fibres.

# REVENUE BY SECTOR



# CONTROVERSIAL CLIENTS

## Alcohol

We worked with a large brewery on a naming project for a sustainability initiative to reduce plastic waste at events.

## Fashion & Jewellery

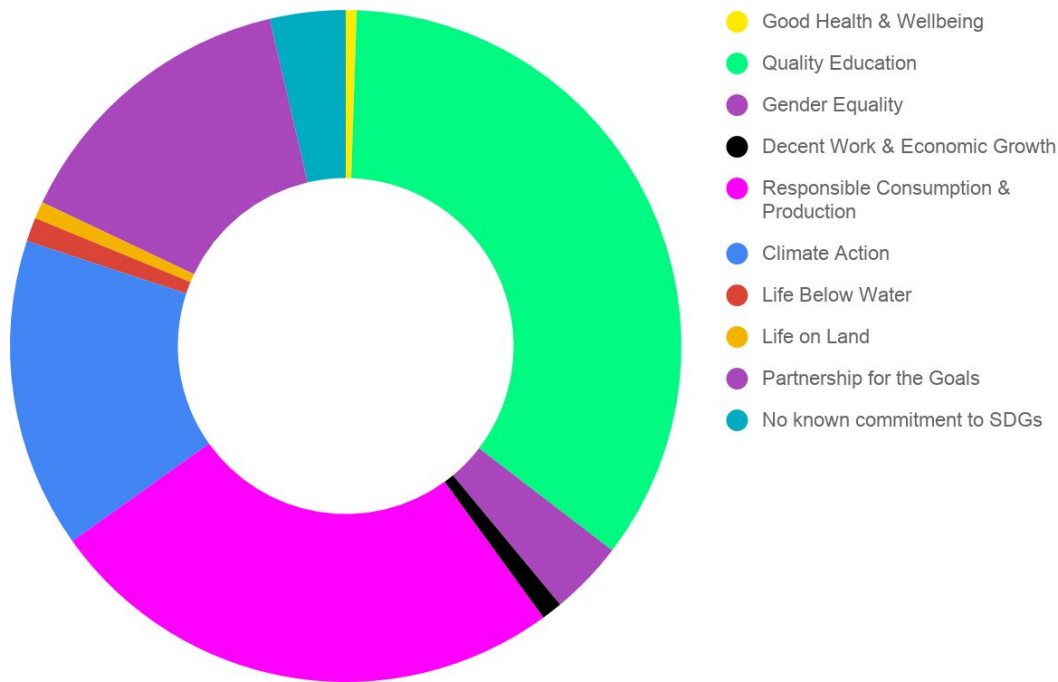
6.65% of our revenue from 2017–2018 came from the fashion and jewellery industries.

We only work with brands committed to transparency, sustainability and good ethical practices. Our clients work with recycled or deadstock materials, promote slow fashion and pay true living wages.

## Percentage of revenue from clients predominantly involved in:

Arms	0%
Politics	0%
Tobacco	0%
Religion	0%
Pornography	0%
Gambling	0%
<b>Alcohol</b>	<b>0.99%</b>

# REVENUE BY SUSTAINABLE DEVELOPMENT GOAL



This graph shows the SDGs pursued by From Scratch clients.

Some clients work towards more than one goal, so the total may not equal 100%.

# 10 LARGEST CONTRACTS BY INCOME

- 🔥 Wrote the launch campaign for a social entrepreneur offering a series of online courses and mentoring programmes that will help social enterprises scale their income and impact.
- 🔥 Mystery shopped and trained the global customer service team of a multinational consumer goods company.
- 🔥 Delivered training courses in English as a Foreign Language, creative writing and communication skills for a German travel company serving teenagers
- 🔥 Planned & delivered Live Chat training for customer care agents at a British chain of department stores
- 🔥 Edited & proofread translated knitting instructions to support the launch of a book
- 🔥 Edited & proofread English translations of a children's magazine, guest journal and price list for a luxury eco hotel
- 🔥 Defined the verbal identity and wrote the copy for the rebrand of an insurance startup
- 🔥 Researched customer needs and created an email campaign for a British slow fashion company
- 🔥 Wrote the voiceover script for a Not-for-Profit campaign video challenging brands to demand fair working conditions in their supply chains
- 🔥 Edited & proofread a white paper outlining the gender skills gap in the technology sector and offering practical solutions to address this



# OUR RED LINES

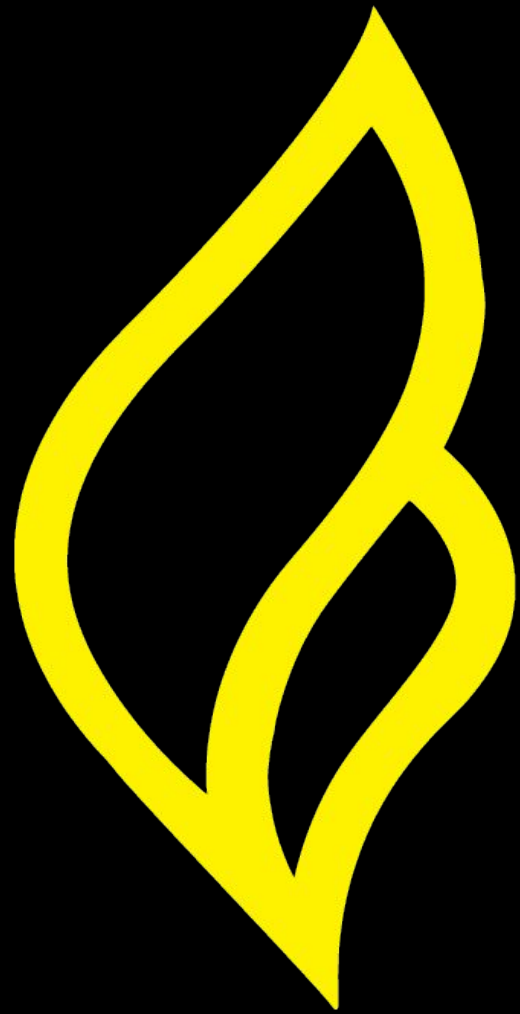
We're here to support brands that do good, or that strive to do better.

No need to be perfect: we're all on a journey.

**That said, there are a few types of companies that we won't support with work or advice:**

- Scrooges gambling to give as little service as possible before they lose all of their customers. Reducing headcount to the bare minimum, making customers in need of roadside assistance listen to Auld Lang Syne for 90 minutes because it came pre-installed on the phone system, and taking a week to reply to an email at best. No thank you — we can't help you be even more "efficient".
- Bayer/Monsanto, tobacco firms, companies powered by fossil fuels or trading in ivory. We want to make the world a better place, and if the product or service you're selling is a slice of Mordor, we'll never get along.

- Religious groups, political parties, astrologers, spiritual healers, psychics or Reiki practitioners. If the science behind your offer is doubtful, we don't feel comfortable promoting it.
- Companies selling liposuction, face lifts, weight loss and the like. We want to live in a world where all bodies are accepted and cherished. Promoting these kinds of services and the mindset that goes with them can help create a toxic environment, so we'd rather pass.
- Arms manufacturers and their subsidiaries, military organisations and anyone promoting violence as a viable form of resolving conflict.
- Manufacturers of products that harm animals or are tested on animals — this includes any brands selling cosmetics on the Chinese market, where animal testing is mandatory.
- Casinos, lotteries, betting and other forms of gambling.



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