

FROM
SCRATCH

Driving Culture Change

Impact Report 2019-20

We Write #CultureChangeCopy



From Scratch exists to advertise a more sustainable and socially just way of life — through great copywriting.

But a copy agency can also be a force for good in other ways.

Through supporting our clients, we get to contribute to all 17 Sustainable Development Goals. Because as our clients grow, they can make a bigger impact towards “their” SDGs.

In addition, we take direct action to drive our core SDGs (4, 10 and 12 — see page 3).

We also give at least 1% of all our revenue to projects that contribute to the SDGs through our membership with B1G1. In 2020, we donated 1.3% to such projects, and we aim to increase that percentage in 2021.

This is our first Impact Report, published on 22 January 2021. It includes our Client Disclosure Report and forms part of our annual reporting.

How we drive the UN SDGs through our actions



SDG 4 – Quality Education

- €617 worth of free storytelling training sessions for university students & UX researchers
- €167 worth of free business training for environmentally-friendly service providers

SDG 10 – Reduced Inequalities

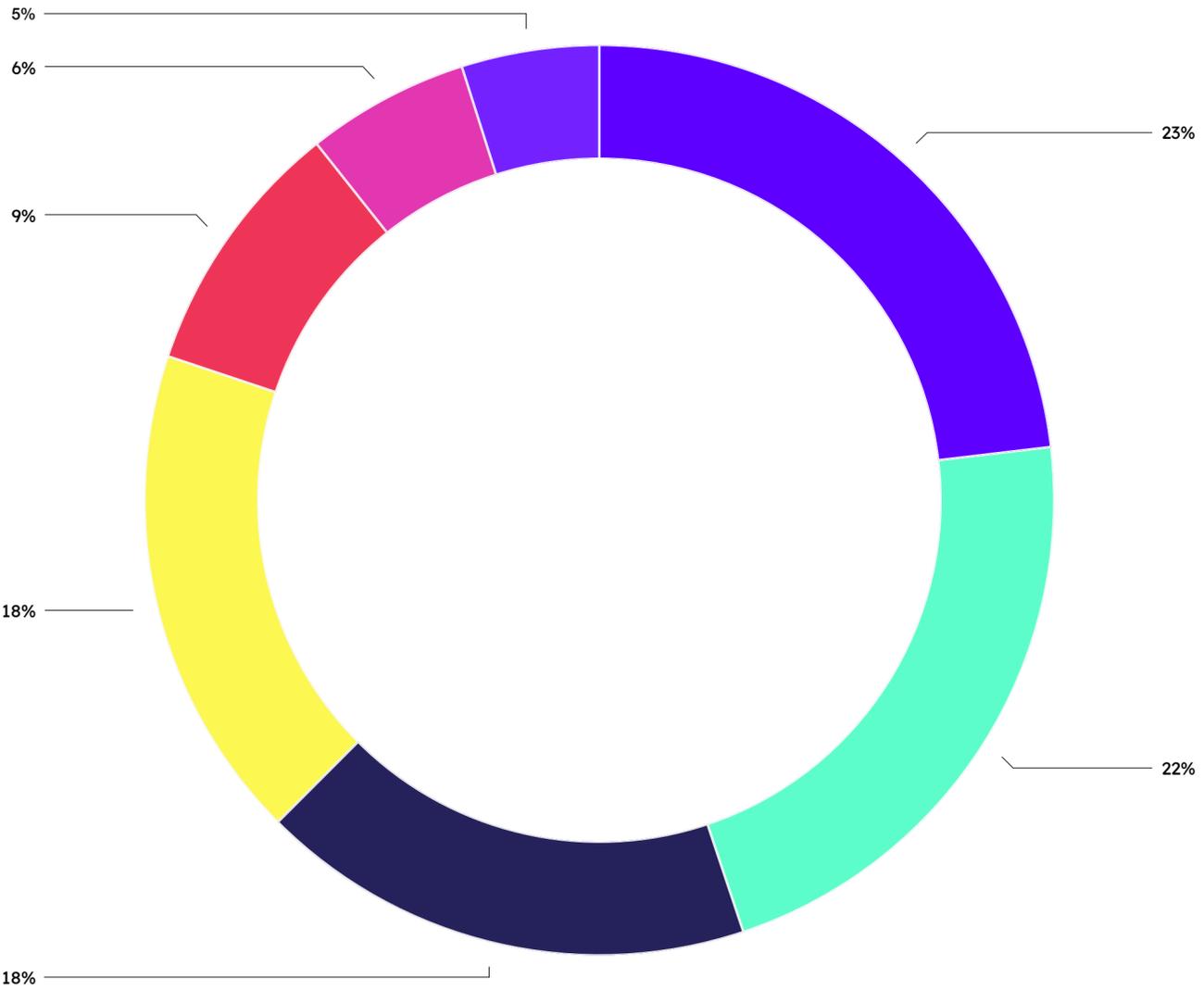
- Free, in-depth article on making your company more LGBT friendly
- 4 print products on media literacy that are using gendered language
- €450 worth of free Storytelling for Inclusion training for university students building the next generation of social enterprises

SDG 12 – Responsible Consumption & Production

- 2 potential clients turned down because they lack sustainable focus
- New business cards printed on recycled cotton stock



Revenue by SDG



- 9 – Industry, Innovation & Infrastructure
- 10 – Reduced Inequalities
- 4 – Quality Education
- 3 – Good Health & Wellbeing
- 16 – Peace, Justice & Strong Institutions
- 8 – Decent Work & Economic Growth
- 12 – Responsible Consumption & Production

This graph shows the top 6 SDGs pursued by From Scratch clients.

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

Our financial contribution to the SDGs



Since we joined B1G1 in October 2019, our client work has funded...

35,445 days of access to clean drinking water in Cambodia and Ethiopia

1,721 days of access to ICT and internet for students in Ethiopia

330 days of training in sustainable agriculture to villagers in Madagascar

202 rescued meals for the hungry in the US, the UK and Singapore

186 days of access to e-Learning to children in India

130 days of social worker wages to feed nursery school children in Ethiopia

a social media campaign to reach 100 women at risk of domestic violence in Cambodia

90 days of access to scarfs to children in Moldova for winter protection

72 days of education support to disadvantaged children in India, Cambodia and Nepal

50 nights of shelter for homeless children in Vietnam

49 days of business training to women in need in Uganda & Malawi

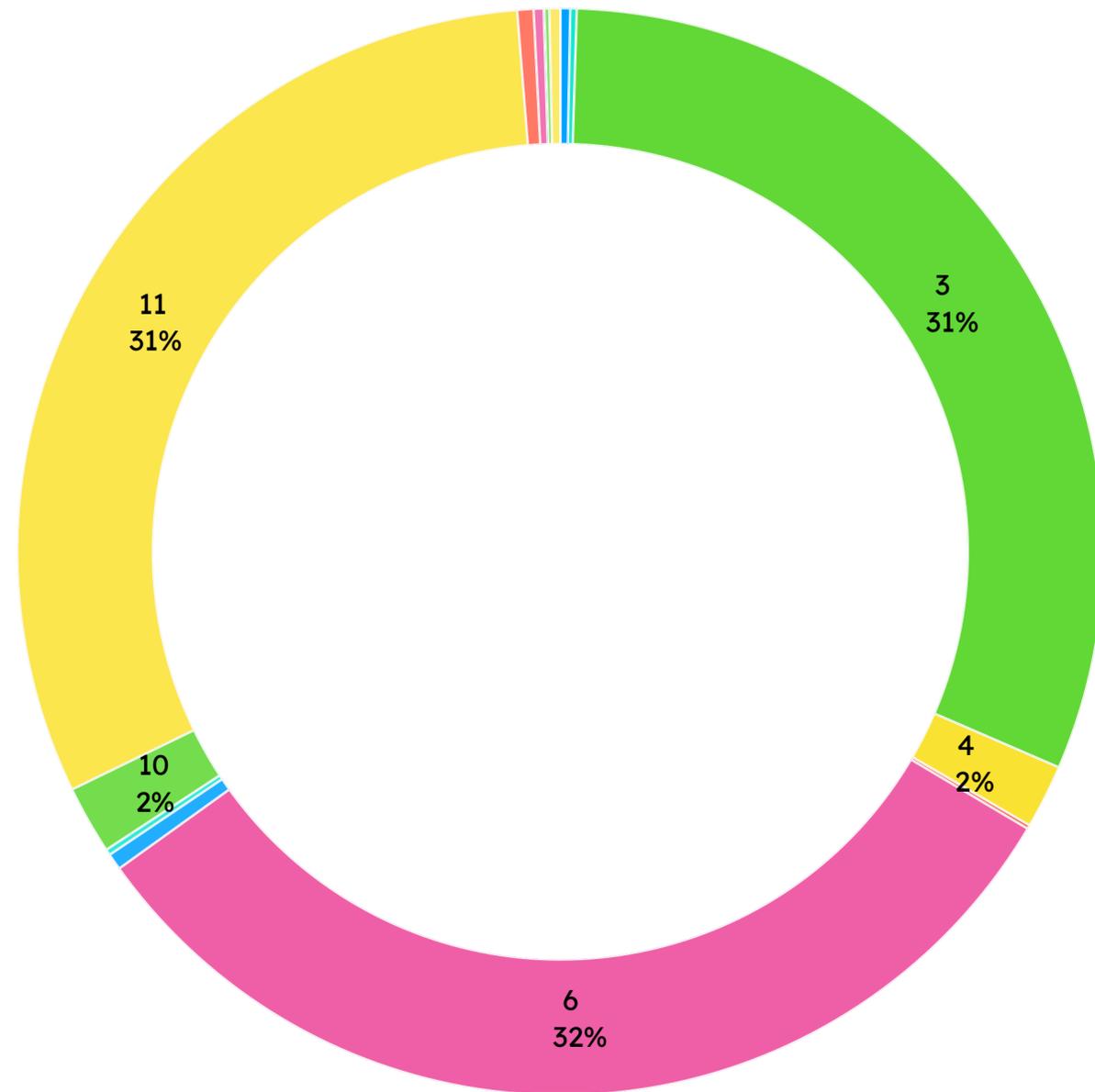
30 days of access to a community bank for a migrant family in need in Thailand

25 days of access to literacy education to Dalit/Untouchable girls in India

... and many small donations — you can see them all on [our B1G1 profile](#).

@scratch_posts

Financial contributions by SDG



Each of our standard services is tied to a Giving Story, which means we donate a specific amount to a certain project for each service booked.

However, our biggest donations in 2019-2020 were made possible by in-depth, longer client projects. In those cases, we choose projects in line with the key SDGs our clients are working towards.

That's why we've made the most impact on SDGs 3 (Good Health & Wellbeing), 6 (Clean Water & Sanitation) and 11 (Sustainable Cities & Communities).

For more information, please see the next page.

Our donations by SDG



1. No Poverty — 0.3%
2. Zero Hunger — 0.2%
3. Good Health & Well-Being — 31%
4. Quality Education — 2%
5. Gender Equality — 0.1%
6. Clean Water & Sanitation — 32%
7. Affordable & Clean Energy — 0%
8. Decent Work & Economic Growth: 0.5%
9. Industry, Innovation & Infrastructure: 0.2%
10. Reduced Inequalities: 2%
11. Sustainable Cities & Communities — 31%
12. Responsible Consumption & Production — 0.5%
13. Climate Action — 0.3%
14. Life below Water — 0%
15. Life on Land — 0.2%
16. Peace, Justice & Strong Institutions — 0.1%
17. Partnerships for the Goals — 0.3%



Client Disclosure Report 2020

We Write #CultureChangeCopy



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 third climate disclosure report and client engagement policy, published on 22 January 2021. 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”.

This report forms part of our annual impact reporting.

Our Climate Conflicts



Percentage of revenue from carbon critical industries:

Coal, oil & natural gas* — 0%

Private cars — 0%

Iron, aluminium & steel manufacture — 0%

Concrete & cement — 0%

Aviation — 0%

Chemicals & petrochemicals — 0%

Trucking & shipping — 0%

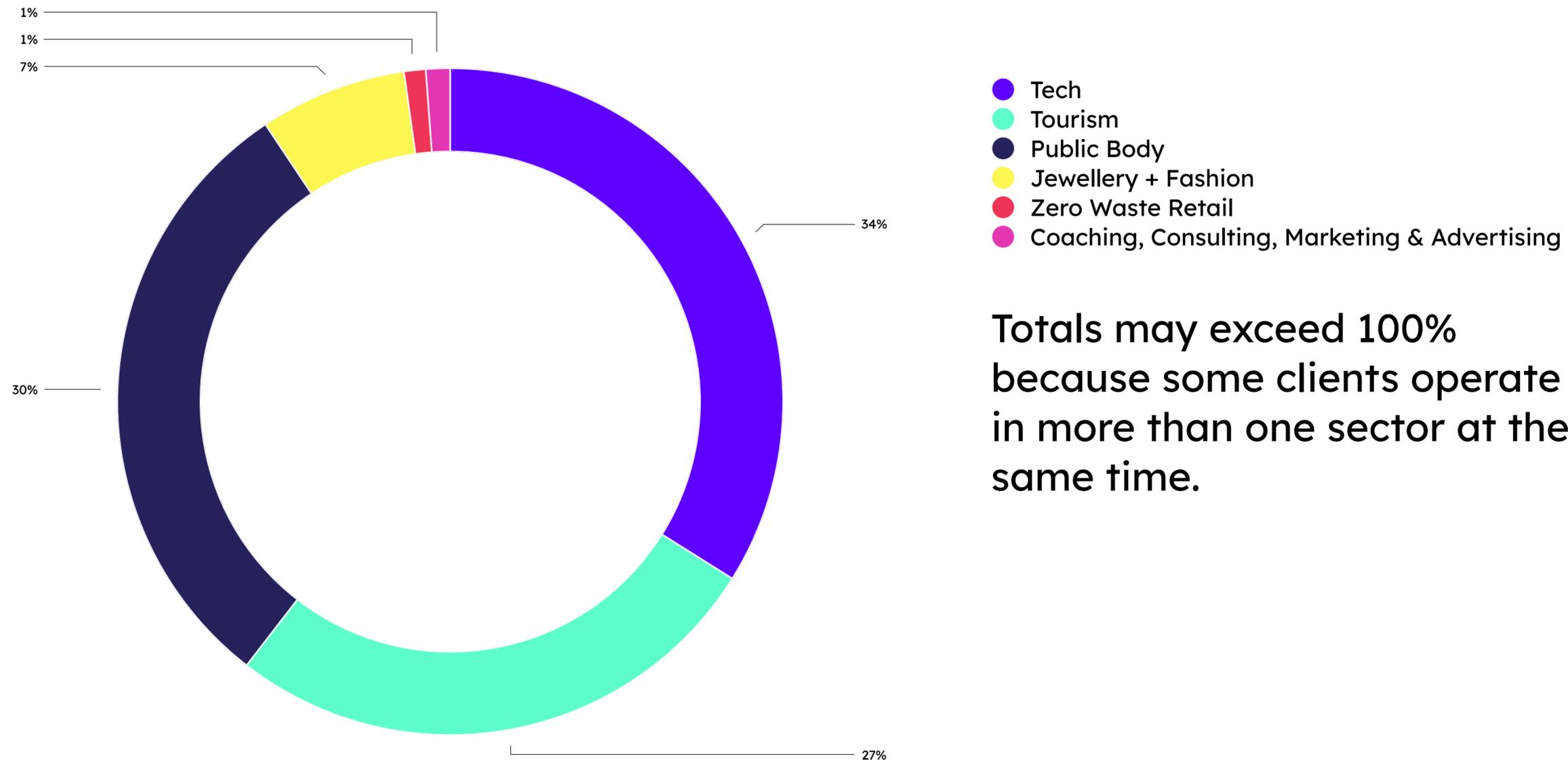
Meat & dairy: 0%

Timber, pulp & paper: 0%

Plastics: 0%

***All of our 2020 clients operate websites. Some also operate apps, Cloud-based products, etc. We have no data about the energy sources powering those digital offerings. They may well run on fossil fuels.**

Revenue by sector



Totals may exceed 100% because some clients operate in more than one sector at the same time.

Controversial Clients



Percentage of revenue from clients
predominantly involved in:

Arms — 0%

Politics — 0%

Tobacco — 0%

Religion — 0%

Pornography — 0%

Gambling — 0%

Alcohol — 0%

10 Largest Contracts by Income



1. Implemented the messaging strategy for a Dutch slow tourism app expanding to Germany
2. Developed concept & copy for two brochures helping parents and teachers educate kids/teens about media literacy
3. Developed concept & copy for an annual report on media literacy initiatives
4. Developed the messaging strategy for a green hosting company
5. Developed and delivered sales conversation training for a sustainable fashion certification
6. Web & Email copy for a sustainable jewellery retailer
7. Trans-created a German kids' magazine about wild forest animals into English for a hotel's international audience
8. Web copy for a zero-waste organic supermarket
9. Localised a reporting and research questionnaire for a Dutch impact consultancy firm
10. Web audit for a coach focused on digital literacy

Our Red Lines

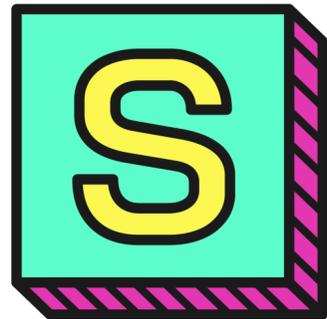


We're here to support brands that do good, or that strive to do better.
No need to be perfect: we're all on a journey.

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”.
- Companies trading in things like glyphosate, tobacco products, fossil fuels, emission scandals or ivory. If the product or service you're selling is a slice of Mordor, please don't contact us for greenwashing.
- Anyone promoting woo-woo solutions that can't be proven to make the world a better place. This is often true for religious groups, astrologers, spiritual healers, psychics and Reiki practitioners. Nothing wrong with following your heart! We simply prefer to advertise more scientific solutions like coaching, therapy, biodynamics or exercise.
- Companies selling the idea of physical “perfection”: liposuction, face lifts, weight loss and the like. We want to live in a world where all bodies are accepted and cherished.
- 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.

Questions? Get in touch:



From Scratch Communications

Sabine Harnau • Agency Founder

words@from-scratch.net



Sabine Harnau

from-scratch.net



@from_scratch