

FROM
SCRATCH

IMPACT REPORT

2023

Because we're judged by our deeds as well as our words

From Scratch exists to foster sustainable sensibility, human solidarity and a high quality of life for everyone – through ethical marketing, copywriting, design and strategy advice.

But as a communications consultancy, we can also be a force for good in other ways.

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

We also aim to give around 2% of all our revenue to projects that contribute to the SDGs through our membership with B1G1. In 2023, we donated 2.28% to such projects.

Compared to previous years, we did slightly less pro bono work in 2023. We donated services to the value of €6,510 to causes that benefit our core SDGs (4, 5, 8, 10 and 12) – with ClientEarth Deutschland topping the list.

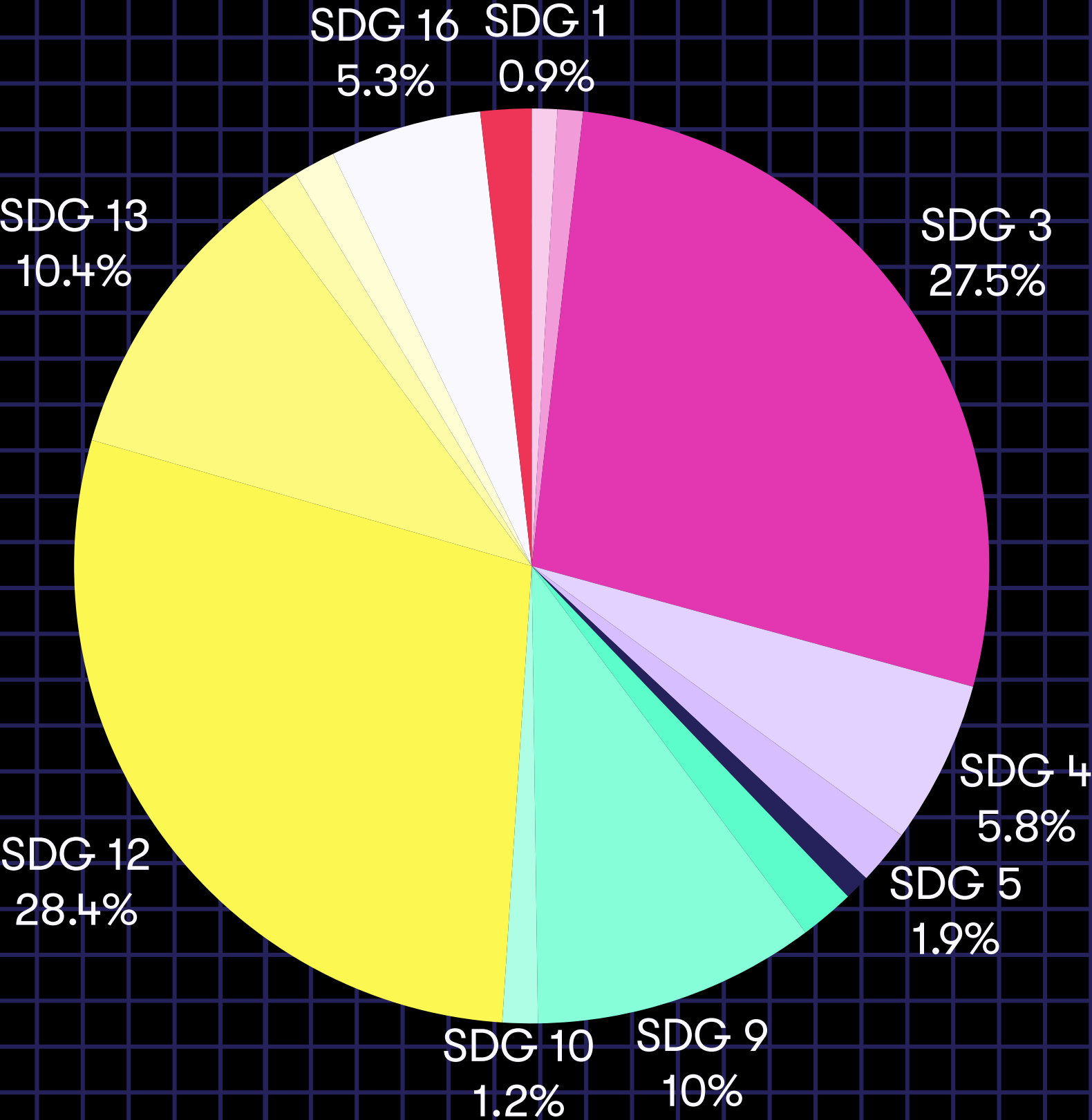
This is our fourth Impact Report, published on 24 January 2024. It includes our Client Disclosure Report and forms part of our annual reporting.

REVENUE BY SDG

Key to the pie chart

- SDG 1: 0.9%
- SDG 2: 0.9%
- SDG 3: 27.5% (Health & Wellbeing)
- SDG 4: 5.8%
- SDG 5: 1.9%
- SDG 6: 0%
- SDG 7: 0.9%
- SDG 8: 1.9%
- SDG 9: 10% (Industry, Innovation & Infrastructure)
- SDG 10: 1.2%
- SDG 11: 0%
- SDG 12: 28.4% (Responsible Production & Consumption)
- SDG 13: 10.4% (Climate Action)
- SDG 14: 1.5%
- SDG 15: 1.5%
- SDG 16: 5.3%
- SDG 17: 1.8%

This graph shows the SDGs pursued by From Scratch clients in 2023. Some clients work towards more than one goal, so the total may not equal 100%.



Our financial contribution to the SDGs

In 2023, our client work funded...

- More than 1 year of free access to a sports programme for 31 disadvantaged young people in India
- 1 year of free access to business training for 33 women in Malawi
- 24 weeks of access to ICT and internet for a student at St Yared's School, Addis Ababa, Ethiopia
- The planting of 80 trees to increase forest cover in India, Malawi and Kenya
- 27 days of university education for a young adult in Zimbabwe

... and many other donations – such as sponsoring a Spanish Greyhound at rescue organisation Galgos Del Sol every month since September 2023.

DONATIONS BY SDG

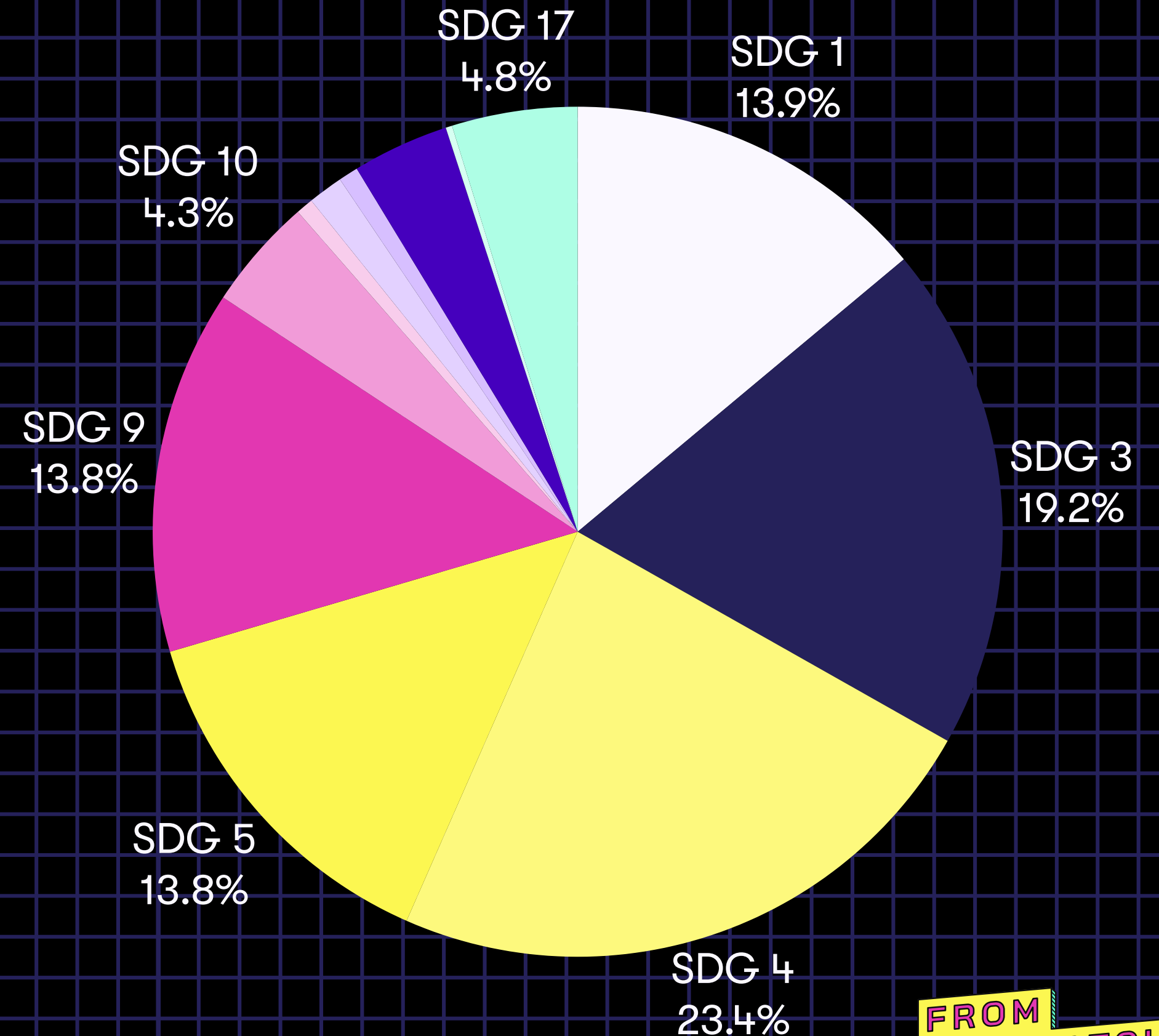
Key to the pie chart

- SDG 1: 13.9% (Zero Hunger)
- SDG 2: less than 0.2%
- SDG 3: 19.2% (Health & Wellbeing)
- SDG 4: 23.4% (Quality Education)
- SDG 5: 13.8% (Gender Equality)
- SDG 6: less than 0.2%
- SDG 9: 13.8% (Industry, Innovation & Infrastructure)
- SDG 10: 4.3%
- SDG 12: 0.7%
- SDG 13: 1.3%
- SDG 14: 0.7%
- SDG 15: 3.7%
- SDG 16: 0.2%
- SDG 17: 4.8%

Each of our standard services is tied to a Giving Story, which means that we donate to a specific project for each booking. We also make donations whenever we win a new contract by referral.

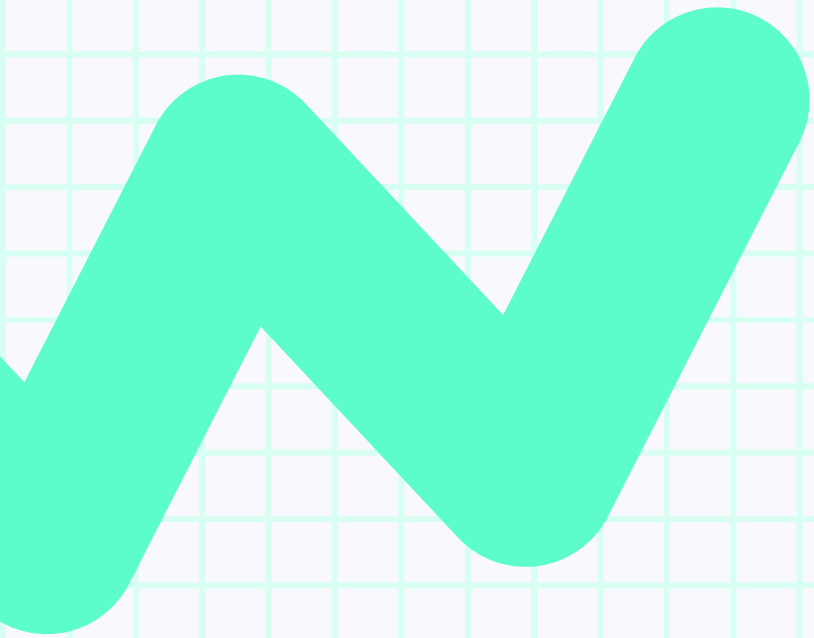
This chart and the information on the following page include financial donations, but no pro bono work.

Some projects we support work towards more than one SDG, so the total may not equal 100%.



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CLIENT DISCLOSURE REPORT 2023

Supporting Brands with Integrity

Marketing is a key pillar supporting 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. Because words and design have the power to shift beliefs, habits and political systems.

By choosing client contracts, marketing strategies and practices carefully, we're helping to create the cultural change that drives sustainable sensibility, human solidarity and a high quality of life for everyone.

This is our sixth climate disclosure report and client engagement policy, published on 24 January 2024.

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%

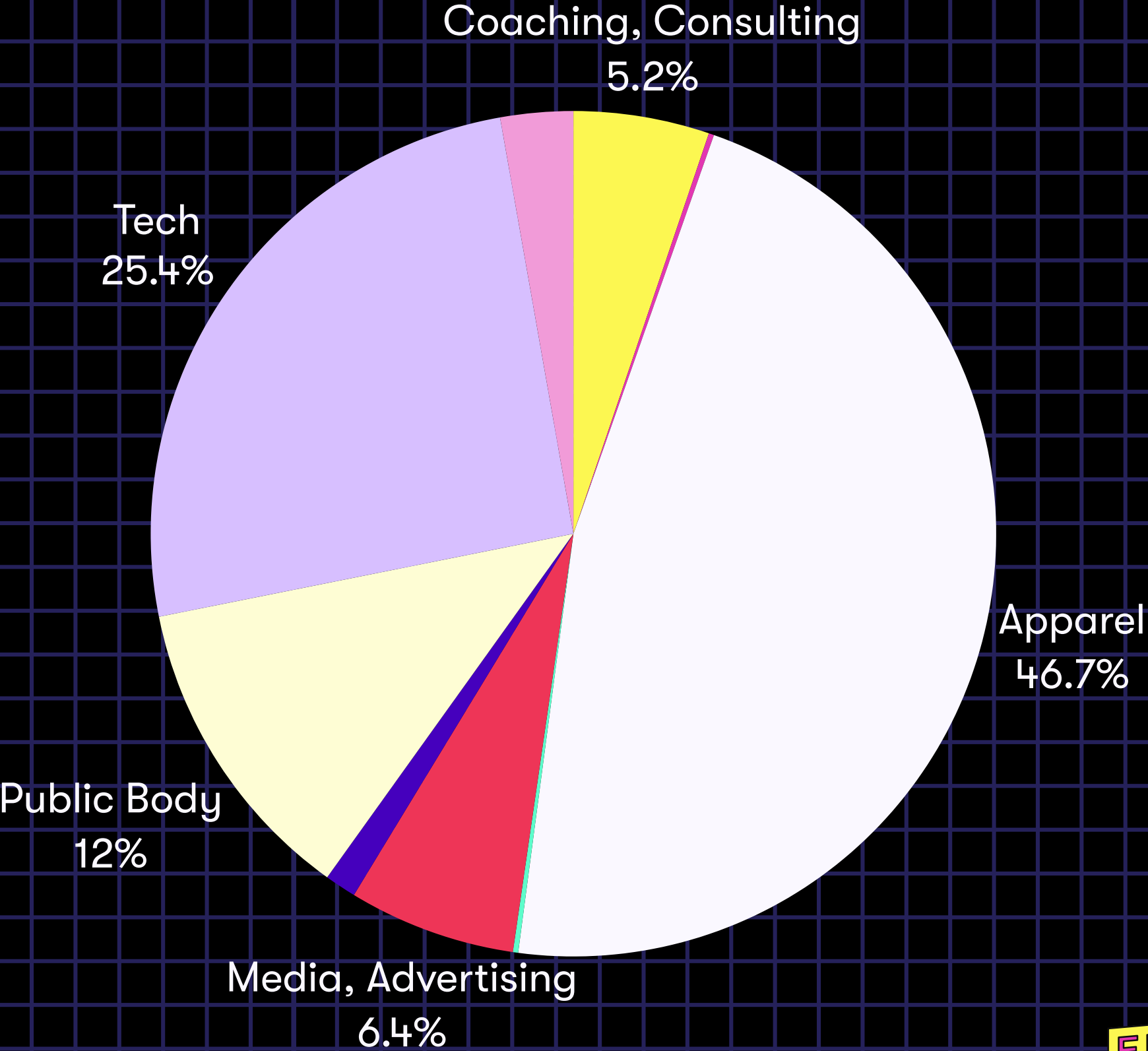
NONE!

REVENUE BY SECTOR

Key to the pie chart

- Apparel: 48%
- Tech: 26.1%
- Public Bodies: 12.3%
- Media, Marketing & Advertising: 6.6%
- Coaching & Consulting: 5.3%
- Tourism: 2.8%
- NGOs: 1.2%
- Education: 0.2%

Some of our clients identify with more than one sector, so the total may not equal 100%.



CONTROVERSIAL CLIENTS

Percentage of revenue from clients predominantly involved in:

- Arms — 0%
- Politics — 0%
- Tobacco — 0%
- Religion — 0%
- Pornography — 0%
- Gambling — 0%
- Alcohol — 0%

NONE!

10 largest contracts by income

1. Transcreation (localisation) of email and product page copy for a sustainable active wear brand
2. PR strategy, CRO consulting, design and copywriting for a green tech startup
3. Developing a Conversion Rate Optimisation (CRO) and messaging strategy and writing new website copy for a green tech startup
4. Transcreation (localisation) of sales copy for a sustainable active wear brand
5. Designing and developing a new brand identity and website for a green tech startup

6. Webinar advertising copy for a German public body
7. Developing and teaching a Conversion Copywriting workshop for a sustainable active wear brand
8. Flyer copy and translations into “Einfache Sprache” (“Plain German”) for a German public body
9. Copy and design for a German public body’s marketing postcards
10. Transcreating a German kids’ magazine for an international, English-speaking audience

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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 creative work or advice:**

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- **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. We prefer to advertise more scientific solutions like coaching, therapy or exercise.

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- **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.**

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QUESTIONS?

GET IN TOUCH:

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