

**WE DECLARE  
A CLIMATE  
EMERGENCY**

# WE COMMIT TO A CREATIVE SOLUTION

FUTERRA IS THE  
CHANGE AGENCY  
FOR SUSTAINABILITY,  
ESTABLISHED IN 2001.  
WE ARE HEADQUARTERED  
IN THE UK, WITH OFFICES  
IN THE USA, SWEDEN  
AND MEXICO.

We are optimists.

It's our job to imagine better, and to make that low-carbon and inclusive future happen. That's the promise we sell our clients and the reason why, as Futerrans, we put our heart and soul into every job.

We're not neutral about the clients we serve. Our direct carbon footprint is small, but our client brainprint is huge. The radical strategies and powerful creative we deliver is our material impact on the world.

That's why, during Paris COP21 in 2015, we created the first Client Disclosure Report. Honesty is a foundation of sustainability, and our clients deserve to know who else we serve.

Since then, everything got bigger, scarier and more exciting.

This year we're inviting every other agency on the planet to join us.

[wearefuterra.com](http://wearefuterra.com)

As creatives, communications agencies and media experts, we see the climate emergency.

Just over a month ago, Extinction Rebellion (XR) called upon advertising agencies to "declare a climate & ecological emergency and act accordingly."

Those of us who have signed below agree. Because creativity has consequences, so our industry cannot be neutral. As communicators, we have the power to inspire change, or to keep serving destruction.

We could end this letter here, with a commitment to use our power of persuasion and storytelling for the right side of history.

But a promise is not enough, because our industry hasn't faced the same scrutiny as others. Remember, we're good communicators and might be able to wiggle out of this.

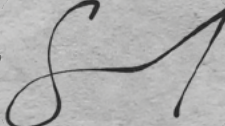
- Therefore, the Agencies below commit that before this year is done, we will disclose our 'climate conflicts'. Whilst respecting client confidentiality, we will reveal the percentage of our turnover categorised by industry, including income from fossil fuel companies and other high carbon clients. Some of us have already done so (marked below).
- The individual Creatives who have signed below will simply not work on fossil fuel client briefs, no matter which Agency we are with.

We know many of our colleagues and friends across the creative industry are anxious/terrified about the climate emergency. We also know that disclosing climate conflicts will be too early, and too controversial, for many Agencies today.

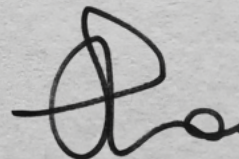
But, we firmly believe that we cannot serve climate solutions, whilst still serving the industries most answerable for causing the climate emergency.

And of course, disclosure is only the first step on a journey that must lead to divestment - divesting agency client rosters of these clients. Agencies need to align our businesses with the climate science, just like everyone else.

Thanks for the nudge, XR

Signed, 

Solitaire Townsend  
Co-Founder



Lucy Shea  
CEO

# OUR CLIMATE CONFLICTS

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Percentage of revenue from clients predominately involved in:

**0.06%**

NON-RENEWABLE  
(Coal, Oil & Natural Gas)

**0.01%**

PRIVATE CARS

**0.21%**

TRUCKING  
& SHIPPING

**0%**

IRON, ALUMINUM &  
STEEL MANUFACTURE

**0%**

CONCRETE  
& CEMENT

**2.37%**

AVIATION

**0.15%**

CHEMICALS &  
PETROCHEMICALS

**0%**

TIMBER,  
PULP & PAPER

**1.47%**

PLASTICS

BRIEF ACCEPTED FROM AVIATION CLIENT:

Create and launch a new climate  
commitment and sustainability strategy  
for large airport.

BRIEF ACCEPTED FROM PLASTICS CLIENT:

Communicate a carbon productivity  
concept and tool.

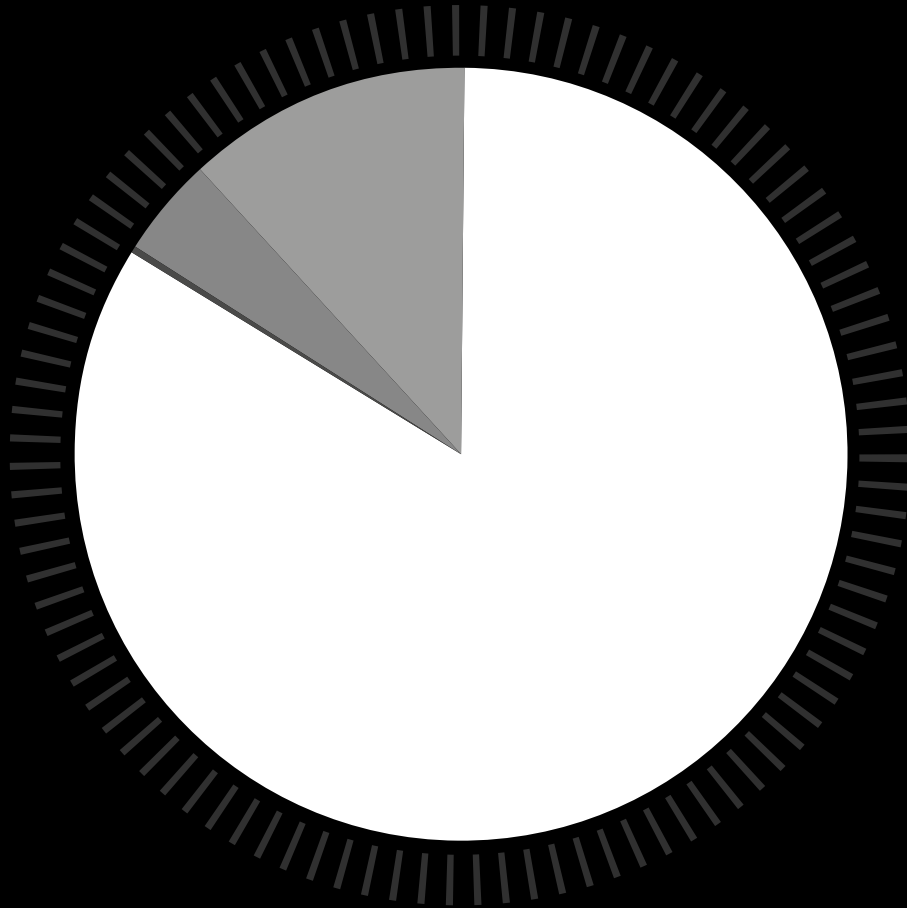
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Briefs below 1% of turnover are usually for internal speeches and workshops.


Futerra works with a number of food companies (not producers) with portfolio dairy brands. Briefs for these clients cover healthy eating, regenerative agriculture, small-holder farmer incomes, fair-trade, plastic and climate targets.


# OVERALL INCOME

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 BUSINESS  
84 %

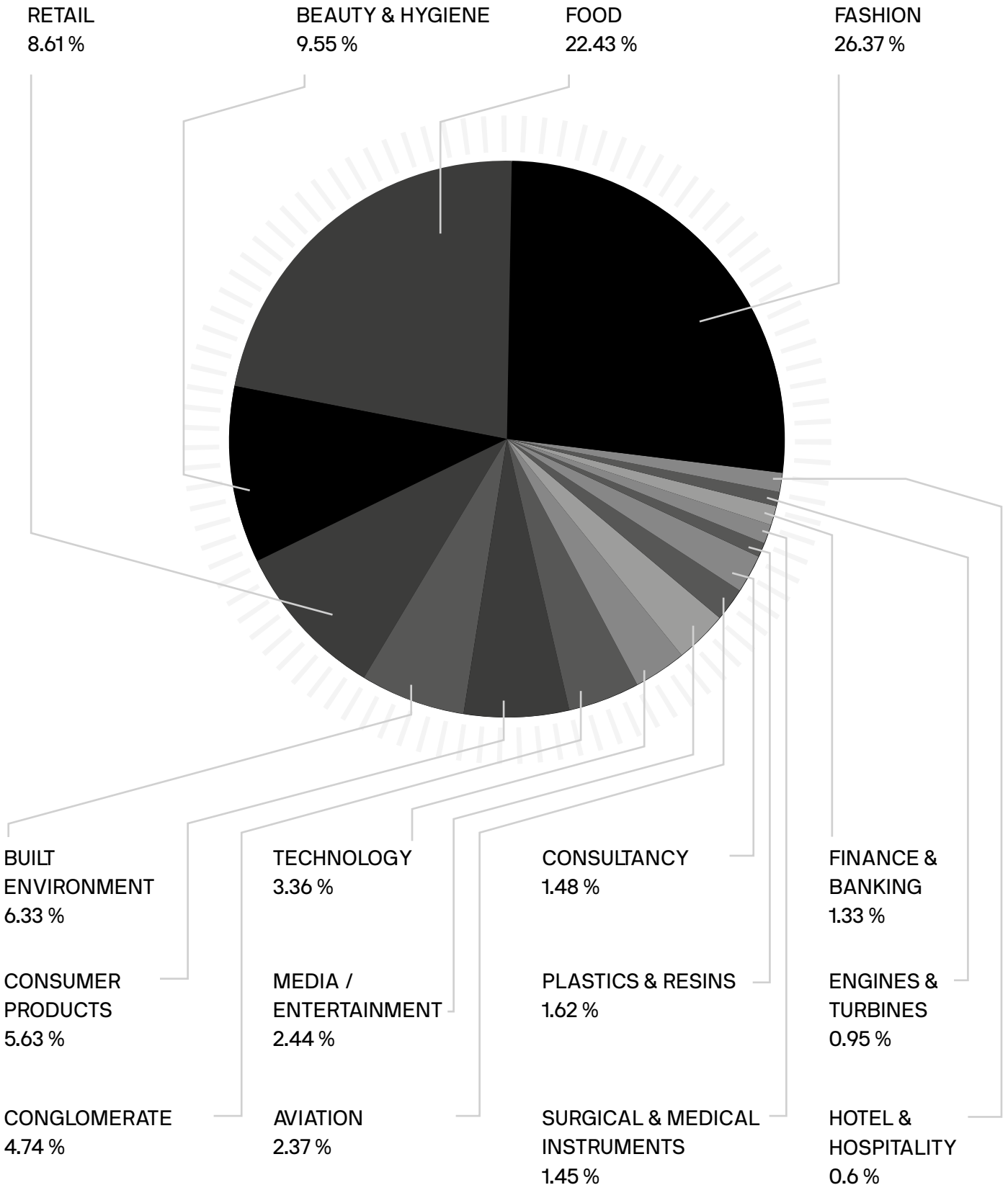
 NGO / CHARITY  
12 %

 FOUNDATION  
4 %

 GOVERNMENT  
0.48 %

# BUSINESS CLIENT REVENUE BY SECTOR

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# CONTROVERSIAL CLIENTS

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Percentage of revenue from clients predominantly involved in:

0%

ARMS

0%

POLITICS

0%

TOBACCO

0%

RELIGION

0%

PORNOGRAPHY

0.6%

ALCOHOL

0%

GAMBLING

BRIEF ACCEPTED FROM ALCOHOL CLIENT:

Create an internal competition for creative sustainability ideas.

# OUR TEN LARGEST CONTRACTS BY INCOME

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These are the 10 largest briefs Futerra has completed for clients in the past 3 years.

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Supported a house of apparel brands by creating their global sustainability strategy and overall messaging and identity.

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Developed award-winning creative campaign, from ideation to execution, for a women's equality non-profit in the USA.

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Created one of the first sustainable lifestyles strategies in Asia, whilst developing purpose for the cosmetics and personal care brands in their global portfolio.

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Set sustainability ambition with the owners, led internal engagement and created messaging framework for Latin American conglomerate (one of the first sustainability commitments in their nation).

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Helped a sustainability pioneer to set the new goal for industry: to reverse climate change.

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Deep dived into social and environmental impacts for USA based agriculture company, working through on-the-ground issues and positioning for the future.

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Set the new 'big idea' which merged both sustainability strategy and brand purpose for global fashion retailer.

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Partnered with global food company in their mission to revolutionize how, what and when we eat towards health and sustainability.

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Helped one of Europe's largest corporate foundations to vision their future and re-focus their team and positioning to match.

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Created refreshed branding and public positioning for global sustainability certification .



FUTERRA WILL REPORT  
THIS WAY GOING FORWARD.  
BECAUSE OUR INDUSTRY IS  
NOT NEUTRAL IN THE CLIMATE  
EMERGENCY.

Please contact:

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