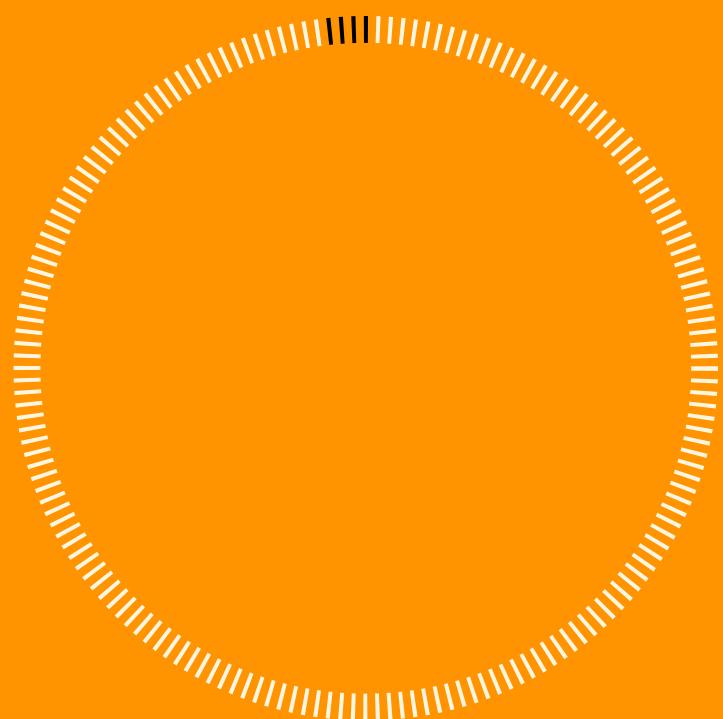


CREATIVITY ISN'T NEUTRAL

CLIENT DISCLOSURE REPORT | 04

2020–2021

FUTERRA



WE COMMIT TO A CREATIVE SOLUTION TO THE CLIMATE CRISIS

**Futerra is the change agency
dedicated to making the
anthropocene awesome.**

**We are headquartered in
the UK, with offices in the
USA, Sweden and Mexico.**

It's been six years since we launched the very first Client Disclosure Report during Paris COP21 in 2015.

We are inspired to see the movement growing. More than 170 creative and PR agencies across the world have chosen to take a stand and disclose how much of their revenue comes from high-carbon clients.

Why is that important?

As the industry of influence, the biggest carbon impact of our work is the work we do for clients. It's in the products we promote, the behaviours we normalise, the new ways of thinking we inspire.

So it's time for more industry-wide transparency about where our collective power is being put to work. Are we serving the problems or the solutions?

Join us in sparking the industry transparency we need.

wearefuterra.com

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What progress has been made?

We've been advocating for the power of creativity for climate since we started in 2001. We launched our first Client Disclosure Report in 2015 during COP21 in Paris. Then in May 2019 the Extinction Rebellion folks reminded the advertising, PR and marketing industries they hadn't been forgotten.

In response, Futerra spearheaded this letter in July 2019, and a few friends in other agencies agreed to join.

Since then, we have had almost 200 agencies commit to disclosing their climate conflict and using their power to inspire change. And we're not stopping there.

In the report that follows, we disclose the percentage of revenue by industry, including from high carbon and controversial clients for the period of **May 2020 – April 2021**.

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 and 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
Group CEO

* Client Disclosure Report Available

OUR CLIMATE CONFLICTS(%)

Percentage of revenue from clients predominantly involved in

Plastics	0.02
Chemicals and petrochemicals	0.0
Trucking and shipping	0.0
Non-renewable (Coal, oil and natural gas)	0.0
Private cars	0.0
Concrete and cement	0.0
Iron, aluminium and steel manufacture	0.0
Timber, pulp and paper	0.0
Meat and dairy products	0.0

**Brief accepted from
plastic client**

Communicate a carbon productivity concept and tool.

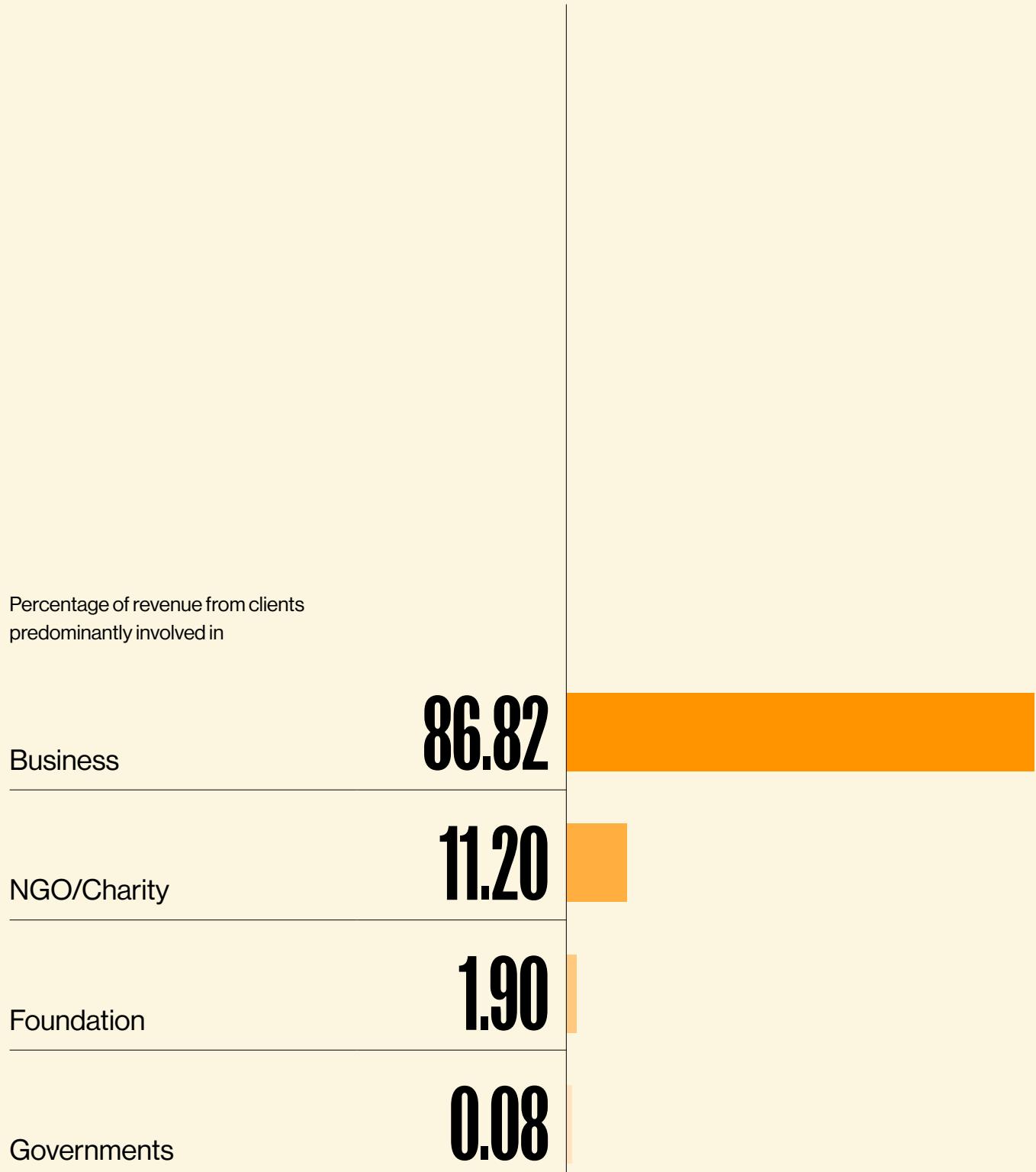
Other

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.

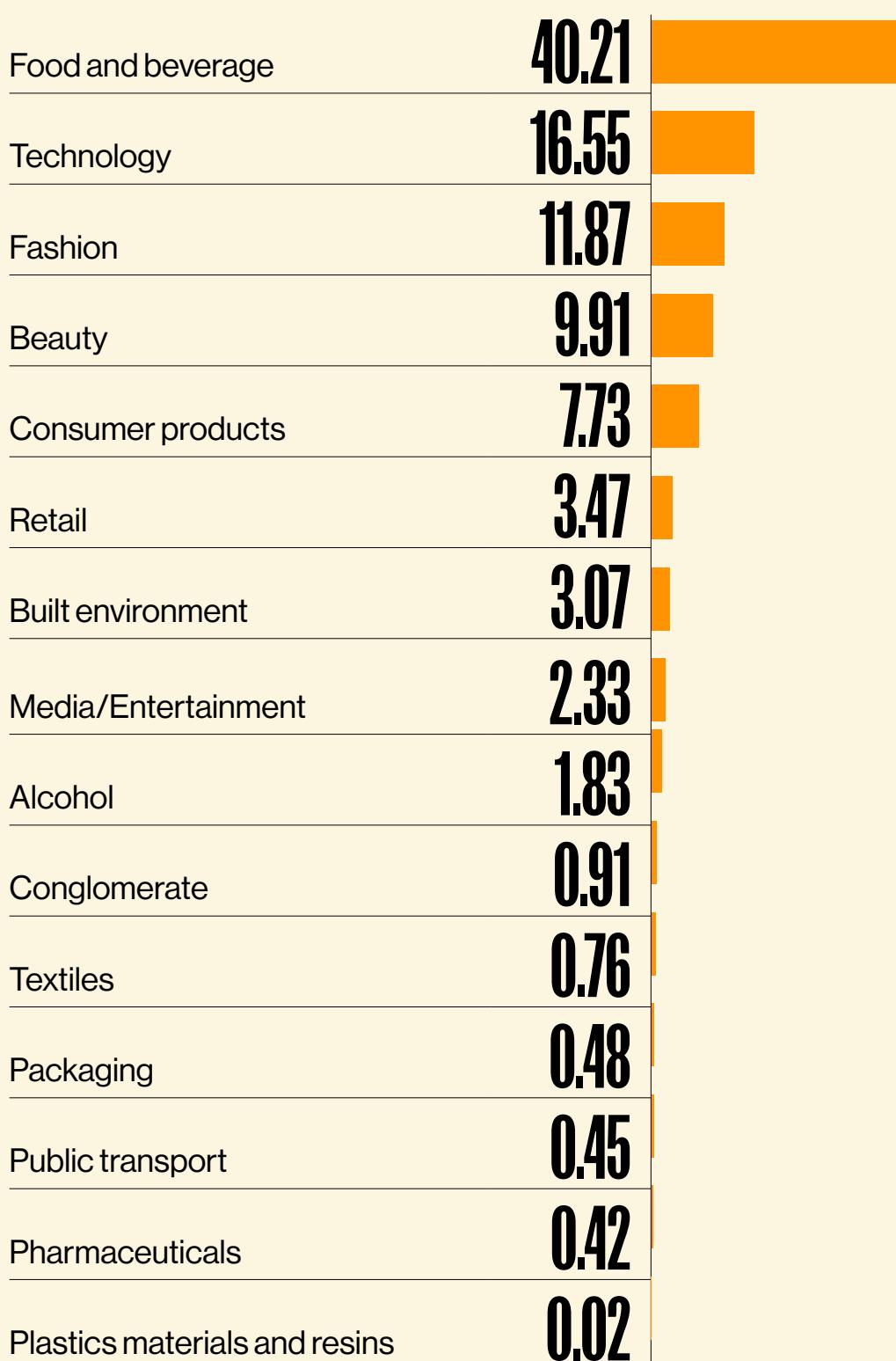
Briefs below 1% of turnover are usually for internal speeches and workshops.

OUR OVERALL INCOME (%)



OUR BUSINESS REVENUE BY SECTOR (%)

Top 4 = 64% of revenue



OUR CONTROVERSIAL CLIENTS (%)

Percentage of revenue from clients predominantly involved in:

Alcohol	1.83
Politics	0.0
Tobacco	0.0
Religion	0.0
Gambling	0.0
Pornography	0.0
Arms	0.0

BRIEF ACCEPTED FROM ALCOHOL CLIENT

Worked with one of the world's largest Whiskey companies to develop a toolkit guiding suppliers on actions to improve their sustainability credentials at live events.

This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

OUR TEN LARGEST CLIENTS BY INCOME

These are the 10 largest briefs Futerra has completed for clients from 2020 – 2021.

01

Used a leading food and beverage company's corporate strategy to transform its house of brands into vehicles of change. We developed a custom algorithm and alignment process to identify the brand's best opportunities for sustainability leadership. We then developed a set of programs, playbooks and metrics for implementation at the global and regional levels.

02

Accelerated sustainable cat food options and adoption in UK market, through building & launching a direct to consumer insect-based cat food brand in collaboration with a global pet-care conglomerate.

03

Partnered with one of the world's biggest tech companies to set an ambitious goal for their carbon and water programs and helped articulate that in a public-facing white paper.

04

Following the creation of a sustainability vision and strategy, we developed the communications plan, messaging and activations to bring the vision and strategy to both internal and external stakeholders for one of the world's largest bakery product manufacturers.

05

Partnered with a Japanese business with a global vision, turning a truly impactful ESG strategy into a group sustainability vision. We continue to help the business evolve and refresh their group strategy and support them with their internal and external ESG focused communications.

06

Developed a global sustainability strategy and a unique positioning for a leading consumer product company. Also, created and ran bespoke training to up-skill the entire business on sustainability and their role in shaping a more sustainable future.

07

Helped equip one of the world's leading food companies for a future of sustainable growth by reimagining their brand purpose and sustainability strategy. Then, identifying the stories, proof points and commercial opportunities to bring their impact to life for their key stakeholders and audiences.

08

Created a campaign to activate everyday people in the fight to save our ocean, including idea generation, visual design and messaging, asset creation and creative guidelines.

09

Developed a new purpose and supporting values in order to integrate sustainability with commerce for a leading property management business.

10

Supported a major global beauty company to activate its sustainability strategy through thought leadership in the form of events/media.

CHANGES INDEX [1/2]

		2019 - 2020	2020 - 2021	(%) CHANGE
001	OUR CLIMATE CONFLICTS			
	AVIATION	0.11	0	- 0.11
	PLASTICS	0.92	0.02	- 0.90
	TRUCKING AND SHIPPING	0	0	-
	CHEMICALS AND PETROCHEMICALS	0	0	-
	NON-RENEWABLES	0	0	-
002	OUR OVERALL INCOME			
	BUSINESS	86.26	86.82	+ 0.56
	NGO / CHARITY	12.13	11.20	- 0.93
	FOUNDATION	1.59	1.90	+ 0.31
	GOVERNMENT	0.01	0.08	+ 0.07
003	OUR BUSINESS REVENUE BY SECTOR			
	FASHION	17.36	11.87	- 5.49
	FOOD	13.72	40.21	+ 26.49
	BEAUTY	17.41	9.91	+ 7.86
	RETAIL	13.65	3.47	- 10.18
	CONSUMER PRODUCTS	15.25	7.73	- 7.52
	TECHNOLOGY	11.36	16.55	+ 5.19
	BUILT ENVIRONMENT	3.58	3.07	- 0.51
	MEDIA / ENTERTAINMENT	4.34	2.33	- 2.01
	CONGLOMERATE	0	0	-
	AVIATION	0.11	0	- 0.11
	PLASTICS MATERIALS AND RESIN	0.92	0.02	- 0.90
	CONSULTANCY	0	0	-
	SURGICAL AND MEDICAL INSTRUMENTS	0	0	-
	FINANCE AND BANKING	0	0	-
	ALCOHOL	1.24	1.83	+ 0.64
	ENGINES AND TURBINES	0	0	-
	HOTEL	0	0	- 0.60
	PUBLIC TRANSPORT	-	0.45	+0.45
	INVESTMENT	0	0	-
	SHIPPING	0	0	-
	INSURANCE	0	0	-
	PHARMA	-	-	-
	NON-RENEWABLES (OIL AND GAS)	0	0	-
	AUTOMOTIVE	0	0	-

CHANGES INDEX [2/2]

	2019 - 2020	2020 - 2021	(%) CHANGE
004 OUR CONTROVERSIAL CLIENTS	ALCOHOL	1.24	1.83 + 0.59

CHANGE STARTS WITH **HONESTY**

Please contact
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