

**STRONGER
STORIES**

CLIENT DISCLOSURE REPORT 2020

The data in this report
is based on income to Long
Run Works Ltd (trading as
Stronger Stories) 2019-2020



**THIS YEAR WE HAVE
HELPED CREATE:**

1024

**GOOD IDEAS WITH
STRONGER STORIES**

629

**PURPOSEFUL
STORY ACTIVISTS**



2020 AND A STORY OF CHANGE



For us, stories are the cornerstone of change. It can be a single story that's inspiring someone to do something different. It could be thousands of stories aligning to challenge a narrative that shaped our beliefs, behaviour and culture.

2020 has shown us again and again, and in the starkest terms, that story can be both the biggest accelerator and greatest barrier of change. When we need to, we can act decisively together, buying into a story of collective action for the benefit of us all. It's also revealed how deeply entrenched the narratives are that underpin our broken systems and are responsible for gross racial, social, economic and environmental injustices.

We're stubbornly optimistic about the radical transformations that have to take place over the next decade. We wholeheartedly believe in the powers of creativity, empathy and cooperation that we have evolved as a species. This is why we want more voices and ideas to be heard, and why our particular mission is to help democratise storytelling power.

In 2020, we did this by:

- Launching an online story accelerator to help people with good ideas, find the right story.
- Creating a digital story catalogue to capture, share and learn from stories about change.
- Providing story-as-strategy consultancy to help organisations inspire and equip people for change.

Change comes in many forms; from a collective awakening to a groundswell of demand, or from the push of necessity to a pull of new opportunity. We believe that change needs to come from many places, from actors within the old systems as well as the champions of revolution and renewal.

Our client disclosure report represents our journey in 2020. How we've helped people and organisations - by developing their know-how and bringing in new voices - find new ways to use their story to make positive change.

From the Stronger Stories team

Hastockbridge-Hoggson *[Signature]* *[Signature]* Raas
Guy [Signature] E. [Signature] [Signature] William Hill



Story & Partnerships



Story & Learning



Story & Community



Story & Narratives



Story & Strategy



Story & Content

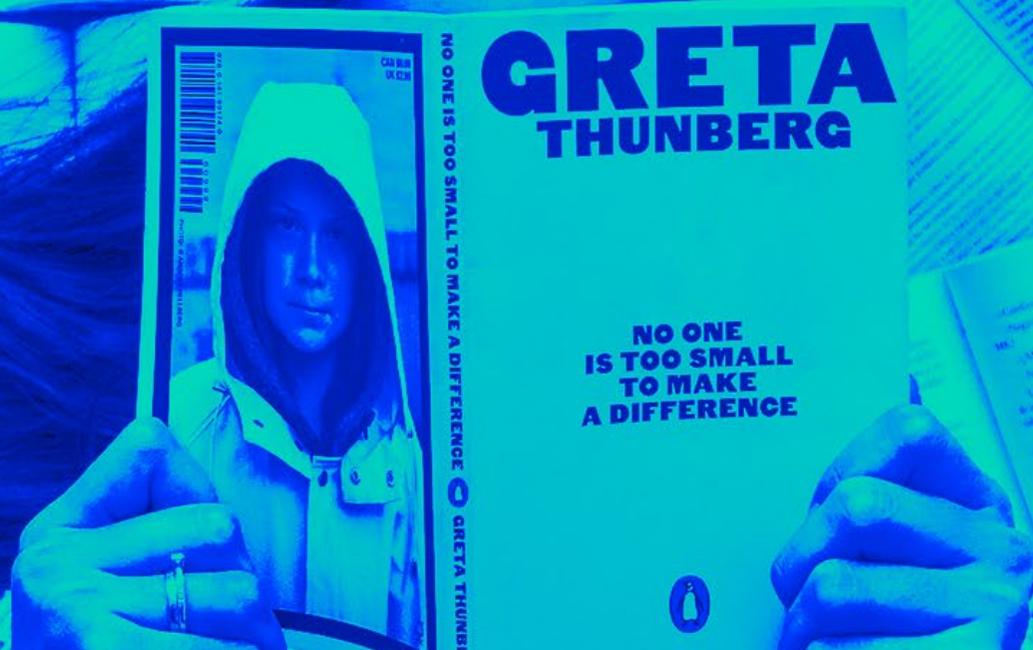


Story & Relationships



Story & Creativity

**OUR MISSION IS TO DEMOCRATISE
STORYTELLING POWER, WITH LOVE,
TO HELP DELIVER ENVIRONMENTAL,
SOCIAL AND ECONOMIC JUSTICE.**



ABOUT STRONGER STORIES

As a social enterprise, we use 100% of our profits to find ways for storytelling power to be shared more fairly through digital learning, tools and events.

We do this by thinking about how we can:

**HELP PEOPLE
TELL A STRONGER
STORY**

**HELP PEOPLE
BECOME STRONGER
STORYTELLERS**

**HELP PEOPLE
CREATE STRONGER
STORY SYSTEMS**



Our support is focussed on seven areas of systems and culture change:

STRONGER

CLEAN GROWTH ACCESS TO EDUCATION

NATURE AND BIODIVERSITY RESILIENT

COMMUNITIES HEALTH AND WELLBEING

SUSTAINABLE LIFESTYLES DIVERSITY

AND INCLUSION

STORIES

ETHICAL CLIENT CRITERIA

We carefully consider the organisations we work with by using three key questions as a filter:

1. DO THEY WORK WITHIN THE SEVEN CULTURE CHANGE AREAS WE BELIEVE ARE NEEDED TO DELIVER ON THE UN SUSTAINABLE DEVELOPMENT GOALS?

2. COULD THEY HAVE A POTENTIAL IMPACT AT A SYSTEMS CHANGE LEVEL, WITH THE AMBITION FOR A JUST TRANSITION?

3. BY LIVING OUR VALUES, CAN WE HELP THEM USE THEIR STORYTELLING POWER TO MAKE A DIFFERENCE IN THE RACE TO SHAPE A BETTER WORLD?

OUR BEHAVIOURS

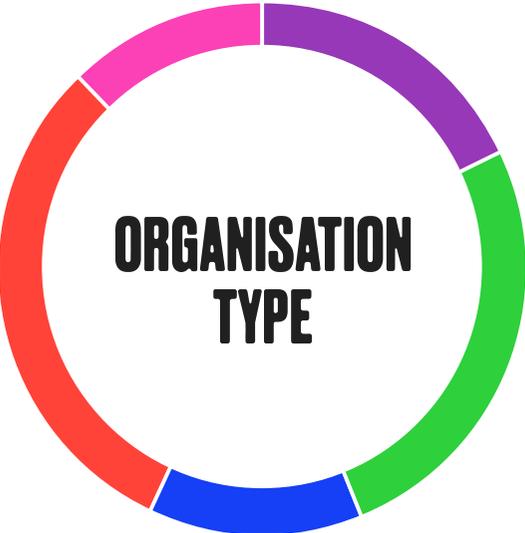
All new business opportunities are openly discussed between all members of the team, to ensure transparent and inclusive decision-making against our client criteria. We also ensure the same process is upheld when entering into new supplier relationships.

Everyone at Stronger Stories use our behaviours to guide the way we work with each other, and how we advise and challenge our clients and suppliers. By living our behaviours, we're proud to have been awarded **The Blueprint** diversity mark in recognition of our work supporting social, economic and environmental justice. We will continue to fearlessly challenge and dismantle structural racial inequality anywhere and everywhere we see it.

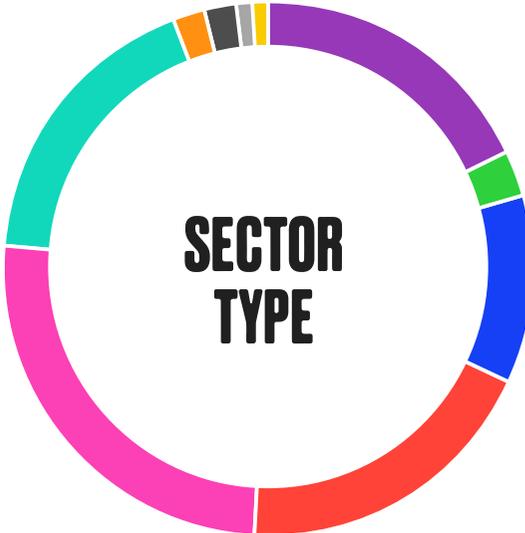
[How we behave](#)

Parity
Powered by
**The
Blueprint**

2019-2020 REVENUE BY...



- 17.5%** Government Departments
- 26.1%** NGOs
- 12.9%** IGOs
- 31%** Ltd Companies
- 12.5%** Charities, Foundations & Trusts



- 18.5%** Nature and Biodiversity
- 2.3%** Manufacturing and Materials (Clean Growth)
- 11.8%** Energy (Clean Growth)
- 19.5%** Construction (Clean Growth)
- 26.8%** R&D and Innovation
- 18.5%** Education and Skills
- 0.9%** Research and Publishing
- 0.9%** Health
- 0.4%** Water (Sustainability)
- 0.4%** Agriculture (Sustainability)



OUR WORK

The 7 largest briefs
we worked on in 2020



Accelerating net-zero stories and collaborations

We ran an overseas entrepreneur mission and story acceleration programme with the UK's innovation agency, for some of the UK's most exciting and promising early stage clean growth startups.

✔ **CLEAN GROWTH**

✔ **SUSTAINABLE LIFESTYLES**

Innovating for COVID-19 resilience

Funded by the UK's innovation agency, we created a Story School for entrepreneurs, from community arts to manufacturing and healthcare, with innovative products and services developed in response to COVID-19. This helped them build their profiles, win customers and secure funding with exciting visions of a post-COVID future.

✔ **CLEAN GROWTH**

✔ **ACCESS TO EDUCATION**

✔ **RESILIENT COMMUNITIES**

✔ **HEALTH & WELLBEING**

✔ **DIVERSITY AND INCLUSION**

Nature at the heart of the human development story

With a global intergovernmental development network, we revealed new ways to place nature at the heart of the human development story, and contribute to a post-COVID green recovery narrative.

- ✔ NATURE & BIODIVERSITY
- ✔ SUSTAINABLE LIFESTYLES
- ✔ RESILIENT COMMUNITIES
- ✔ HEALTH & WELLBEING

Cascading change in the construction sector

We worked with the UK's research and innovation department, using story-as-strategy to showcase change in the construction sector by capturing and sharing stories about the social, environmental and economic impact of low carbon innovation, using our digital story catalogue.

- ✔ CLEAN GROWTH
- ✔ SUSTAINABLE LIFESTYLES

Transforming energy systems

In collaboration with a world-leading innovation centre specialising in transforming energy systems, we ran a series of story accelerator programmes to improve the storytelling skills and confidence of engineer, scientist and technologist-founder CEOs.

- ✔ CLEAN GROWTH
- ✔ SUSTAINABLE LIFESTYLES

Placing innovative sustainable infrastructure at the centre of their story

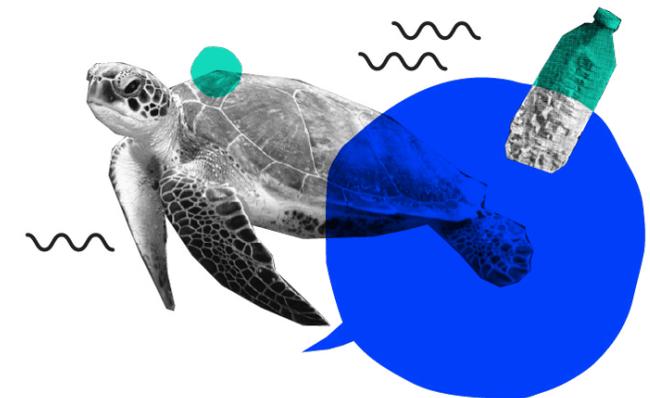
We worked with a global engineering and construction company to develop their innovative sustainable infrastructure story, after they signed up to the United Nations Global Compact. We equipped them with the skills and tools to have more impactful conversations with their clients about how to achieve their sustainability goals together.

- ✔ CLEAN GROWTH
- ✔ NATURE & BIODIVERSITY

Creating a mobilisation narrative

With a global network empowering citizens, cities, companies and countries to become stewards of climate, water, biodiversity, ocean, and land; we created a mobilisation narrative to encourage stakeholders to call for action and systems change by adopting science-based targets.

- ✔ NATURE & BIODIVERSITY
- ✔ SUSTAINABLE LIFESTYLES



CONTROVERSIAL SECTORS & CLIMATE CONFLICTS

Percentage of revenue from clients involved in controversial sectors

0%

Coal

0%

Arms

0%

Non-Renewables

0%

Tobacco

0%

Politics

0%

Religion

0%

Alcohol

0%

Gambling

Percentage of revenue from clients involved in climate conflicts

0%

Non-Renewables

0%

Private Cars

0%

Trucking & Shipping

0%

Iron, Aluminium & Steel

6%*

Concrete & Cement

0%

Aviation

0%

Chemicals & Petrochemicals

0%

Timber, Pulp & Paper

0%

Meat & Dairy

0%

Plastics

* BRIEF ACCEPTED FROM CONCRETE & CEMENT CLIENT

We worked with a global engineering and construction company to develop their innovative sustainable infrastructure story, after they signed up to the United Nations Global Compact. We equipped them with the skills and tools to have more impactful conversations with their clients about how to achieve their sustainability goals together. This is the only client we have worked with who directly impact any of the controversial sectors or climate conflicts.

THIS YEAR WE'VE BEEN LUCKY ENOUGH TO WORK WITH...



CONSULTANCY CLIENTS





STORY ACCELERATION PROGRAMME PARTICIPANTS

ACS Clothing	Digital Engineering	Ripple Energy
ACT Blade	draperBIOTECH	Rotaheat
ARR Rail Solutions Limited	eClouds	SEAB
Aceleron Energy	EcoSync	SERO
Advanced Infrastructure	Empiribox	Sage Qualifications
Aerocare Aviation Services	Equiwatt	Scene Connect
AirEx	Extreme Low Energy	Seamach Energy
Airponix	Feed Your Community CIC	Senergy Innovations
Alchemie Technology	Fernhay	Social Energy
AmpX	Grid Duck	SolarisKit
Animal Vegetable Mineral	Grid Edge	Stevenson Astrosat
Aseptika	HiiRoc	Studio Victoria
Atamate	Hydrolize	Surple
Bankenergi	Intrinsic Energy	Tekihealth Solutions
Bays Consulting	iPower Energy	Tepeo
Blockdox	LatchAid	The Hub Company
Boost Innovations	Management Networking	The Shellworks Group
Bright Idea Education	MyPocketSkill	underthedoormat
CEPRO	Naked Energy	VeeLoop
Caretek Medical	Neuville Grid Data	Ventive
Carnego Systems	Nudge Reality	WOMAD
City Science	Onorach Innovation	Wananchi
Connected Response	Plasma App	Wondrwall
Curtain Call	Pyrocore	YoYu
De-CO2	Q-Bot	YourTour
		Zeigo

WORKSHOP BENEFICIARIES

1.5 Degrees Live
Archaeology Scotland
Assynt Wildlife
East Methil 50
Environmental Funders Network
Extinction Rebellion Scotland
Fife Coast and Countryside Trust
Friends of the Earth
Friends of the River Kelvin
Glasgow Repair Cafe
Granton Community Gardens
Kids Gone Wild
National Trust for Scotland
RSPB
Scottish Badgers
Scottish Communities Climate Action Network
Scottish Environment Link
Scottish Wildlife Trust
Summerhall
Surefoot
Sustaining Dunbar
Sustaining Kirriemuir
The Hidden Mill
The Royal Zoological Society of Scotland
Transition Edinburgh
Trees for Life
WWF
Woodland Trust

**STRONGER
STORIES**

**STRONGER STORIES
GIVE PEOPLE THE BELIEF
THAT THEY CAN MAKE A
DIFFERENCE IN THE RACE
TO SHAPE A BETTER WORLD.**



Help good ideas get heard

strongerstories.org

hello@strongerstories.org

[@strongerstories](https://www.instagram.com/strongerstories)