

IMPACT © REPORT 2019

Design for Change



Why Report on Impact?

As a business we believe that our impacts on people and the planet are just as important as financial performance, and that it is important to share these.

An impact report is a public document that shows that it is possible to do good whilst doing good business, and shares how it has been achieved. It demonstrates our commitment to transparency and to being accountable to all of our stakeholders rather than just shareholders for our social and environmental impact, past and planned.

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Projects

Over the course of 2019 we worked with clients that ranged from inspirational start-ups to international businesses, and from charities to cooperative social enterprises. Every one was a triple bottom line project that proudly balanced people, planet and profit, and also included 40% of our work coming from fellow B Corps.

[Click the arrows to find out more about these selected projects](#)

Surfers Against Sewage

→ **Stopping plastic pollution.**

Barnardo's

→ **Found innovative ways to help young people live independently.**

Co Cars & Bikes

→ **Transforming travel through electric mobility.**



Surfers Against Sewage
Plastic Free Coastlines
Copyright: copyright@ianlean 2018



B Corporation

Leap has been a certified B Corp since January 2016 scoring 103pts. In January 2018 we re-certified with 112.4pts making us the highest scoring B Corp certified design agency in the world at the time.

The B Corp movement is a community of over 3,500 businesses across 75 countries that are committed to using business as a force for good and balancing purpose with profit. The B Corp vision is that companies will one day not only become the best in the world at what they do, but also be the best for the world.

This year we received Best For The World Changemakers and Workers Awards. This means we were in the top 10% highest scoring B Corps in the world.

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**Best For
The World
2019 Changemakers
Honoree**



**Best For
The World
2019 Workers
Honoree**





B Corp European Summit
Amsterdam September 2019



Grant for Good

Since 2004 we gifted our time and creative energy to good things. Every year we carve out creative studio hours for environmental and social projects through our Grant For Good. In 2019 we invested creative work equal to 11% of our annual turnover to environmental and social projects that made a positive impact in the world.

Amongst other things, we helped 300 female citizen scientists sail around the world researching and raising awareness of the ocean plastics crisis, made it possible for businesses to declare a climate emergency, inspired and guided the next generation of B Corps, and gathered together creative changemakers intent on doing good.

11%





Exxpedition
Around The World
All-female voyages website 2019

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Carbon Footprint

Leap's carbon footprint is broken down into categories, called 'scopes'.
A scope focuses on the emissions created by our business activities
that we have control or influence over, either directly or indirectly:

Scope 1

Direct emissions from owned or controlled sources within the business, such as any vehicles owned by the company, business travel, or central heating.

Scope 2

The indirect emissions of our electricity and gas bills - emissions created indirectly or off-site from the generation of purchased energy.




Scope 3

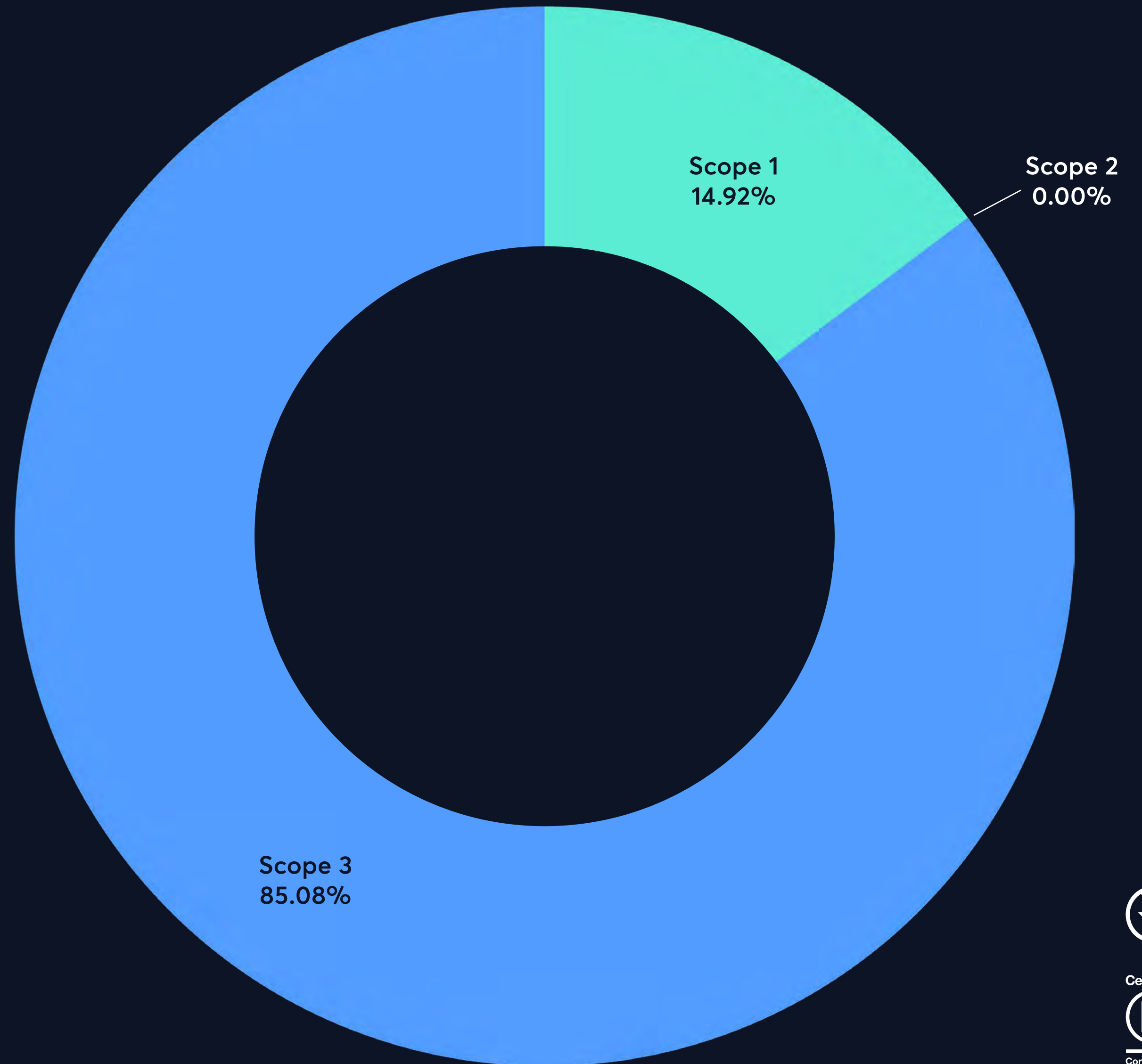
All the other indirect emissions from unowned or uncontrollable sources within the business - usually the greatest share of the carbon footprint, covering emissions associated with business travel, waste and water.



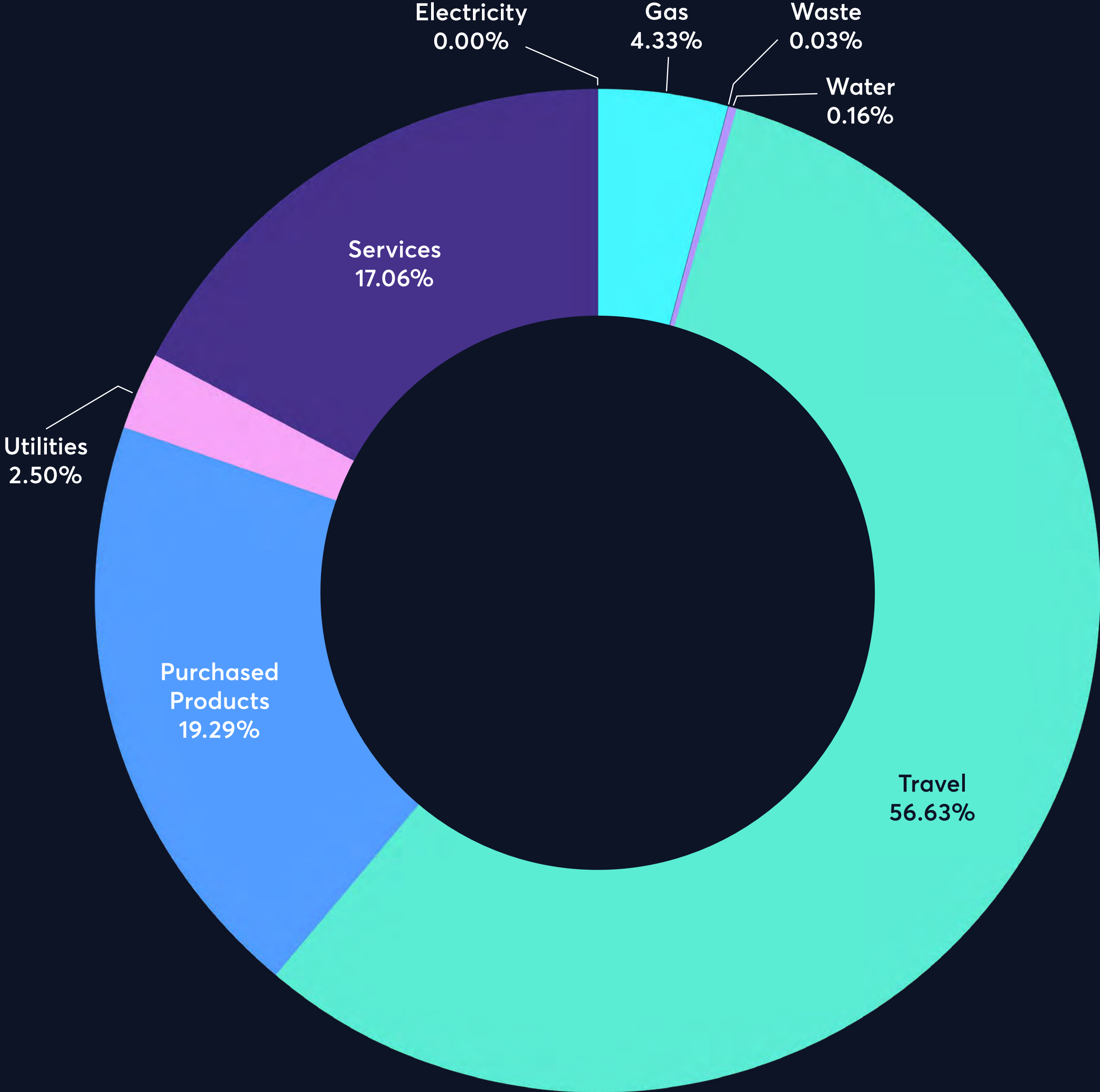
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Our 2019 Carbon Emission

Key	Scopes	CO ₂ E (Tonnes)	
	S1	5.44	
	S2	0.00	
	S3	31.01	
	Total	36.45	



Carbon Emission Analysis



Key	Activity	CO ₂ E (Tonnes)	
●	Electricity	0.00	
●	Gas	1.58	
●	Waste	0.01	
●	Water	0.06	
●	Travel	20.64	
●	Purchased Products	7.03	
●	Utilities	0.91	
●	Services	6.22	
			Total
			36.45

Ecosphere Plus

Investing in Global Communities

After minimising our carbon footprint, we offset what remains in several ways. In 2019 we worked with fellow B Corp Ecosphere Plus, supporting The Guatemalan Conservation Coast Project. Education and job creation for women and girls is the sixth most powerful solution to reversing climate change, and this project invests in local communities to tackle the economic and social drivers of deforestation by empowering and uplifting local women.

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Tree Planting Programme

As part of our additional carbon offsetting efforts we planted 2927 trees through Eden Reforestation Projects. These trees represent a double offset of our 36 tonnes of emissions that remained after minimisation, from scopes one and two, for our 2018/19 financial year.

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Eden Reforestation Project
Madagascar, Mangrove Restoration & Reforestation



Empower

Leap continues to support female-led businesses as part of our annual round of microfinancing, contributing to crowdfunding loans and capital in developing nations where access to finance is limited. In 2019 this led to four projects being financed.

Vietnam, Colombia Zambia & Senegal.





66.5 tonnes

of CO₂ saved by all of the websites that we hosted on our carbon neutral renewable energy powered servers in 2019*. That's the equivalent of driving a VW T5 Transporter van around the world almost ten times, or one person flying from London to New York and back 67 times.

We are working towards a world where the web is carbon-neutrally powered and 100% renewable. A sustainable internet. Currently the web contributes more than 200m tonnes of CO₂ than the global aviation industry.

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*Based on an average of 42,000 views per site, per year, compared to an average website.



Sustainable Studio

In August we moved into our new sustainable design studio in the heart of Truro. Relocating gave us the opportunity to design and define a sustainable design studio.

We reduced our team's CO₂ footprint from travel by 15%, saving 5.53kg/day. The new space improved wellbeing. We are also helping to create a creative eco quarter in the capital of Cornwall.

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15%



Certified



Corporation



Leap studio, Truro, Cornwall 2019



Showcasing Sustainability

Goodfest 2019

In May we co-hosted a two-day (carbon-neutral) festival at Bedruthan on Cornwall's north coast. Goodfest was billed as a 'creatives on the beach' festival, focused on using design and communication to inspire and create sustainable change. It was a festival for inspiration, reflection, collaboration and action, featuring over 30 speakers and attended by more than 150 individuals from across the country and representing a wide range of businesses and industries.

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Climate Strike

In September 7.6 million people around the world took part in the biggest climate mobilisation in history. On Friday September 20th young people across the UK took to the streets for the Global Youth Climate Strike, demanding urgent action from the world's leaders to address the climate crisis. Leap supported these actions and our team joined rallies and marches in both Truro and London. Alongside this we helped to launch www.businessdeclares.com

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Team

In 2019 we invested in twelve months of development coaching for our team. We also launched a new "employee perks" package that included a green energy incentive and climate perks such as two additional slow travel days.

Escape The City recognised Leap as one of the top 100 companies to escape to, and we were awarded a Best For The World Honoree Award for Workers by B Corp for the third year running.

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Goodfest 2019
From Behind the Lens



Net Zero!

In December 2019, during the UN Climate Change Conference COP25, we virtually committed to Net Zero 2030 alongside over 500 other B Corps.

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A Decade of Delivery

Let's Get to Work

We are constantly striving to go further with our commitments and goals, and to create the greatest positive impact through our work and activities.

We will decide upon our strategic sustainable goals using the United Nations Sustainable Development Goals framework, and share our experience through an SDGs workshop. We will regularly report on the progress we are making and our impact.

Leap will be a Net Zero business in two years, and Net Positive in five years.

Founder Matt will step into a new role, with two thirds of his time dedicated to creating change within the design industry and continuing his role as a B Corp ambassador.





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