

LEAP IMPACT REPORT

24 pages of purpose • 2022-2023
Made in the UK

A constant work in progress



Follow
[@madebyleap](https://twitter.com/madebyleap)

Contact
+44 (0) 1872 717880
info@leap.eco
leap.eco



WHAT IS B CORP?



Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency and accountability.

PAPER SPECIFICATIONS

We use the highest-quality paper suppliers for our publications. This year we've chosen Neenah Environment® Paper for both our cover and inside.

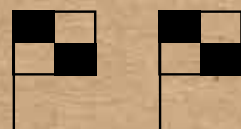
It has a minimum of 30% post-consumer fibres and sustainable raw materials, and is FSC, Green-e and Green Seal certified. Manufactured by the Neenah paper mill in Wisconsin, 90% of the water used in the process is returned to the Fox River. With various environmental and recycling initiatives, one of the oldest paper mills in America is ensuring the future of production with sustainability at the core.

The cover comes in the Grocer Kraft colour with a weight of 270gsm. The inside stock colour is Birch with a weight of 118gsm.

BEACH FLAGS

Always stay between the lifeguard flags but make sure you're in the right place.

For all surfcraft (surfboards, SUPs)



For swimmers and bodyboarders



OUR STORY

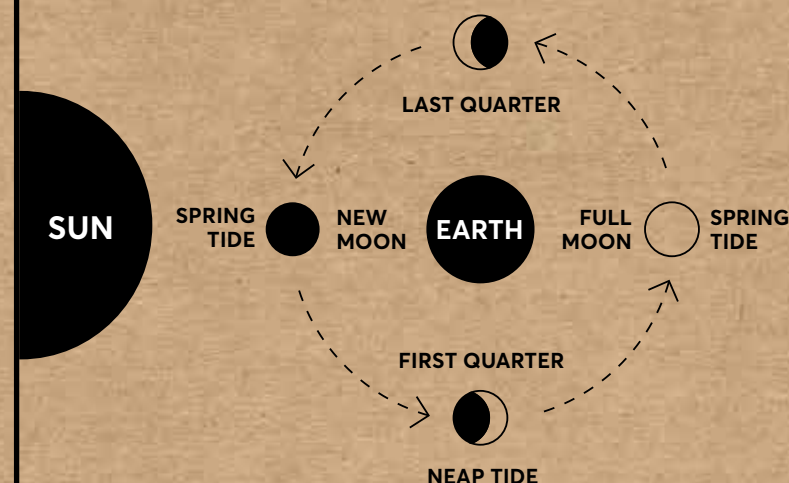
Inspired by the power of creativity to drive positive change in the world, Leap is a B Corp-certified creative agency founded in 2004. We use our skills and our platform to make a difference for planet and people in every way we can. Experimenting, failing, succeeding, moving forward and getting a little better every day. This impact report is our journal or logbook for the year, a constant work in progress. Taking inspiration from the classic Field Notes it's an "honest memo book worth fillin' up with good information".

Apart from our impact highlights and areas for improvement, you'll also find pertinent information should you visit our coastal Cornwall home nestled by the Celtic Sea.

WHAT ARE NEAP AND SPRING TIDES?

Spring tides occur twice each lunar month all year long without regard to the season. The gravitational pull of the sun is "added" to the gravitational pull of the moon on Earth, causing the oceans to bulge a bit more than usual. This means that high tides are a little higher and low tides are a little lower than average.

Neap tides, which also occur twice a lunar month, happen when the sun and moon are at right angles to each other. When this happens, the bulge of the ocean caused by the sun partially cancels out the bulge of the ocean caused by the moon. Meaning that high tides are a little lower and low tides are a little higher than average.



Ignite the creative change our planet needs



OUR PURPOSE !

With every project we take on, our goal is to actively contribute to making our planet a better place. We're collaborators, partnering with our clients to explore possibilities, act with creativity, and lead positive change. What's good for planet and people is good for business, anything else is short-sighted and short-lived. That's what creative agency means for us.

WHY WE REPORT OUR IMPACT ?

Yep, as a B Corp we're legally required to. But it's more than that; it's no good saying you're doing this or that without having the substance to back it up. We've always been about doing good while doing business and this is our chance to share the what and how of our impact. With full self-aware honesty taking stock to see where we're acing it and where we still have work to do. It's a story of trying, falling short, trying again, sometimes succeeding, sometimes not - but always learning and trying to do better.

NEW DIRECTION FOR OUR 20TH YEAR

2024 is Leap's 20th year in business and though our core remains the same, things change and evolve. We change and the world around us too. You can stand still or move forward. We used this time as an opportunity to re-examine who we are, our purpose and vision. What we want to see is a world of creative change; makers actively using their talent, purpose and position to make a better world. To focus on the values of togetherness, exploration, action and leadership (TEAL). As a team, our role is to ignite the creative change our planet needs. !

20 YEARS



Our impact highlights

TEAM HAPPINESS

It's been a tough year. Team happiness dipped from 71% to 63%. We're working on getting this back up.

63%

SDG PROJECTS

Out of 102 completed projects, 58% of our revenue came from work which directly tackled the Sustainable Development Goals (SDGs), down from 67%.

58%

BUSINESS ACTIVISM HOURS

Time dedicated to changing our industry and business community, including Goodfest, Anthropy, Blue Earth Summit.

2,100+

CLIENT HAPPINESS

Our clients gave us an average rating of 9.3/10 in our annual feedback survey, up from last year's 8.8. We're very proud of this figure but there's always room for improvement. The team will continue to prioritise relationship building, proactive action and going beyond the brief to ensure we maintain and improve on that number.

9.3/10

CARBON EMISSIONS

Our carbon emissions increased from 13.309 to 16.130 tCO₂e. This was mainly due to more business travel to meet with clients, partners and events. For emissions we've been unable to reduce, we always triple offset these with local partners.

+21.2%

GRANT FOR GOOD

Every year, we gift pro-bono hours to environmental and social impact projects. In 2023, this equated to £53k or 7.5% of turnover, compared with 6.1% the previous year and well over our minimum 5% yearly commitment.

£53k

Our B Corp journey

Our journey to becoming a B Corp started back in 2013. Leap already had various environmental practice accreditations but we were looking for something that encompassed everything a business could do to have a positive impact on people and the planet.

As soon as B Corp landed in the UK, we joined the first cohort back in 2015/16. Since then, we've been huge advocates of the movement, playing a pivotal role in the growth of the UK B Corp community. Matt became part of the initial ambassador programme and trained to become a B Leader. Simon has since trained as a B Leader as well. We've also supported many events, like B Inspired London, providing pro-bono design and digital campaign collateral. It would be fair to say that Leap, and in particular Matt, has influenced the majority of B Corp businesses in Cornwall

to join the movement. Individually, we've helped over 50 agencies on their journey. And in 2023, we launched the B|23 B Corp programme together with Wildanet sparking impactful change throughout the Cornwall business community. The programme has been a huge success with two cohorts and a total of 42 businesses so far, making it the biggest programme of its kind.

We continue to use the B Impact Assessment (BIA) framework to set goals and targets to improve impact, and review on a monthly basis. This continual improvement saw us being recognised as the best for the world in 2017 and 2019. We were disappointed that our scores went down rather than up in our 3rd recertification. Since then we've looked across all the pillars and identified our key goals to improve our impact in the coming year. As we gear up to the 2024 recertification process, our current working score is 128.4.

Our B Corp score 110.6

Community 32.1

Customers 30.6

Governance 18.9

Environment 17.9

Workers 11.1

50.9

Median score for ordinary businesses

80

Qualifies for B Corp certification

Benchmarking Our Impact Performance

B Corporation	2016	2018	2021
Governance	8.3	14.7	18.9
Workers	33.4	37.4	30.6
Community	28.4	36.5	32.1
Environment	32.7	19.8	17.9
Customers	0	4	11.1
TOTAL	102.8	112.4	110.6



Impact change index

For us, B Corp certification and impact reporting are tools for continuous improvement. A system to measure against, holding us accountable and nudging us to act responsibly in all areas of the business.

This chart compares the year-on-year data we use to measure our impact across the triple bottom line. It highlights any areas we need to focus on to do the best for our team, our clients and our planet.

Benchmarking Our Impact Performance

B Corporation	2016	2018	2021
Governance	8.3	14.7	18.9
Workers	33.4	37.4	30.6
Community	28.4	36.5	32.1
Environment	32.7	19.8	17.9
Customers	0	4	11.1
TOTAL	102.8	112.4	110.6

Team wellbeing

Grant for Good

Sustainable Development Goals
Projects with a direct SDG impact

Carbon emissions
Across scopes 1, 2 and 3

Carbon offset

Renewables

Team

Pro-bono hours

Turnover

Projects completed

Volunteering days

LEGACY DATA

2020-21

81%

6.4%

73.1%

14.817 tCO2e

28 tCO2e

100%

11

200

£567,067

120

1 day (one team member)

COMPARISON YEARS

2021-22

71%

6.1%

67%

13.309 tCO2e

40 tCO2e

100%

12

376

£683,403

99

8 days (across 60% of the team)

2022-23

63%

7.5%

58%

16.13 tCO2e

50 tCO2e

100%

12

443

£707,700

102

10 days

% DIFFERENCE

-11.27%

+22.95%

-13.43%

+21.2%

+25%

0%

0%

+17.8%

+3.6%

+3%

+25%



Our team

We do our best work when we're happy, healthy and feel part of something bigger. Human and business interests overlap here: investing in our team is the right, as well as the enlightened thing to do.



GOVERNANCE

Governance is admittedly not the most exciting sounding word, but bear with us. We see governance as organic, malleable and to do with how we make ourselves more accountable, transparent and democratic. With that in mind, for the last few years we've been examining the option of becoming an Employee Ownership Trust but found that, for now at least, it's a process which demands too great a financial commitment. In the meantime, we're working on creating an executive board as a starting point for this process.

WELLBEING

We're actively working on ways to raise the team's happiness again, so it's closer to the 85% we recorded in 2021, rather than 2023's 63% rating. As well as getting input from the team on how we can achieve this, we also had one team member qualify as a mental health first aider.

GENDER

Women once again make out the largest portion of team members with 54.5% identifying as female, 36.4% male and 9.1% prefer not to say. In senior roles, it's a 50/50 split.

Because of the size of our team and lack of equivalent roles, producing data on any gender pay gap isn't really relevant or useful. But all roles have clearly established pay grades and progression paths applicable to all team members regardless of gender.

VOLUNTEERING DAYS

This is an area where we've seen really good progress: In 2021 only one day was taken across the team, rising to eight in 2022 and reaching a total of ten in 2023.

DIVERSITY & INCLUSION

Diversity and inclusion is an area where we're still learning, with much room for improvement. Cornwall is also one of the more monocultural regions in the UK. Our team is 75% White British and 25% Other White. Of those that chose to answer, 77.8% are heterosexual and 11.1% bisexual.

On a scale from 1 to 5 (1 is Strongly Disagree, 5 is Strongly Agree) the statement "Leap really values diversity" scored 3.9, so we have some work to do here. Challenges with ethnic diversity in Cornwall and socioeconomic diversity in the hiring pool for the creative industries in general need to inform how we deal with this.

TRAINING

We invested £4,401.65 in training, another figure we want to see continue to rise.

WORK/LIFE BALANCE

Last year we set the goal of reaching 75% for this figure after seeing a bit of a dip. In the end, we landed on 74% for 2023.

PROFIT SHARE

This year we didn't reach the criteria to share profit, so we're looking at other ways to reward the team.



What's next?

Unfortunately the challenges of 2023 hampered our ambition for the team impact area. Things are looking up for this year and we'll put renewed effort into training opportunities and ways to recognise the phenomenal work the team produces. A healthy work/life balance is essential for human sustainability and we'll make this a priority to keep increasing this number. We'll also seek advice on ways to improve ethnic diversity.

Our footprint

This area is **hugely important**, but it's also one where there's been lots of variables and change. 2020's enforced home-working habits became the following years' home/office hybrid. There's also the tricky, recurring question of face-to-face meetings with clients: their importance in building relationships pitched against their impact. So far, three of the team have gone through carbon literacy training and the plan is for the whole team to be trained, to help us make **better decisions**.

OUR CLIMATE POSITIVE PLAN

Our ultimate goal is to be climate positive across our suppliers, community and clients. But in full transparent honesty, for the last couple of years we haven't moved forward on this goal at the pace we would like. Going into our 20th year in business, this will be a **priority**.

OUR EMISSIONS

Once again, we had no Scope 1 emissions as we no longer have a company vehicle. Total emissions across Scope 2 and 3 were 16.13 tCO₂e, which is an increase of 21.2% on the previous year, mainly due to getting out and about more to meet with clients, partners and events.

OUR OFFSETS

In 2022-23 we triple offset our emissions with partners like Eden Reforestation Projects and Plant One Cornwall to increase tree cover and create thriving habitats in our region and beyond. These offsets equate to **50 tonnes of tCO₂e** plus trees planted locally.

OUR LANDFILL

Because of household waste processing efficiency vs. that of business waste, we've decided to take home any rubbish from lunches. It also makes us think more carefully about the waste we produce.

What's next?

Finding ways to reduce our impact always has to come before offsetting. But for what we do offset, we want to have maximum positive impact, which is why we choose mangroves and planting locally with Plant One Cornwall CIC. Our county has only 9% tree coverage, which is below the national average, and Plant One Cornwall is doing an amazing job at combating this. We're also continuing to be tough on ourselves when it comes to travel, carefully weighing up when the positive impact of meeting face to face outweighs the negative impact of travel.

Our clients

We work with people and businesses that also put planet and people first. While sustainable design and strategy is always shifting, we don't drift with the flow; we steer the ship in the right direction. That's what our clients expect and the planet needs.

CLIENT SATISFACTION

Things are looking great. This year's rating of **9.3/10** is one of our strongest yet. In addition to our proactive and nimble way of working, creating a nature-based experience that sparks fresh thinking is one way we hope to maintain and improve that number.

CLIENT SECTOR BREAKDOWN

We maintain a good split across sectors. We found that **48.53%** of our clients were corporate, down from 79%. Our Charity/Foundation/NGO work rose from 13% to 39.20%, making a direct positive impact.

GEOGRAPHICAL BREAKDOWN

Geographical distribution of clients is similar to previous years: local work makes up **52%**, while national sits at **25%** and international at **23%**.

What's next?

We strive for a high standard of service for every one of our clients, so it's very important to us that we track and monitor the client experience. We get good feedback from our clients from our annual client survey but the number of respondents completing it is dropping. So the aim this year is to continue to send surveys to clients immediately after project completion, with an anonymised and very simplified Typeform survey sent to all at the end of the year to make it easier for clients to fill out.

Planet and people positive projects

We're choosy. In making sure that all our projects are planet or people positive (ideally both), we sometimes have to refuse new business that doesn't fit that description. We measure the impact of jobs against the UN's Sustainable Development Goals and aim to continue to improve this measuring in the future.

In the past year, we've noticed increased demand for purpose strategy and conceptual thinking. Through our clients and projects, we've learnt about fascinating and important topics like digital democracy, sustainable farming techniques, marine conservation, the possibilities and importance of diversity in space, groundbreaking new materials for future technology, nature-based solutions and the financial value of nature, and so much more. Many of these new working relationships continue to evolve into the new year with measurable impact to be proud of.



A constant work in progress



Project impact highlights

In 2022/23 we completed

102 PROJECTS

58%

of those projects directly tackled the SDGs. This is a reduction from the previous year (67%)

One blue voice, a campaign for ocean rights with ocean race achieved:

32,000 signatures from 178 countries

Draft principles for a Universal Declaration of Ocean Rights made it onto the agenda at the 78th UN General Assembly

Digital carbon footprint reductions



Digital Action website saw a

92.5% ↓
REDUCTION

in homepage carbon footprint and a 90.9% reduction in page weight

Forster website saw a

61.7% ↓
REDUCTION

in homepage carbon footprint

UK Space Agency's STEAM tour Space for Everyone

160,000 YOUNG PEOPLE engaged with the tour over its 5 month journey.

93% of attendees reported an **IMPROVEMENT** in their understanding of the diverse career opportunities within the UK space industry.

THE TOUR WELCOMED
130 school, youth and community organisations with educational experiences.



Business activism!

Leap, and Matt in particular, have been business activists right from the start. It's in our company DNA and we're not planning on changing that.

Whether it's sparking change and conversation within our local business community, raising the bar for creative agencies in general or getting involved in conservation and community projects - it's how we roll. Matt now devotes 80% of his time to change-based, non-client-related activities.

In 2023, these activities added up to over 2,100+ hours dedicated to changing our industry, community and planet.

What's next?

Stuff needs to happen. Quick. For 2024 and the years to come, we're focusing on our purpose of igniting the creative change our planet needs. Both for what we do at Leap leading by example, the collaborative action that we spark in the community, and supporting our clients in their ambitions. Always learning and exploring better ways to do what we do.

Goodfest

The festival of creative conversations, inspiration, ideas and actions, co-founded by Matt, was back for its fifth year. There's something about gathering with the big blue ocean as a backdrop that brings a different energy to conversations about our impact on the planet and each other. Time spent in nature seems to sharpen focus both inward and outwards, and connect us with the bigger picture. 150 people, including the Leap crew, spent an amazing couple of days recharging their creative change-making batteries. This year, we opened up the possibility of Goodfest events beyond Mawgan Porth with a publicly available Goodfest toolkit.



Anthropy

Anthropy brings together leaders to collaborate and ultimately shape a better future. Our shared issues of poverty, climate change, human rights and equity were the focus of three days with hundreds of talks and discussions across the Eden project site. Matt ran a Good Connections event and hosted a panel discussion on 'Bringing the Rainforest Home' with friends at Plant One Cornwall.

Blue Earth Summit

This year's summit was bigger and busier than ever. Matt, Verel Rodrigues and Charlotte Sewell held the first ever Uncomfortable Conversations event at the Blue Earth Summit. It was great to see so many join the conversations, hold space and get uncomfortable. We also loved amplifying our clients Ocean Conservation Trust and Captain Paul Watson Foundation UK as they took to the stage to share their work.



We declared a climate, ecological and social crisis

The words 'climate change' and 'social disparities' don't accurately describe what we're dealing with - what we're facing is a full-blown crisis. That needs to be acknowledged by using the right words and followed up with action to match.

The scientific consensus is clear. We've run out of time and must act now, together. As well as officially declaring a climate emergency for our own business, we also helped design and build the Business Declares website. Matt was one of the founding partners and joined outside parliament in September 2019 when it was launched.



↑
CUTE

Since then, we've been key supporters of several campaigns including;

Make My Money Matter: Don't Bank On It

We were a founding signatory calling on the big five high street banks to stop financing fossil fuel expansion. All Leap pensions are non-fossil fuel invested and ethical. YAY



Queue for Climate and Nature

We collaborated with Business Stand Up and friends to launch the first ever Queue for Climate and Nature.

Matt and over 300 other business leaders joined the queue to sign an open letter, calling for accelerated, authentic action on climate and nature from UK political parties. The open letter reached 2,000 signatures, and was delivered to No 10 Downing Street and Parliament in November, in the lead up to COP28.



The Big One

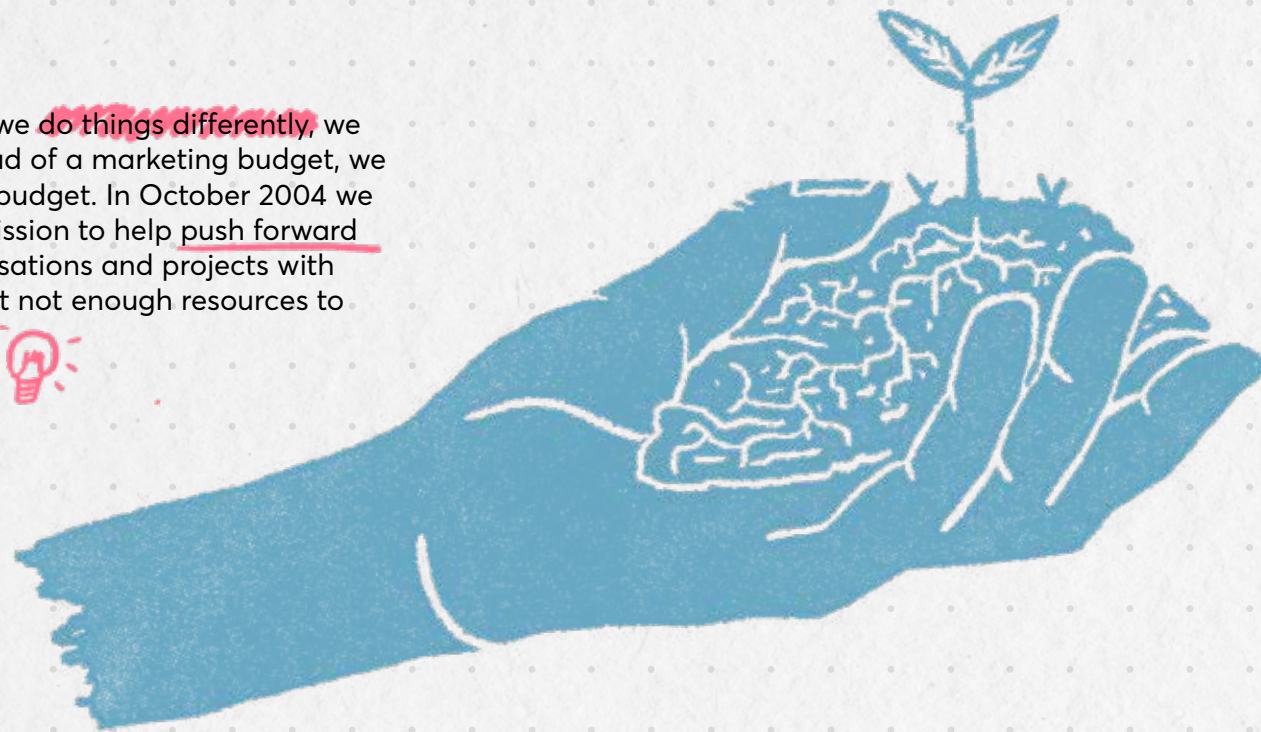
Leap was a Business Declares partner of The Big One - a major gathering outside Parliament, initiated by XR with the goal of bringing 100,000 people together in Westminster. Matt and over 350 other business leaders joined Business Declares at The Department for Energy Security and Net Zero to join the call against the government's plans to license new fossil fuels. We also designed and produced the Time for Change branding.



This year Leap also signed Stop Ecocide International's business and finance open letter, urgently calling on governments to introduce an international law and make ecocide a criminal offence.

We do things differently

When we say we do things differently, we mean it. Instead of a marketing budget, we have a giving budget. In October 2004 we made it our mission to help push forward causes, organisations and projects with great ideas but not enough resources to realise them.



£550k

At the time of writing, we've gifted over £550k in creative time, projects, and impact through our Grant for Good.

Grant for Good

The value of 2023's Grant for Good - pro-bono hours gifted to environmental and social projects - was £53k, or 7.5% of turnover. We're exceeding the 5% minimum figure we aim for, but hope in coming years to work with more (and more diverse) startups to help amplify their messages. Projects supported this year include:

MOSA

We supported an exciting startup championing a net-zero urban future, one bike ride at a time. Mosa are helping get more people on their bikes by removing barriers like heavy locks and worrying about parking and security with their smart docks. We, like Mosa, believe that cyclists have the power to transform cities for the better. Leap donated time towards developing Mosa's vibrant visual identity and logo mark as well as crafting their brand narrative and tone of voice.

SEA SHEPHERD UK / CAPTAIN PAUL WATSON FOUNDATION AKA NEPTUNE'S PIRATES

Sea Shepherd UK came to us with big ambitions for a campaign calling for an end to the brutal gindadráp pilot whale hunts in the Faroe Islands while undergoing big organisational changes - including a new name. This work is still ongoing for media fundraising rounds in 2024.



The past year

2023 was a tough year in a tumultuous decade. We had to make some transitional decisions as a business going into our 20th year of designing for change and refocus on our new promise to ignite the creative change the world needs. There have been ups and downs like the natural cycles, but we've been lucky - and lean, and resilient. We've weathered storms while keeping everyone onboard and even added to the spaceship Leap crew this past year. We've been able to carry on giving and sharing. Our Grant for Good, has now exceeded half a million given to social and environmental impactful projects since Leap was founded.

Our internal experiences also exist within the bigger global political game of chess. Right now, it feels like an old type of leadership is still hanging on and a new type of leadership that champions the planet as well as people is waiting to break through. As we go into this Year of Democracy and election supercycle, we have an opportunity to leave a lasting positive legacy for multiple future generations. It's an honour to continue to work with clients that directly protect people, democracy and elections, and others that push climate and a fairer future to the top of the agenda.

We will continue to look to nature for guidance, inspiration, and accountability. Nature is our client, teacher and our playground. Both Simon and myself are deepening our learning on nature-based leadership in the coming year. And we seize every opportunity to get the team,



clients and partners outside because we have experienced the cycle of positive impact that time spent in nature can trigger.

I'm excited to see how our personal and business activism can grow in the coming years and open up more of those uncomfortable conversations we brought to the Blue Earth Summit.

The main thing is we've got to keep improving. We've got to keep experimenting. We're immensely proud to be part of the B Corp community, but it doesn't define us. We've been doing all this stuff since day one.

Let's work together.

Let's ignite hearts and minds - local to global.

Let's go.

Matt Hocking, Leap founder



A constant work in progress



SOME MORE USEFUL INFORMATION

WHO WE ARE

We've been passionate about working sustainably since long before it was cool. Every project we've delivered doesn't just meet the client's business goals, it helps make the planet a better place - either directly or by changing the way a business thinks and works.

And we've not kept that knowledge a secret. We pride ourselves on sharing what we've learnt with the rest of the industry - helping define and develop a model for sustainable design, and working with creatives across the world to ensure design remains at the forefront of change.

We are committed to building a better future: one that is progressive, collaborative and thoughtful.



OUR FAVOURITE CORNISH SURF SPOTS



- | | | |
|------------------|----------------|-----------------|
| 1. POLZEATH | 5. CRIBBAR | 9. PORTHMEOR |
| 2. WATERGATE BAY | 6. PERRANPORTH | 10. PORTHLEVEN |
| 3. NORTH FISTRAL | 7. PORTHTOWAN | 11. PORTHCURNO |
| 4. SOUTH FISTRAL | 8. GWITHIAN | 12. SENNEN COVE |

TO WETSUIT OR NOT TO WETSUIT

WATER TEMP	WETSUIT THICKNESS	HOODS	GLOVES	BOOTS
18-24°C	1/2MM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12-18°C	3/2MM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9-12°C	4/3MM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6-9°C	5/4MM	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
0-6°C	6/5MM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

A handy guide to know what wetsuit thickness to rock the next time you jump in the sea!

WANNA KNOW MORE?

If you'd like to know more about Leap's commitment to using our power to inspire change, we annually disclose any climate conflicts in our Disclosure Report: leap.eco/climate-disclosure

For more on our Climate Positive Plan: leap.eco/net-zero-is-not-enough

For more on our Sustainable Development Goals initiatives: leap.eco/un-sustainable-development-goals

For more on Impact Reporting best practices visit our blog series: leap.eco/category/impact-reporting

For our Impact Reporting archive visit our impact page: <https://leap.eco/our-impact/>

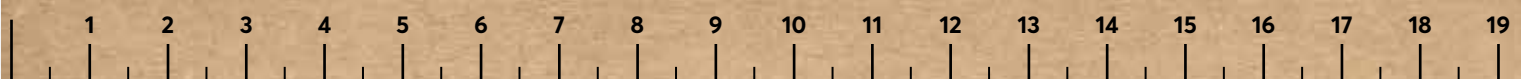
A global archive for business impact report sharing, research and inspiration we put together: <https://impact-reporting.com/>

If you'd like to keep up to date with the news from our studio, please sign up to our newsletter: <http://leap.eco/>

IN THE EVENT OF MISPLACEMENT

Please return to Leap, Old Bakery Studios
Blewetts Wharf, Malpas Rd, Truro TR1 1QH

IN CASE OF EMERGENCY RULER





FOLLOW

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

CREATIVE

Design by Leap collaborator
Courtney Flannagan.
Direction & production by Leap.