

LEAP

Leap Impact Report | 2019-2020

*What difference
do you want
to make?*



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**Design
for
Change**



Our year at a glance:



17,211 trees
planted
+ 1 hectare
mature rainforest
protected equal to
1255.76 tCO₂e



16
Hours of pro-bono
business support



61%
reduction in our
emissions
to 14.28 tCO₂e
(Scopes 1, 2 and 3)



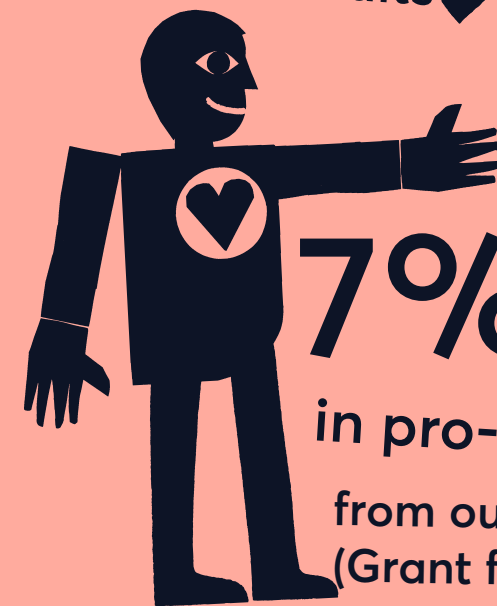
Climate
Positive Plan
to Science
Based Targets



100%
renewably
powered
team



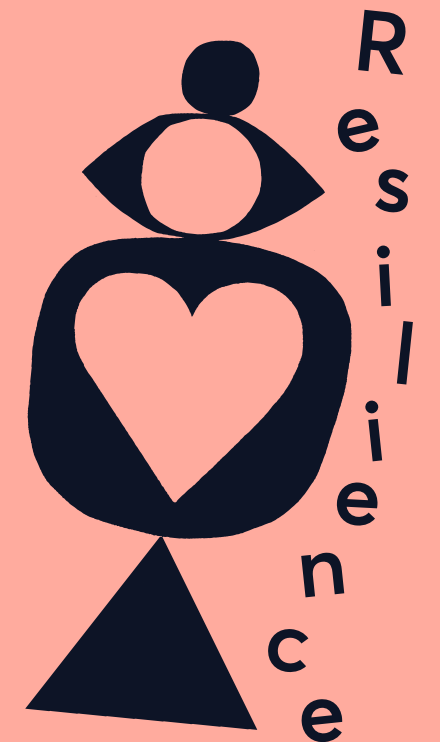
Creative support
to feed 70,000
NHS workers



Furloughs
Redundancies
Wage increases
Two new recruits
7% of turnover
in pro-bono creative
from our Giving Budget
(Grant for Good)



Team
well-
being
69%
happy team



10%
increase in
turnover
£465,895

Why we are here

A creative catalyst

As the first design agency in the UK to become a certified B Corporation, we've always believed creativity is the ultimate catalyst for positive change.

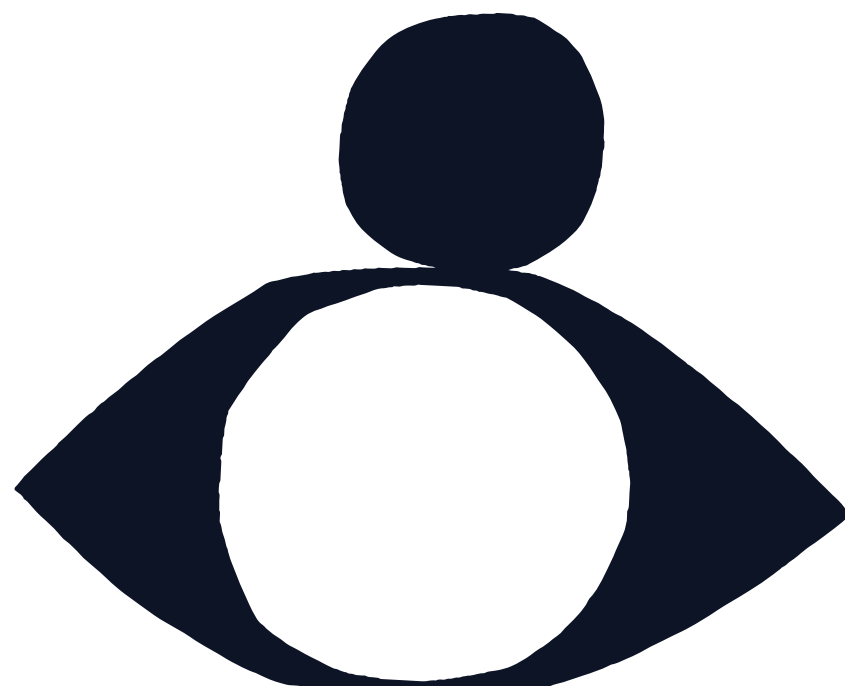
From clearer purpose to bolder targets, B Corp certification means doing better business that has a bigger impact, something we've done since day one of Leap in October 2004.

But with the pandemic bringing the world to a halt in 2020, we needed to call on our deep-rooted reserves of resilience, positivity and hope to adapt and continue using our creativity as a force for good.

We found ways to carry on doing business in a considered, collaborative and community-focussed way and used the enforced pause as an opportunity to make seismic changes in our behaviours and actions...

We've been passionate about working sustainably since long before it was cool. Now, we want to continue to share our approach with the entire industry and beyond. To redefine the design process to benefit people, planet and profit.

While we're still a work in progress, here's how we're designing for change in all that we do.



Starting conversations. Pushing boundaries. Inspiring action.

Every project we deliver doesn't just meet a client's business goals, it helps make the planet a better place. We bring creative energy, optimism and boundless 'what if?' thinking to every brief. And we build in sustainability from the start.

We balance profit with purpose.

Every year, we invest at least £25,000 in design hours to environmental and social projects through our creative funding pot, Grant for Good. Basically, we don't have a marketing budget we have a giving budget.

Our reach is global.

We work with like-minded clients across the world to ensure positive-impact design is at the forefront of global growth. In 2020, we increased our international client base to 37% of all our work – taking Leap's green design ethos from Cornwall to Chicago to Colombia.

We're anti climate apathy and pro climate positivity.

In 2020, we reduced our CO₂ emissions from 35 tonnes to 16 tonnes. We also empowered our team to switch to renewable energy and ethical pensions.

We forge creative collaborations.

From Fairtrade chocolate pioneers to organic clothing, British staycations to ending world hunger, our clients range from dynamic start-ups and large multinationals to global and local charities. Many are B Corps. This year, we strengthened those partnerships, with over 50% of our business coming from B Corp companies.

"Finding inspiration from my surroundings", Nathan Lance

We believe in creative activism, harnessing the power of design and inspired thinking to spark meaningful action against the starkest threat to humanity: climate breakdown.

Across the globe, forest fires are raging and flood waters rising. The scientific consensus is clear: time's running out and we must act now, together.

That's why, in September 2019, we officially declared a climate emergency, joining a network of businesses determined to act on the environmental crisis. We reinforced our commitment (pledged) to use our work to help turn the tide on ecological breakdown – empowering other companies to do the same by sharing knowledge and leading by example.

Just as the first trees we planted in 2004 are only now approaching the halfway mark of their carbon-absorbing lifespan, we know progress doesn't happen overnight. But this is the kind of long-haul journey we can get on board with.

What we bring to the table:

Change is our happy place; a state we constantly occupy. By forever reading, watching, listening, asking, talking, thinking and collaborating, we're endlessly seeking out ways to do better and amplify our impact.

Since we started, we've gifted almost half a million £GBP in pro-bono creative hours. In 2020, our founder Matt helped us reach this milestone by giving over 160 hours to free helpful conversations for guiding businesses on better ways of working.

We want to shake up the standard capitalist view of success that is so clearly broken. So, we adopt a more holistic lens. Success for us is working with happy people, who we're able to support through life's ups and downs – from losing a loved one to starting a family.

Whether it's firing up creative minds at beach-side gatherings or bringing B Corp interested Cornish businesses together at inspiring virtual events, we keep our clients' spirits high; benefiting their brands and triple bottom lines.

In December 2019, at the UN Climate Change Conference COP25, we virtually committed to Net Zero 2030 alongside over 500 other B Corps. This year, we've been fine-tuning exactly how we're going to make this happen.

We're working towards a world where the web is carbon-neutral and powered by 100% renewable energy. As a co-creator of the Sustainable Web Manifesto, for nearly two decades we've been dedicated to making all of our online work as clean, efficient, honest and regenerative as possible.

*Change is our happy place;
a state we constantly occupy.*

what we believe in

Why report on impact?

As a certified B Corp, we're legally obliged to chronicle our company's impact on people and the planet alongside profit. We call it profit for all!

But the reasoning behind reporting goes deeper than that.

Sustainability can feel shrouded in secrecy, but there's no secret in what we do and how we do it.

Impact reporting invites open conversation.

Whether it's engaging case studies or exacting data, impact reports give us a chance to show that it's possible to do good while doing good business.

B Corp certification and impact reporting place us in an ever-improving cycle and forward-thinking framework. It lets us check in on our progress while actively shaping and challenging the 'what's next?' of our business.

Crucially, it holds us accountable and prompts us to keep doing things the right way, with no short-cuts in sight.

*Impacting reporting invites
open conversation.*

"Sharing a sublime Cornish sunset with my family", Helen Johnston

The biggest issues



At Leap, we don't just talk about doing good. We keep pushing ourselves to make a difference – to show the world there is another way to design.

But our work is only as pioneering as the people behind it.

Our achievements are thanks to a talented team bringing a swell of positive energy to everything they do.

We put legendary conservationist Jane Goodall's quote to the team and invited them to respond:

"What you do makes a difference, and you have to decide what kind of difference you want to make."

- Jane Goodall

"Taking action - joining my first climate strike", Simon Thomason

"I'm passionate about the ocean, it is not only my playground, it is an extension of my soul. When you care so much you want to do everything you can to protect. Just like the love for your children, you don't make excuses, you just try your best to make any difference."
– Simon, Managing Director

"I was privileged to grow up in the countryside, by the sea, and am passionate about the power of the great outdoors on our wellbeing. I want my children to be able to run in green fields and breathe clean air, always. I want to make whatever small difference I can."
– Helen, Client Services

"I want to be able to count myself as part of a movement. A contributor to a global collaborative consciousness. Protecting the planet and positively empowering people. Self admittedly very grandiose objectives for a creative, but everyone has the potential to make a difference."
– Nathan, Creative Director

"I love the mountains. They are awe-inspiring environments. They are also places to find solace. An escape into nature from the tech-rich world. I want a planet that respects places like this and works hard to secure them for future generations. I'm confident that by working together we can inspire change for a more sustainable future for all."
– Nick, Senior Sustainable Web Developer

"I want to leave my mark on this planet by saying I did something, when the world was in crisis, I was part of a movement that helped bring it back to better health. As a collaborative, we can build back better and create a more positive, sustainable future for generations to come."
– Imogen, Content Creator

"To wake up every morning knowing I live in one of the most beautiful and nature rich parts of the country is something I don't take for granted. To put even a small bit of time aside each day to ensure it's here for future generations to appreciate is more important than ever."
– Corey, Sustainable Web Developer

"I am fortunate to have always lived in a beautiful place, on our beautiful planet. I wish the same for future generations. It's imperative we all play our part to make positive impact."
– Claire, Finance and Sustainability Manager

"I want to be able to say that I am part of a generation that has come together, combining our skills from across the globe to find solutions that will create a more sustainable and overall better world for years to come."
– Chevonne, Junior Eco Designer

"I believe that even small differences can have a considerable impact on helping protect our beautiful planet. I'm very lucky to have grown up near the sea and countryside. I want my children to enjoy this like I have and still do."
– Becca, Studio Manager, Senior Digital Designer

"To see the global creative sector take true responsibility for it's actions and output as a catalyst for change."
– Matt, Founder and Creative Sustainability Officer

we care about

for design change

All change starts with an idea. The role of creatives is to amplify those ideas and move hearts and minds!

Amplifying great ideas

Design affects everything. Take this past year: from washing hands to wearing a mask, social distancing to staying positive, design played a pivotal role in getting the message across in the midst of a global health crisis.

Design shapes our health, our sense of self and our environment. It persuades, informs and empowers. From unbridled joy to tearful reflection, good design can evoke extraordinary depths of emotion.

And from emotion, comes change.

We've been designing for change from day one. That state of flux and transformation is in our DNA. That sense that there's always room for improvement is what fires us up to forge ahead and find fresh perspectives.

With thoughtful design as our tool, we're working to change behaviours, change materials, change outcomes, change futures – change for the better.

We want to build a design future where every pixel is powered by renewable energy and every sheet of paper is recycled. And as a signatory of the Sustainable Web Manifesto, we're busy working towards the goal of a greener, more efficient and regenerative internet.

In 2020, we pushed ourselves to do more to show the world there is another way to design.

Whether it's supporting change-based projects for environments and people through our Grant for Good (p18) or creating a bold design experience for businesses brave enough to go further. From striking branding to savvy low-carbon website building, we offer a full range of digital services, delivering design that is considered, cutting-edge, renewable-powered and carbon-neutral.

To be able to generate hope and engender action through creativity is a real honour – but it also brings great responsibility. So, we're always asking what we're doing and why we're doing it – making sure we're making choices that work for our clients, the planet and everyone on it.

All change starts with an idea.

The role of the creative is to amplify those ideas and move hearts and minds!

Together, we want to make Design for Change one of the defining ideas of this decade.

10% growth

We're proud to have achieved a 10% growth in our turnover, which meant we could deliver a more positive impact for people and planet through our triple bottom line business model. We believe doing things right makes good business sense.

144

Projects completed.

From local to gobal

35%

Local

42%

National

23%

International

No furloughs. Just wage increases.

Our creative highlights

This year saw a true diversity of clients and changemaking projects

Before the pandemic hit, our year was already challenging with a relatively quiet winter. But we were lucky to show our resilience and we delivered some inspiring projects across spring and summer, all while working from home. We were also fortunate to be able to collaborate with our fantastic B Corp friends at Don't Cry Wolf on two major projects. We're so proud of what we achieved.

01. N26

Co-creation of a global educational campaign: The Big Banking Chat

02. Orgvue

A re-brand for an organisational design, planning and analytic workforce tool

03. My Plastic Diary

Animation to raise awareness of an app-based impact lead innovation startup

04. Forster Communications

A brand evolution to allow this social change agency to amplify their impact

05. Innocent Foundation

A low-carbon website to amplify the SDG 2 for a world with zero hunger by 2030

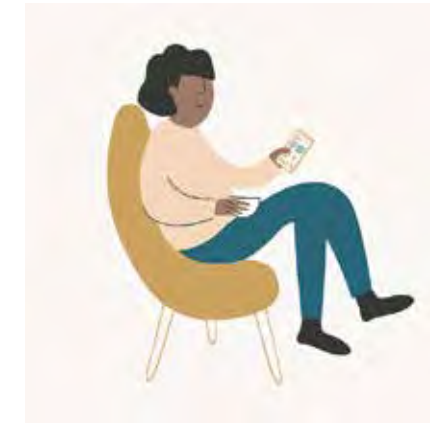
06. Barnardo's - LifeLabs

A co-design project to help care experienced young people live independently

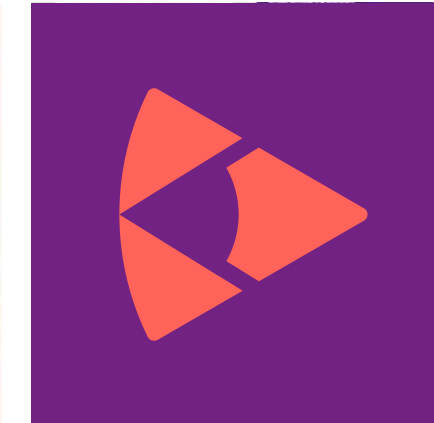
07. Banc

An ethical recruitment platform and brand to help level out the playing field

01.



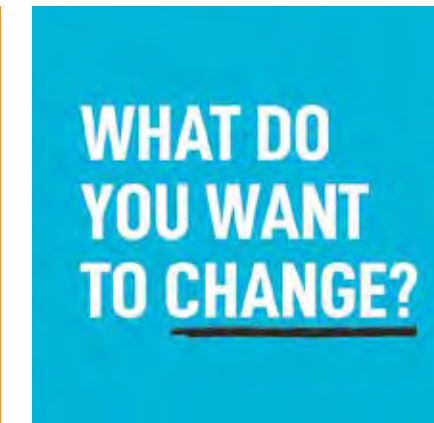
02.



03.



04.



05.



06.



07.



Business Impact Assessment

"North Coast sunset tides out", Matt Hock

Good businesses do good

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

Certified B Corps are a new kind of business that balances purpose and profit. We are legally required to consider the impact of our decisions on our team, customers, suppliers, community, and the environment. We are a community of leaders driving a global movement of people using businesses as a force for good. The B Corp movement is a community of over 4000 companies across 77 countries 153 industries with one unifying goal. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

From speedier progress to superior standards, B Corp certification promises a brighter, interdependent future for our planet.

So we're stoked to see (and excited to work with) all the incredible companies joining the B Corp community – with a good chunk of them based here in Cornwall. Home to an ever-growing array of studios, start-ups and eco-minded brands, we're proud to be a part of the pioneering Cornish hotbed of conscious, design-led business.

Throughout 2020, we've been busy working towards our upcoming assessment in early 2021, where we're confident we'll recertify with a similarly high score.

Certified



Corporation

Certified
Best For
The World
2019 Workers
Honoree

Certified
Best For
The World
2019 Changemakers
Honoree

Here's how we scored:

	2016	2018	2018 total score
Governance	8.3	14.7	112.4
Environment	32.7	19.8	2016 total score
Workers	33.4	37.4	103
Community	28.4	36.5	B Corp qualifier
Customers	0	4	80

If you aren't designing for planet, what planet are you on?



The Blue Marble is an image of Earth taken on December 7, 1972, from a distance of about 29,000 kilometers (18,000 miles) from the planet's surface. It was taken by pilot Jack Schmitt of the crew of the Apollo 17 spacecraft on its return journey from the Moon, and is one of the most reproduced images in history.

The idea for the photograph was conceived by Stewart Brand during an LSD trip, when seeing a "psychedelic illusion" of the Earth's curvature convinced him that a picture of the entire planet would change how humans related to it.

* The official NASA image designation AS17-148-22727.

Grant for Good

01.



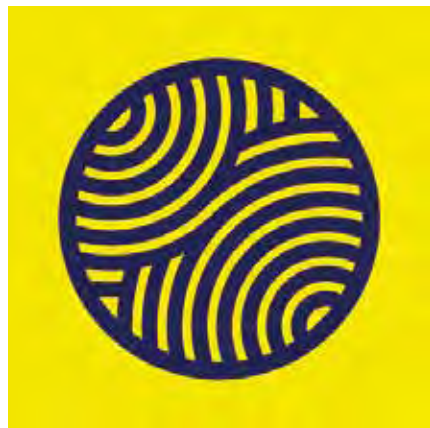
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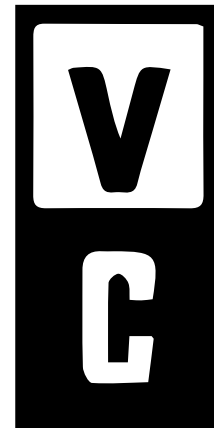
04.



05.



06.



07.



08.



09.



Instead of a marketing budget, we have a Giving Budget. Projects that are gifted or part gifted in 2020 include:

01. Meridian/International Animal Rescue
Campaign

02. We Wear Boost
Website

03. Volunteer Cornwall
Impact report design

04. Planet A
Start-up brand and website

05. Impact Advisors
Brand and website

06. Vegan Curious
Brand and social assets

07. Business Declares
Brand and website

08. Innocent Foundation
Website

09. Canteen/NHS Cornwall
Identity and print

Value £34,000 which is 7% of our turnover

Our turnover £465,895

Carbon footprint

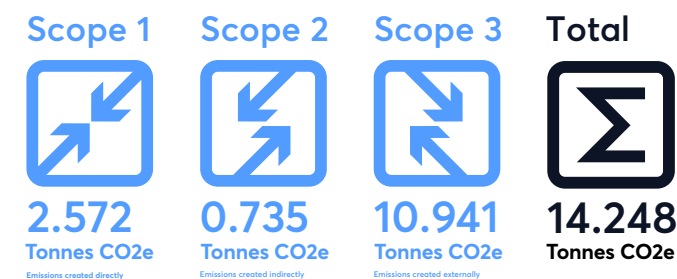
Know your footprint

Carbon/climate zero since 2004

The carbon footprint of a business is broken down into categories called 'scopes'. Scope 1 covers direct emissions from our owned and controlled sources - like our office in Truro. Scope 2 covers emissions created indirectly or off-site from the generation of purchased energy if a business isn't on a renewable energy tariff. Scope 3 is the broadest category. It accounts for all the other indirect emissions from sources that we don't control or own, such as the carbon footprint that comes from producing any food or drink – or maybe a new computer – that we might buy.

Many organisations only measure and offset scopes one and two: AKA the easy ones. To be a truly climate neutral business, you also need to account for, reduce and offset all of your upstream emissions (because offsetting is a plaster over the problem rather than a cure), AND do the hard work of measuring your scope three emissions. Only once you have minimised and offset these indirect emissions can you claim to be fully climate neutral.

2020



2019



How we offset

People and trees

Reforestation with Ecosphere, Ecosia, Eden Reforestation

Every year we work hard to minimise Leap's carbon footprint with the long term aim of not needing to offset in the future. But for now there is always some impact left that we must account for. After calculating Leap's total remaining carbon footprint (across all three scopes) - 14,248 tonnes, we offset to remove more carbon dioxide (and equivalent greenhouse gasses) from the atmosphere than we are responsible for. We do this in several ways, one of which has traditionally been investing in tree planting alongside protecting existing forests. We work with fellow B Corp Ecosphere Plus, supporting The Guatemalan Conservation Coast Project, which invests in local communities to tackle the economic and social drivers of deforestation by empowering and uplifting local women.

Search engine planting

We only used certified B Corp Ecosia at Leap which plants 1 sapling for every 43 web searches and is powered by renewable energy.

Reforestation the world's oldest island

Halfway through 2020, we learnt of the huge potential of "blue carbon" (carbon captured and stored in marine and coastal ecosystems) and switched to only planting mangroves. Mangroves contain the highest carbon density of all terrestrial ecosystems, and lock away carbon at a rate up to 10x higher than the same unit area of mature tropical forest.

Madagascar is home to over 200,000 species that don't exist anywhere else in the world. But 90% of the island's forests have been destroyed. That's why we're planting mangrove trees along the coast and deciduous trees slightly further inland. Mangroves prevent the soil from washing into the sea, are home to an astonishing array of species, and protect coastal communities from storms and floods. Upcountry, we plant narrow forest corridors that reconnect remaining forest patches. Thanks to these corridors, animals are able to roam from one patch of forest to another when foraging for food or searching for mates.

17,211 trees planted this year plus 1 hectare* mature rainforest protected

*1 Hectare = 260 tonnes of CO2

Climate positive action and micro-finance

Climate positive action

Employees at Leap are entitled to five paid days each year volunteering for a social or environmental cause of their choice, or as time off to support climate strikes, Fridays for Future etc.

Micro-finance

Since 2011, Leap has supported female-led businesses through our annual round of micro-financing. We contribute to crowd-funding loans and capital in developing nations where access to traditional finance is limited. In 2020, we helped to finance a project in Senegal and one in Zambia.

"Spending time amongst great leafy giants", Nick Lewis

The Sustainable Development Goals

A better future for all

The seventeen Sustainable Development Goals agreed by the United Nations in 2015 are a blueprint for achieving a better and more sustainable future for all, no matter the business sector or size. In 2020, we got together as a team to better understand the seventeen SDG's, and to select the targets to work towards as a team for Leap.

Our efforts have contributed to 10 of the 17 goals in some way through our creative work being acted on. This amounts to 51% of our revenue coming from projects that directly action the goals. Our ambition is to increase this in 2021.



We're actioning change

The SDG's we're working on



USE CLEAN ENERGY

Specific Asks: Find out where our energy comes from. Save energy wherever you can. Use renewable energy for heat, light and power. Buy from companies powered by renewable energy. Demand clients use renewable energy. Demand clean, affordable energy for everyone.



DO GOOD WORK

Specific Asks: Demand sustainable working conditions. Check no-one was exploited to make what you buy. Support local businesses at home and abroad. Stand up for everyone's rights.



LIVE BETTER

Specific Asks: Learn more about sustainable development. Reuse, repair, recycle, share and borrow. Waste less food and use leftovers. Collect friends and experiences, not just things. Demand that businesses respect people and planet. Demand the industry considers people and planet in what they do.



ACT ON CLIMATE

Specific Asks: Learn about climate solutions. Call for more renewable energy in your country. Eat more plants and cut down on meat. Walk and cycle rather than drive, Zoom rather than travel to meet. Demand leaders take bold climate action today. Lead the cause.



COME TOGETHER

Specific Asks: Discover and share the Sustainable Development Goals. Support those who bring us together. Celebrate the progress we've already made. Get involved and volunteer in your community (business community as well). Help make tomorrow better than today.

Net Zero:

In July 2019, we declared a climate emergency and acted upon it by launching climate-emergency.com.

Since 2005, we have been carbon zero and in 2019 we pledged to reach Net Zero by 2030 at COP25 alongside 500+ other B Corps. We are on track to reach Net Zero across scopes 1 and 2 by 2022.

We have been working on a three-step climate positive plan that focuses on ourselves, our clients and our community. Each of these include specific areas that we must address to become climate positive. Some we can directly control and others we can influence.

is not enough

Wellbeing and happiness

Taking time away from our screens

What we save by doing our day-to-day jobs

Sustainable studio

Through 2020, like most organisations in the UK, we moved to remote working when the pandemic struck. With every member of our team powering their homes on renewable energy tariffs, the elimination of scope three emissions created by our team members' commutes meant that the reduction in our overall CO₂e emissions put us ahead of our target curve for the year.

As restrictions are eased through 2021, and team members begin to return to working from the studio, despite our best efforts to minimise we nonetheless expect associated emissions to rise slightly, back towards our target curve.



"Relax", Claire Pryor

Assessing and acting

In 2020, we enjoyed our best year to date if turnover is the key metric being measured. We were busy. But we were busy from our home offices for most of the year as we were forced to transition to remote working, with existing projects initially and then a great deal of new work as clients old and new responded to the evolving situation created by COVID-19. Unfortunately, that took a toll on our team.

We surveyed them and learnt that many felt that their work/life balance had tipped the wrong way. Team members felt stressed, and overall happiness was scored at just below 7/10. Our greatest asset is our people, and we acted quickly to address this; a comprehensive mental health and wellbeing policy was drawn up, everybody received a subscription to the Calm app and was offered a subscription to an on-demand wellbeing programme, and we formalised flexible working. A qualified mental health workplace coach was made available for all employees should they require support. We also offered time off and a charitable donation for anybody taking part in a wellbeing initiative such as the Better By Miles programme.

A national lockdown

Providing support during COVID-19

- 160 hours of free virtual support and advice to fellow businesses
- Created branding for Canteen Cornwall's mission to feed frontline workers through lockdown
- From Cornwall with Love (see link)
- Volunteer delivery driving, which in turn created a new support system in Cornwall Community Larder

When the pandemic kicked in and the nation locked down, we asked ourselves what we could to help. Having always worked to a triple bottom line, Leap is used to people being just as important as profit, so for us, this wasn't a pivot but another day of designing for change. Our founder Matt and MD Simon opened their calendars to offer free consultations, advice and support. And, as other agencies slowed or closed, Leap offered a design triage service to businesses in urgent need of design support.

Work in progress



WIP

Failing and learning

Vulnerable

Thoughtful is one of our key values and this year has seen this questioned and challenged.

This first quarter of our new financial year saw us take some heavy losses and this was before the pandemic hit. We then, like everyone else, went into survival mode. It was hard and sacrifices were made with the kind of projects we worked on and the wellbeing of the team.

We were lucky to turn the year round from a financial perspective but it came at a cost.

We lost three members of the team from stress-related work issues from the relentless pace we operated at.

We also took projects that pushed our moral values and we knew that our impact wasn't going to generate the change.

Taking action

Resilience is probably the most used word in 2020 but it definitely resonates true for a triple bottom line business. This year has shown that we must trust our responsibilities to using "business as a force for good" and "design as a tool for change" by learning to say No more often. We will ensure we work harder in delivering a positive impact in either people or planet way across all our projects.

It's seen as normal to operate at a fast pace in our industry. Fatigue and Burn out is acceptable as we bend over backwards to meet deadlines.

We realised we're a people business and no matter what demands are thrown our way by our clients that our people's wellbeing comes first. We will ensure we improve the happiness of our team next year.

A letter from the gut

Don't ignore the opportunity that the creative industries have to challenge the norm over the methods we use to produce our work. Anything from our processes to making sure the energy we use is best for the environment. Even if it costs a little bit more, what does that matter in the scheme of things? Really challenge what clients want. Everything has an impact. Using a sustainable material might solve one problem, but where has it come from? Has it travelled 1000's of miles through multiple countries wrapped in plastic? Know our craft.

Always, always as an agency, don't take it for granted that people know that your work is done environmentally or socially, our job is not to move pixels and colours, letters, it's to shift hearts and minds for the better. You never know who's looking or reading something you've produced and if you've taken the time to create it as best for people and planet as possible share that.

Leap is now 17 years old. And we've changed hearts and minds but we've got to keep moving. What more can we do? Hence our values sustainable optimism, thoughtful curiosity. Curiosity should never end, keep that child-like wonder going mixed with the wisdom of time. Never stop learning, never stop actioning - the way things are, are not the way they have to be. You have a choice, activism (in yourself and how you apply that - at Leap we do it through creativity investing in the future now), re-activist (you've left it to the last minute and now things are overwhelming you, expensive). Inactivist (do nothing, think it's somebody else's problem or somebody higher up than us). It's not - we are that person, we need to show up and act now.

Matt Hocking
Founder and Creative Sustainability Officer



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Our cover image shows the temperature change each year from when Leap began in 2004 to 2020.

It represents the climate crisis we face today. The Earth's average temperature was 14.60°C in 2004 and now sits at 15°C in 2020.

Printed on Keaykolour Particles Sunshine a 100% recycled pulp paper. Printed digitally by WithPrint.

Illustrations by Neasden Control.
Design and direction by Leap.

Our Leap team took all the photography within this report. The photos reflect what we love and care about.

Typeset in Averta. Handwriting type set in Luis from homeslessfonts.org



**Design
for
Change**