



# **2021 CLIENT DISCLOSURE REPORT**



# FOUNDER'S FOREWORD

**There's no doubt that running a business in a pandemic makes for an interesting challenge. Especially when the impacts of COVID-19 hit close to home for our clients, team members and their families.**

This global threat reminds us that we are human. It reminds us that what matters most is life, and for many it has given us a break in routine to help us re-evaluate our mindset. Within the UK especially, this past year - the year of COP26, has shown the collective momentum that can happen when media and organisations commit time and communications to purpose and sustainability. It has shown the power of moments in time and how these can spark movements and generate mass awareness. While this has led to more and more opportunities in purpose-driven communications and consultancy, it has also posed a significant threat through greenwashing.

At Enviral, we have always measured our client work on impact and as a team we are committed to pushing our clients, and our own, Purpose Driven Growth Mindset (PDGM). This means genuinely looking at organisations potential to do good and never resting on our laurels by striving to learn and grow.

That's why we're proud to have made public our 'At What Cost' checker which we have created internally as a starting point to establish the authenticity of different situations.

We have created three tools 1.) The Agency Brief Tool 2.) The Supplier Tool and 3.) The Recruitment Questionnaire - all to establish the real cost of working with people in the modern business world.

We developed this with wider guidance from our sustainability consultancy team within Enviral, inspiration from the B Impact Assessment from BCorp and a variety of sustainability handbooks.

This means that we turn down more brands than we work with. But it also means we have the framework to make sure that we don't apply our communications skills to unauthentic communications. Nonetheless, the Client Disclosure Report gives us a brilliant opportunity to further commit to transparency and is key for any progressive organisation dedicated to taking sustainability seriously.

As we keep up momentum post COP26, this really is the year of action.



Joss - Founder

# 2021 REVENUE BY SECTOR

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## CLIENT TYPE

<b>0.6%</b>	Government department
<b>17.7%</b>	Small business
<b>25.1%</b>	Non- profit
<b>56.6%</b>	Large business



## COUNTRY

<b>8.1%</b>	USA
<b>19.5%</b>	Europe
<b>72.5%</b>	UK





# POTENTIALLY CONTROVERSIAL CLIENTS:

Coal, oil and gas*	0%
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Private cars	0%
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Iron, aluminium and steel manufacturing	0%
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Concrete and cement	0%
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Chemicals and petrochemicals	0%
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Trucking and shipping	0%
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Meat and dairy	0%
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Timber, pulp and paper	0%
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Aviation	0%
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Plastics	0%
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# CONTROVERSIAL CLIENTS:

Arms	0%
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Politics	0%
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Tobacco	0%
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Religion	0%
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Pornography	0%
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Gambling	0%
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Alcohol	0%
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## Disclosure: Potentially Controversial Client:

This year, in the run up to COP26 we were approached by an official COP26 partner. As they were in the financial services world, our due diligence process was especially intensive and spanned an entire week. This included an externally chaired meeting where the Enviral team had the chance to vote on the pros and cons of working with this organisation, due to its previous investments in fossil fuels.

We set a strict scripting process, which insisted on transparent and vulnerable copy. We believe the results were an industry first with the organisation becoming the first finance company to transparently and publicly talk about their past wrongdoings.

\*We work with a Renewable Energy Company. They do supply gas which is offset and sustainably accredited. They transparently communicate this through industry leading communications and we can send this information over to you on request.

# HOW WE'RE IMPROVING

**Here's a snapshot of the activities Enviral are continuing to implement company wide, alongside external certifications:**

- Albert Training
- Rising Arts Collaborations
- Babassa Collaborations
- Carbon Literacy Training
- Eco-anxiety working groups
- Pledging to progressive movements like Clean Creatives Pledge or Client Disclosure Reports
- Hosting watch parties for continued learning in social + environmental sustainability
- Open sourcing information like our 'Big Old Sustainable Production List' or 'At What Cost' Checker
- Being inclusive in interviews + job descriptions
- Advertising in a range of diverse channels
- Asking applicants to apply as they feel suitable rather than CVs
- Ensuring inclusive language is used
- Joining Werkhouse to offer work experience to young creatives
- Pro bono targets for charities and non-profits



# YEARLY GROWTH OBJECTIVES

**Here is a snapshot of our yearly growth objectives:**

## **Company growth**

- Having completed a company restructure to a flat hierarchy, pod system and since doubling our size in 2021, we look to further bolster our team by 25% in 2022 to sit across our client services and talent pool.
- Further increase our diversity in the workplace targets, increasing our + 50% female team.
- Working with Babassa, Creative Access and Rising Arts Agency to recruit and collaborate with brilliant diverse talent.

## **Feedback is king**

- Further drive feedback sessions with our clients and team to make sure our communications and consultancy is having the biggest impact as possible.
- Build out our NPS and ENPS schemes.

## **Lead by example**

- Having now planted over 60,000 trees with various tree planting organisations from Eden Projects to the National Trust, Ecologi and the Woodland Trust we look to further our carbon calculations including looking at offsetting all home working from our team.
- Continue to qualify all our client projects and amplify our 'At What Cost' checker which helps agencies and organisations work on briefs which actually benefit our world.
- Drive our events series and podcast with chosen changemakers and charities to drive further engagement with our global challenges.
- Gain industry leading reputation for internal development, coaching and curiosity sessions to add to our 'knowledge is power' mindset.

As we slowly come to a level of living with coronavirus, it's imperative that we regain the momentum of the sustainability movement that was building pre-pandemic. We saw the benefit of organisations and media coming together to align around COP26 in Q4 of 2021, showing us that with a real drive, the private sector especially can inspire real change.



# IT'S TIME TO COMMUNICATE OUR FUTURE