

LEAP

Leap Impact Report | 2020-2021



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As a certified B Corp, we're legally obliged to report our impact across the triple bottom line.

It also gives us an opportunity to show that it's possible to do good, while doing good business.

This year we've created a snapshot report to present our progress and crucially highlight where we need to improve.

For more info on impact reporting and our previous reports, head to: leap.eco/our-impact

Creating a positive impact is and has always been the sole reason we are in business.



2020 to 2021 has seen good progress across a few key areas:

It's very rewarding to see our team's happiness increase to 81%. It shows our commitment to creating a positive, inclusive working environment.

Our focus on delivering projects that directly impact the Sustainable Development Goals (SDGs) has continued to increase and is now at 73%, showing the wider impact agencies can have with their clients.

On top of this, our significant impact business model (Grant for Good), saw an increase in value and included groundbreaking work in seagrass scalability. However, we saw our overall B Corp score decrease by 1.6 points. We worked hard on our third recertification, and we were challenged and put under the microscope by B Lab. Despite the disappointment, we have already set clear goals to improve our impact in the Business Impact Assessment (BIA) across all five areas.

We work hard to minimise our carbon footprint, although this year our carbon emissions increased by 3%. An understandable and slight rise, in the context of the return to working from the office and travelling to clients. After minimising our emissions, we also offset more than we are responsible for by planting mangroves (they lock away carbon at a rate x8 higher than the same unit area of mature tropical forest).

Our business activism continues to grow. This year saw Matt back in full swing and taking on the B Local Cornwall co-chair role and appearing across many events alongside cycling 540 miles to COP26, gaining 621 climate pledges and actions, saving 17280kg CO2 annually (the team did a virtual cycle, too). We were the driving force behind **GOODFEST**, an industry-changing event which gave rise to **The Sustainable Creative Charter**.

This stuff transcends design and the day-to-day. Our nature is to be active and engaged: with the design community, the business community, and the local community. We're always part of the debate.

Big things on our list for the year ahead:

Delivering on our Climate Positive Plan to generate similar action from suppliers, the community and clients.

Driving more industry change through our business activism.

Total transparency is crucial in helping inspire our industry and clients, so we'll ensure we continue to tell the good and the 'not so good' of our year.

Bring on next year.

Bring on greater change.

Simon Thomason
Managing Director, Leap.

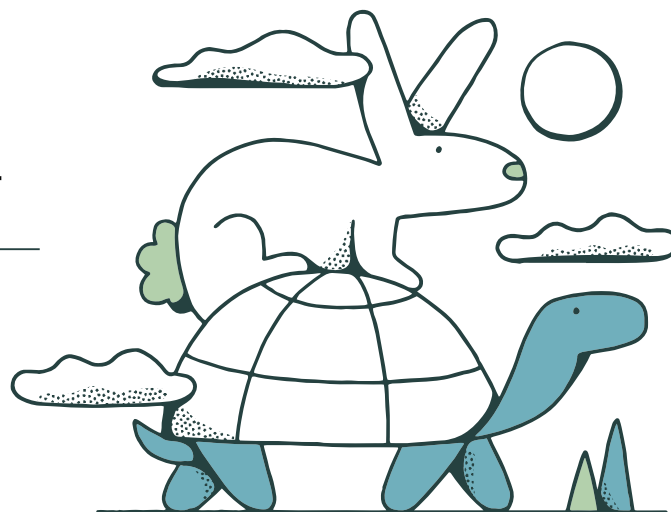


LEAP OUR IMPACT HIGHLIGHTS



81%

+17.3% increase in our team's well-being*



621

climate pledges using the DoNation platform, saving 17280kg CO2e annually



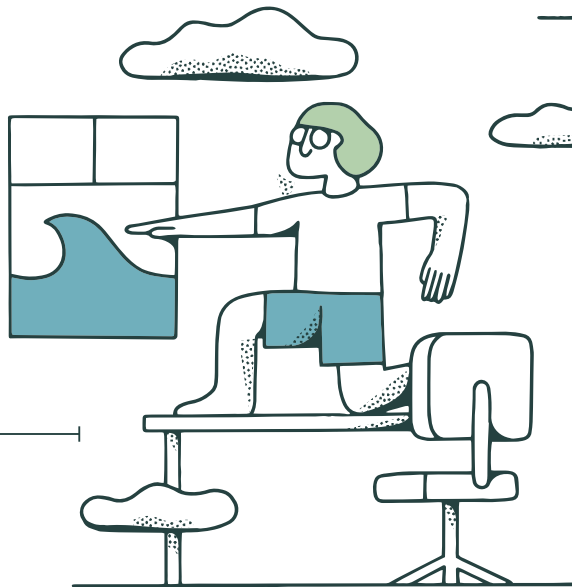
#GF21

Hosted GOODFEST Digital. Co-created the 'Sustainable Creative Charter' with 150 attendees from all over the world

14.817

+3% tCO2e increase in carbon emissions*

Launched our Climate Positive Plan



Client project satisfaction, scoring an average of

8.3/10

Out of a sample selected from over 120 projects completed across the year



We celebrated our third B Corporation recertification scoring:

110.8

+38.5% above the qualifying score of 80pts



Our Grant for Good which supports social and environmental organisations through pro-bono creative gifting each year was valued at:

£38,194

+6.7% of our turnover of 5% pledged*



Our percentage of revenue which directly actions the Sustainable Development Goals:

73%

+22% from 2020*



* See our Impact Change Index comparisons on the next page.

Impact Change Index



	2019-20	2020-21		
Team wellbeing	69%	81%	+17.3%	↑
Grant for Good	7%	6.4%	-8.5%	↓
Sustainable Development Goals <small>Projects with a direct SDG impact</small>	51%	73.1%	+43.3%	↑
Carbon emissions <small>Across scopes 1, 2 and 3</small>	14.248tCO2e	14.817tCO2e	+3.9%	↑
Carbon offset = Trees planted	30tCO2e = 17,211	28tCO2e = 12,069 (mangroves)	-6.6% +44.2%	↓ ↑
Renewables	100%	100%		
Team	8 (+2)	11	+37.5%	↑
Pro-bono hours	160	200	+25%	↑
Growth	£465,895	£567,067	+21.7%	↑
Projects completed	144	120	-16.6%	↓
B Corporation	2016	2018	2021	
Government	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	



For more of a deep dive on our impact this year go to our **Digital Report**.

If you would 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**.

For more on our **Climate Positive Plan** click here.

For more on our **Sustainable Development Goals initiatives** click here.

For more on **Impact Reporting best practices** visit our blog series here.



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Creative

Illustrations by Aaron Leah.
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Typeset in Averta.



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