

LEAP

Leap Impact Report | 2021-2022



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**Design
for
Change**



Our Impact Highlights

Team Happiness

The team's happiness dipped slightly from 85% to 71%. We're working on getting this back up.*

71%



Client Happiness

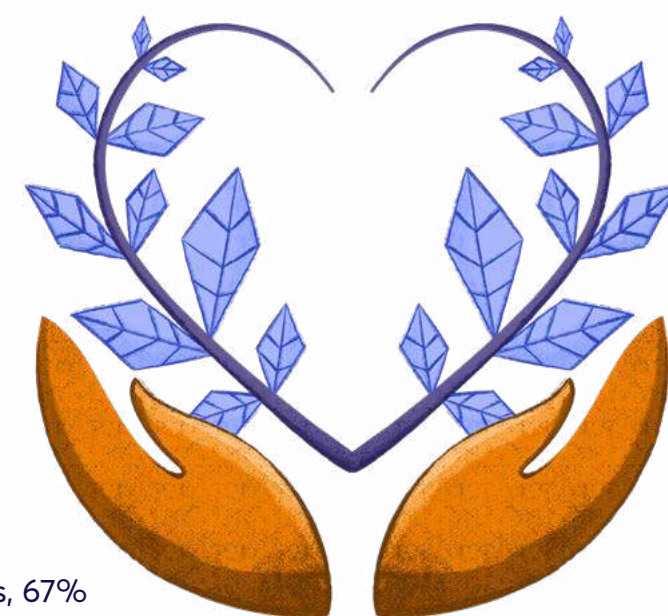
Things are looking up: our average rating was 8.6 and is now 8.8. Our team's interactions, continued relationship building, going beyond the brief are ways for us to maintain and improve those numbers.*

8.8/10

Grant for Good

This is our 19th year of giving pro-bono hours to environmental and social impact projects. This year it was £42k, or 6.1% of turnover, compared with 6.4% the previous year but over the 5% minimum we commit to each year.*

6.1%



Carbon Emissions

While growing as a team, 13.309 tCO2e is our total for 21-22, a decrease of 10.18% compared to last year.*

↓10.18%



SDG Projects

Out of 99 completed projects, 67% of our revenue came from work which directly tackled the Sustainable Development Goals, down from 75%.*

67%

Business Activism Hours

Non client-related activities dedicated to changing our industry and business community including GOODFEST, Anthropy, etc.

2,000+



Renewable Electricity

The studio uses 100% renewable energy and every member of our team of 12 powers their home on renewable energy tariffs.

100%



* See our Impact Change Index comparisons on pages 6-7

Our Purpose

Why We Exist

Positive change is made possible by creativity, and creative activism is how we describe our meaningful response to climate breakdown, the biggest threat we all face.

But our ambitions go beyond what we do ourselves and what our industry is capable of: longer term, we believe in the power of creativity, and the potential for creativity belongs to everyone.

Why We Report Our Impact

On one level, it's because we have to (certified B Corps are legally obliged).

But it's more than that: we've always been about doing good while doing business, and this is our chance to show how we do it.

It's about honesty too. The story of our impact – like anyone's impact – is a story of trying, falling short, trying again, sometimes succeeding, sometimes not, but always being self-aware and asking difficult questions (of others and ourselves).



Letter from the MD

Inspiring people to understand how creativity and design can positively change planet and people.

We do this through client work, or through purposeful projects as part of our Grant for Good. What we do and the way we do it both show design as a powerful tool for change.

Our investment in business activism drives change in our industry and in our local business community too. Some of the key highlights and lowlights are:

Our Work

We continued to work across sectors but showed a directly positive impact by increasing our work with Charities/ Foundations/NGOs by 26%.

Measuring impact – particularly around behavioural change – remains hard, but we always see it as a challenge and opportunity. 67% of our projects tackled Sustainable Development Goals (SDGs), down 8% on last year.

Winning an award this year was brilliant, partially because acknowledgment always feels good, but mainly because it was all about impact on people. When I watched 2021's DBAs I was struck by how profit-focused it was. By showing design's capacity to create positive change (and by winning!) we believe our Barnardo's LifeLabs project is both inspirational and pioneering.

Our consultancy work grew too: we helped 15 organisations become B Corps, and supported another 20 to submit their Business Impact Assessment (BIA).

Our Team

Last year we made mistakes and invested our time in the wrong areas. All our key metrics were down; work is already going on to get us back to where we were, and beyond. We did measure our diversity, including neurodiversity, and will take actions to help.

Next Year

We'll be focusing on good growth, and how to thrive in challenging times. Which means:

- Focus on the team's wellbeing, recognition and purpose.
- Focus on being helpful and meaningful on all levels.
- Focus on being careful and considered.
- Clarify, then amplify our long term vision and goals ahead of our 20 years of creative change making in 2024 (October 4th).
- Focus on creating more change in the industry & local business community.
- Win more awards to inspire change.
- Improve our BIA and be prepared for the change in the BIA in 2024.
- Measure what matters: look at better ways to measure our impact with clients.
- Support more exciting start-ups through our grant for good.
- Spend more time in nature (for me, in the ocean).

BW (Best Waves)
Simon Thomason
Managing Director, Leap.

Impact Change Index

B Corp certification and impact reporting enables us to continuously review, look ahead, and improve. It holds us accountable and nudges us to act responsibly across all areas of the business.

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



Team wellbeing

Grant for Good

Sustainable Development Goals

Projects with a direct SDG impact

Carbon emissions

Across scopes 1, 2 and 3

Carbon offset = Trees planted

Renewables

Team

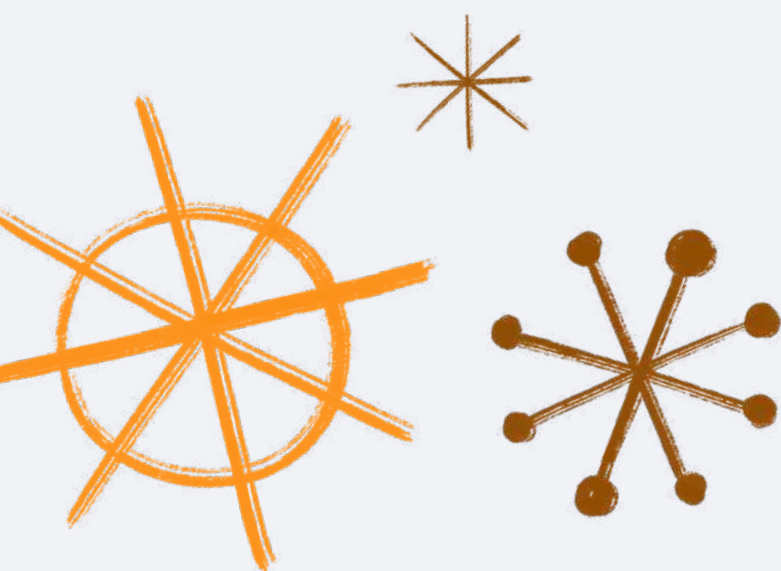
Pro-bono hours

Growth

Projects completed

Volunteering days

	Legacy Data	Comparison Years		% Difference	
	2019-20	2020-21	2021-22		
Team wellbeing	69%	81%	71%	13.1%	↓
Grant for Good	7%	6.4%	6.1%	4.8%	↓
Sustainable Development Goals	51%	73.1%	67%	8.7%	↓
Carbon emissions	14.248tCO2e	14.817tCO2e	13.309tCO2e	10.1%	↓
Carbon offset = Trees planted	30tCO2e = 17,211	28tCO2e = 12,069 (mangroves)	40tCO2e = 13,057 (mangroves)	42.8%	↑
Renewables	100%	100%	100%	8.1%	↑
Team	8 (+2)	11	13	16.6%	↑
Pro-bono hours	160	200	376	61.1%	↑
Growth	£465,895	£567,067	£683,403	18.6%	↑
Projects completed	144	120	99	19.1%	↓
Volunteering days	-	1 day (one team member)	8 days (across 60% of the team)	155.6%	↑
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		



Team

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

Governance

Much as the word itself sounds a little static and dusty, we see governance as organic, changeable and to do with how we make ourselves more accountable 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.

Wellbeing

We're actively looking at how to raise the team's happiness again, so it's closer to the 85% we recorded in 2021, rather than 2022's 71% rating.

Gender

This year is the first in which women have outnumbered men in the agency, 58% to 42%. In senior roles, the split is 50-50.

Diversity and Inclusion

Not only is this the first year in which we've surveyed this, there's also the background context of just how monocultural Cornwall is.

We are 50% White – British, 33.3% Other White, 8.3% Mixed race – White and Asian and 8.3% Other – Mixed background; 100% of us are heterosexual.

Three team members have a neurodiversity diagnosis; how we talk about – and embrace – this to get the best out of people is fundamentally one of the most important things Leap needs to do.

On a scale from 1 to 5 – 1 is *Strongly Disagree*, 5 is *Strongly Agree* – the statement Leap really values diversity scored 4.1, the statement Leap gives people from all backgrounds equitable opportunities to advance their careers scored 4.3, while I feel the uniqueness of my background and identity are valued at Leap scored 3.8.

Profit Share

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

Training

We invested £5,000 (240 recorded hours, in all) in training, another figure we want to see continue to rise.

Volunteering Days

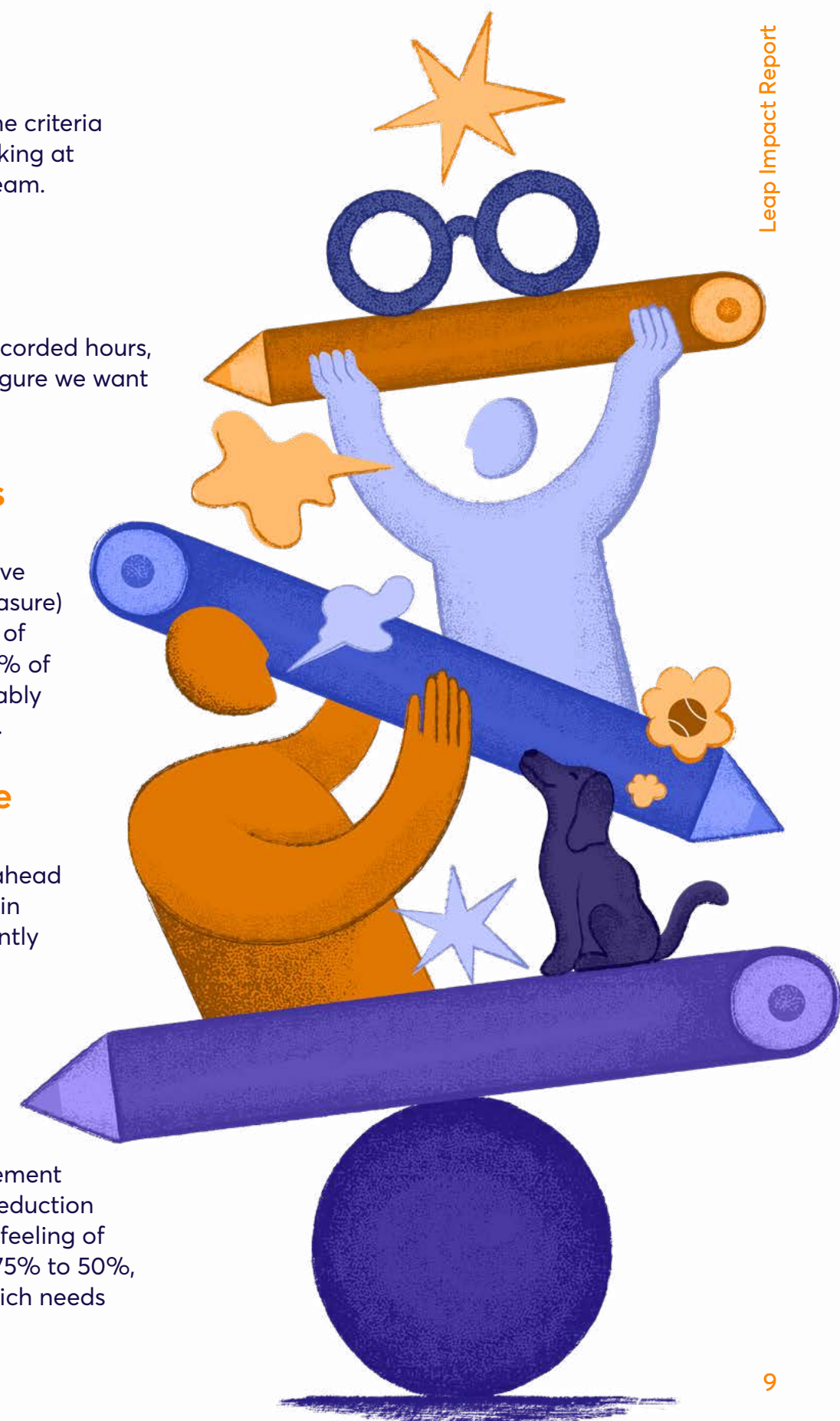
This is an area in which we've seen (and been able to measure) good progress: 2022's total of eight days taken across 60% of the team compares favourably with 2021's total of just one.

Work/Life Balance

Our ambition for the year ahead is to see this figure rise again to 75%, as it has most recently dipped from 70% to 62%.

Valued and Recognised

Plenty of scope for improvement here too. There was a 5% reduction in feeling valued, while the feeling of recognition dropped from 75% to 50%, which is clearly an area which needs our focus and energy.



Our Footprint

This area's hugely important, but it's also one where there's obviously been much change. 2020's enforced home-working habits became 2021's home / office hybrid. There's also the tricky, recurring question of visiting clients: its importance in building relationships against its impacts. 2023's carbon literacy training for the team will help us make better decisions.

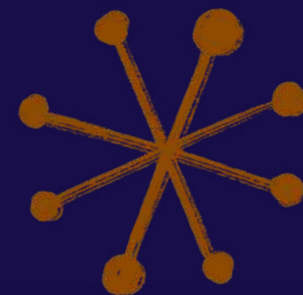
Our Landfill

The efficiency of household waste processes, compared with those in the office, means we take home any waste from lunches. Which in turn means we continue to send no waste to landfill.

Our Climate Positive Plan

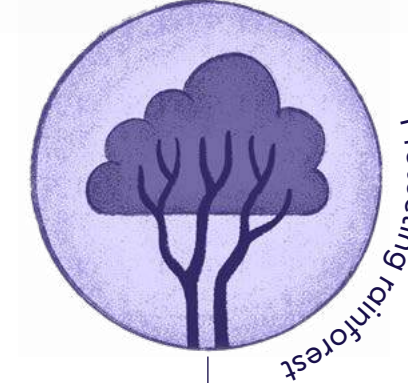
Our aim is to catalyse action on net zero across our suppliers, community and clients.

While this remains our aim we need to be honest: we've fallen behind and so can't yet report our progress. In order to update on this by 31st October we need to pick up the pace and do better.



We offset
our emissions
x3 over

= 40tCO₂e



Our Offsets

In 2021-22 we triple offset our emissions through Eden Reforestation Projects by planting mangroves (13,057) and working with Ecoshpere+ to protect the rainforest by supporting the Tambopata-Bahuaja Biodiversity Reserve Project. These actions equate to 40 tonnes of tCO₂e.

Our Emissions

Our Scope 2 emissions increased slightly and our Scope 3 emissions decreased slightly, but we had no Scope 1 emissions in 2021-22 due to us no longer having a company vehicle. This reduced our emissions overall by 10.18% from the previous year.



Clients

Everyone we work with is on the same, planet-centred page. Sustainable design evolves and is fluid; and we don't just react as it changes, we influence its direction. Which is exactly what our clients expect and want.

Client Satisfaction

Things are looking up: our average rating was 8.6 and is now 8.8. Creating a nature-based experience that sparks new thinking is one way we hope to maintain and improve those numbers.

Geographical Breakdown

Trends seem consistent from previous years: local work rose from 35% to 44%, while national and international were both slightly down, by 4.5% and 2%, respectively.

Client Sector Breakdown

We maintain a good split across sectors: 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.

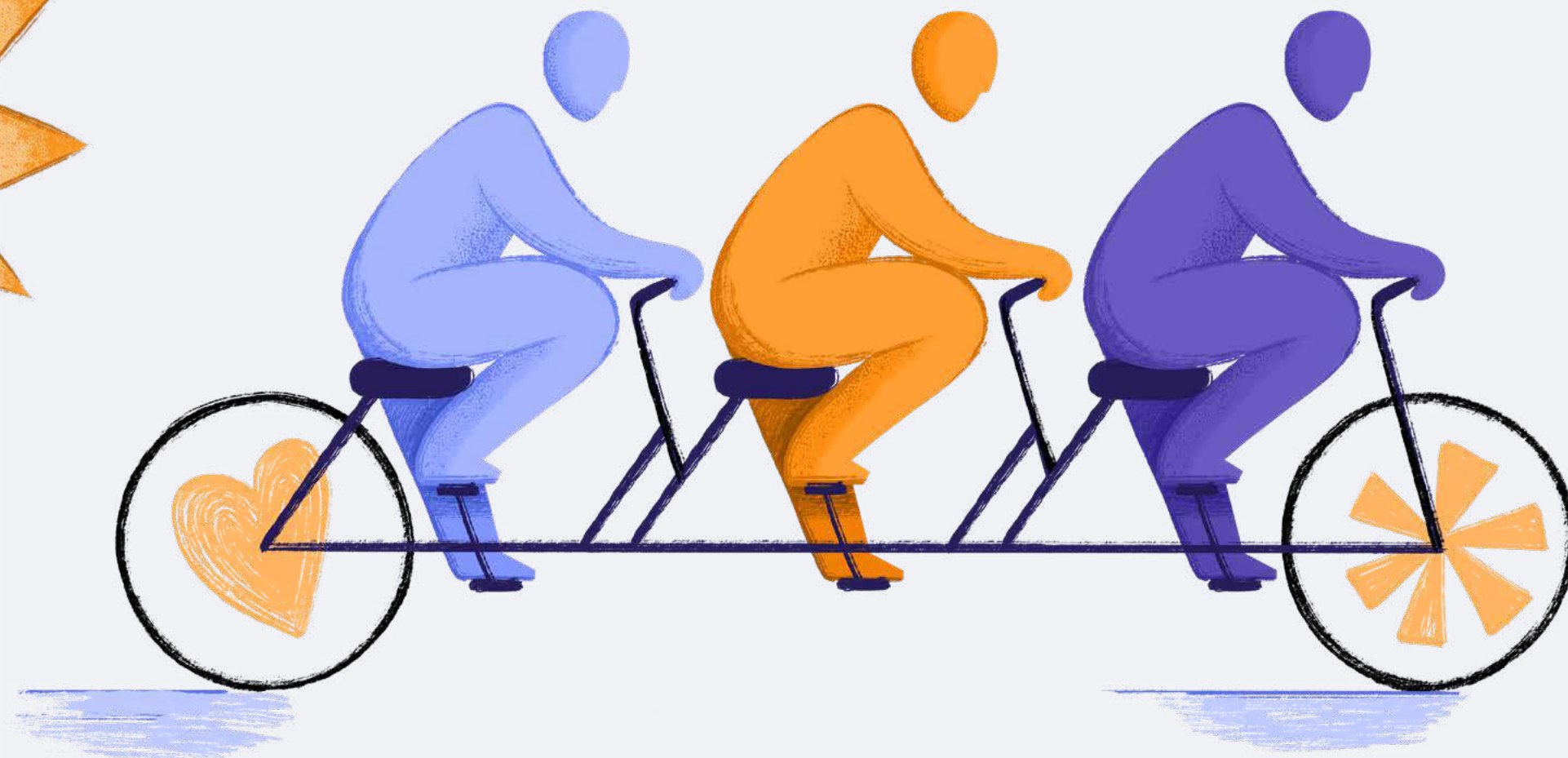
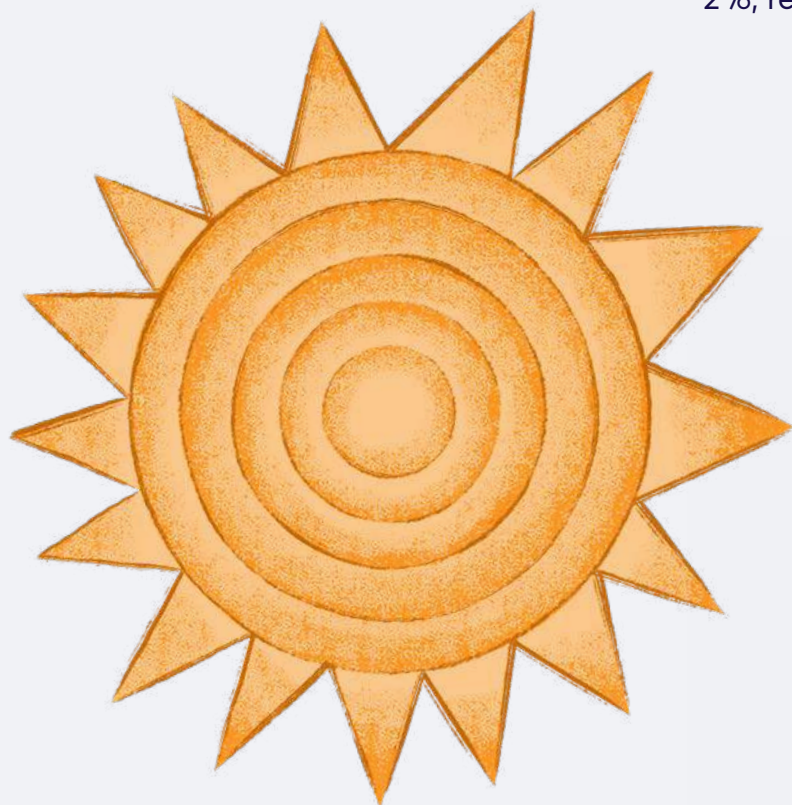
Top Clients

At present, we do measure our clients' positive actions, but our method is neither robust nor in-depth enough. We'd like to do this better and we will. Our leading clients are currently Barnardo's, Spaceport Cornwall, IKEA, Capitals Coalition and The Ocean Race: a diverse spread across sectors, but all with a great story to tell.

Next Year

Last year's goal, with regards to resilience, was to balance revenues such that no single client provided more than 30% of our revenue; next year we're going for 25%. Of course, it's important to measure our projects' impacts, but we aim to succeed by helping our clients to succeed too, which means being useful, friendly and helpful in a day-to-day sense too.

Being a B Corp is more important than ever to who we are, and we'll be no less committed to inspiring others to tread the same path (in support of which, we'll be reporting on their net zero commitments as part of our climate positive plan).



Projects

We aim to make sure all our projects are people-or planet-positive (preferably both). In practice, this means refusing new business which doesn't fit this description, and measuring the impact of jobs we do work on against the UN's Sustainable Development Goals (SDGs).

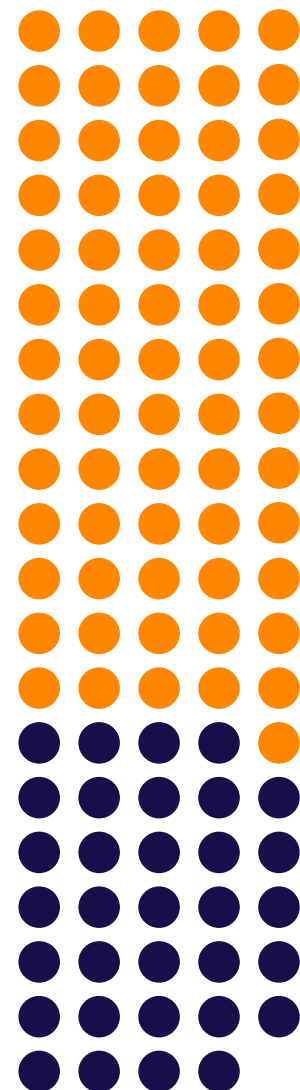
Leap and SDGs

Out of 99 completed projects, 67% of our revenue came from work which directly tackled the SDGs, down from 75%.

Project Highlights

Interaction, movement, innovation: as the world changes, we change. The last year captured this as new technologies, platforms and people helped us to keep making an impact, whether it was augmented reality lenses, sound engineering, social media filters or animation.

67% SDG Projects



99 Projects
Over All

1. Bruichladdich

We continued our impact reporting with Bruichladdich, building on last year's report and continuing to showcase their purpose.

2. Barnardo's

We've been working with Barnardo's on LifeLabs, a co-creation project to support young care leavers as they transition to independent living, since 2019. This year we developed a first-of-its-kind mindful AR lens for Snapchat to provide a calming distraction designed by and for care experienced young people. We were also chuffed to see the project's success awarded with a DBA Design Effectiveness Award.

3. IKEA/The National Lottery

IKEA and The National Lottery Community Fund came together to give £1.5 million in funding to community projects across the UK with their Places Called Home programme. We're working with them to create a short film that celebrates the importance of community and the success of the programme.

4. The Ocean Race

We're working with The Ocean Race on One Blue Voice - a campaign for a Universal Declaration of Ocean Rights. We created the name, brand and full suite of assets. It launched in July 2022 and continues until September 2023 when the petition will be presented in conjunction with the UN General Assembly.

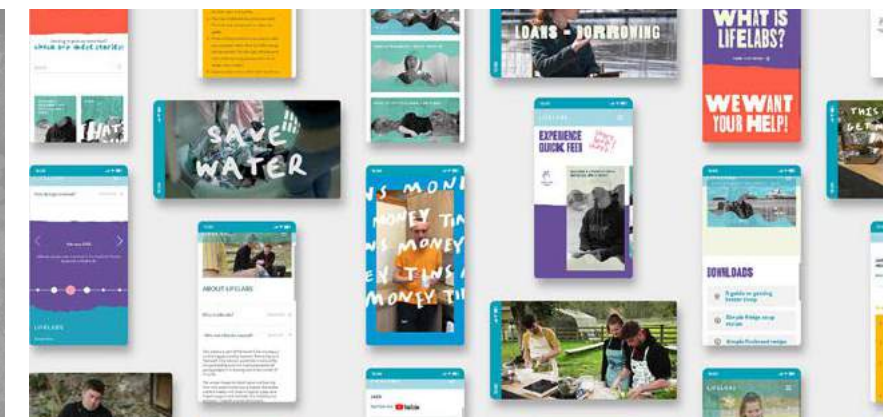
5. Tilda

We continue to work with Tilda to help them develop their impact communications. We're working on their forthcoming impact report for 2022, along with supporting social assets, which will be launched in Spring 2023.

01.



02.



03.



04.



05.



Business Activism

This is what LEAP—and our founder, Matt – have been like since we started. It's in our DNA and hasn't changed.

Among designers, business more broadly, or the local community: wherever the debate is, that's where you'll find us. And, specifically, where you'll find Matt. 80% of his time is devoted to change-based, not client-related activities.

These events added up to over 2,000 hours dedicated to changing our industry, community and planet.



GOODFEST

Goodfest was back on the beach in 2022 and we couldn't have been happier. Over two days, more than 150 people – the sense of togetherness and safe place we curated helped create the conditions for change. We might be biased, but it was our favourite event all year, not least because the whole team experienced it (and provided a highlight of us all running into the sea at the end of day one).

Boardroom 2030 Cornwall

A team away-day in November '21 resulted in the idea that more businesses need to think about how they might look, long term. Long story short: the UK's largest Boardroom 2030 activation event, at Eden in April.

Anthropy

Matt has been co-chair of Cornwall and deputy co-chair of the Urban Pillar, helping to bring the Anthropy event to life in November at Eden. It welcomed over 1,000 people across three days.

B Corp

We continue to drive awareness of our local B Corp community and we're still active, even though Matt's passed the co-chair baton on.

Thanks again to Toby Weller for the photography of the Anthropy event: tobyweller.co.uk



Our Giving Budget

It's one thing to say you do things differently, quite another to prove it. Instead of spending on marketing, we spend on giving: from the beginning, in October 2004, we pledged our aim and ethos to help causes, organisations and projects which have great ideas but not enough resources.

To date, through our Grant for Good, we've gifted over £500k in creative time, projects, and impact. We've also inspired other creatives to do similar with their own grants.



Grant for Good

2022's Grant for Good contribution – pro-bono hours to environmental and social projects – was £42k, or 6.1% of turnover, compared with 6.4% the previous year. We're still exceeding the minimum figure we aim for (5%), but hope in coming years to work with more (and more diverse) start-ups to help amplify their messages. Projects supported this year include:

01.



02.



03.



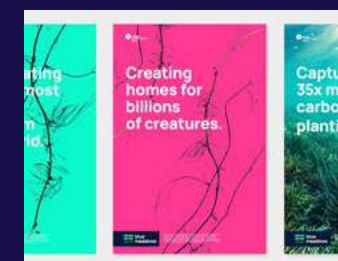
04.



05.



06.



07.



1. WithPrint calendar

We collaborated with specialist printer WithPrint, creating the #changewithprint 2023 calendar and campaign. This is a showcase of best practice print, and eco materials whilst sharing positive change in partnership with creative activism organisations.

2. B Lab/Anthropy

We were asked to support B Lab UK in their presence at the Anthropy Event in November at the Eden Project. Working alongside Finisterre, we created a welcoming space for the team and attendees to gather.

3. Boardroom 2030

The first ever mass boardroom 2030 activation event in the UK, where 100+ businesses joined us at the Eden project to think of a better future by acting now. This was never about making a profit it was more about the change that could happen. Matt & Simon, and Leap gifted time to make this event happen.

4. Barnardo's

We used some of our Grant For Good time to support our award winning LifeLabs project for Barnardo's by contributing pro-bono project management.

5. Inclusion Labs

We continued to support our wonderful client Inclusion Labs, on a mission to embed DEI accountability in all schools, through design support as they seek funding to power the amazing work they are doing.

6. Ocean Conservation Trust

We contributed 50% of the project fees for Blue Meadows, an OCT project to protect and restore seagrass meadows around the UK. Our work included strategy, brand, web design and build.

7. GOODFEST

Goodfest is now a CIC so we were able to support the event this year through our Grant for Good, continuing our commitment by creating all the communication assets that helped bring this event to life.



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: 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 here: 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 would like to keep up-to-date with the news from our studio, please sign-up to our newsletter: <http://leap.eco/>



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Creative

Illustrations by Leap crew member Ioana Sabau.
Design and direction by Leap.
Typeset in Averta.

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Printed by WithPrint.

