

IMPACT NOTES

LEAP Impact Report • 2024 - 2025

3 of a series of 3

Doing it on purpose



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Part of a global movement
working to benefit people
and the planet.
Learn more at bcorp.com

IN THE EVENT OF MISPLACEMENT

Please return this impact report to LEAP, Old Bakery Studios, Truro, Cornwall



B CORP

This company meets high standards of social and environmental impact.

B Corp certified businesses undergo rigorous assessment by B Lab to ensure they balance people, planet, and profit in all areas of the business.

You can find out more and get started at bcorporation.uk/b-corp-certification/

Brand values aren't just a bunch of pretty words on a page. You only get to call them values if you live and breathe them. They're in everything we make and in how we make it.

Together we **Explore** possibilities, **Act** through creativity and **Lead** a positive change for the planet.

Alongside our values, we are inspired Toltec themed teachings from Don Miguel Ruiz's book **The Four Agreements**.

Be impeccable with your word

Words have power. Say what you mean and do what you say. Know when to speak up and when to say less.

Don't make assumptions

Assumptions are the mother of all f*** ups. Be curious, ask questions and get to the root of things. Watch out against biases.

Don't take anything personally

How someone sees you or your work is just that – how they see it. It's one point of view.

Always do your best

Doing your best isn't about success or failure, it's about showing up and giving it your all. Always do your best and watch your best get better.

GYSHIDO WITH A PLANET-FIRST FOCUS

Have you heard of **GYSHIDO** or 'The art of getting your shit done'? What if we reimagined it from a planet focused lens.

1. RELENTLESS FOCUS ON IMPACT
2. PURPOSEFUL ACTION
3. SUSTAINABLE CONSISTENCY

4. PLANET OVER PROFIT
5. COLLABORATIVE CONVERSATION
6. ACCOUNTABILITY IN ACTION

NEEDS*

LEAP's mission is to ignite the creative change our planet needs*. Needs being an important word.

Our team shared their thoughts:

"The Planet doesn't need all human creativity. We need to challenge the brief and act for now and future generations in all we create." – Matt

"Our planet doesn't need any more consumerism, it needs humans to reconnect with nature and be part of the living system, not just consume and extract from it." – Simon

"The planet needs radical action and accountability for those in positions of power. BUT it also needs art, joy, and love. To me, 'needs' is about balance." – Rosanna

"Needs* is simply what not only matters, but is absolutely necessary. An unfiltered, unyielding and unrelenting creative quest to help move the dial towards a better world." – Nathan

"The planet needs us to be considerate and caring about the choices we make." – Rebecca

"The planet might need a few more clever ideas, but what it really needs is caring ones. For us to think like mothers and act like Earthlings, to leave this place better than we found it." – Camilla

"Our planet needs us to unite our voices and skills to take responsibility for its future. Through listening, collaboration, and collective action, change is possible." – Emily

"Our planet needs us to cherish the people and places that we love. It needs us to fight to protect those things every day in every way that we can." – Helen

ON THE COVER

The cover artwork was created by local illustrator and friend of LEAP, Jago Silver. Commissioned as an interpretation of SHIFT (the Super High-impact Initiative for Fixing Tomorrow), created by LEAP for Project Drawdown and Dr Kimberly Nicholas. Read more about SHIFT on page 15.

LEADERSHIP LETTER

Last year, we wrote about navigating stormy seas. This year feels different. Not because everything suddenly became easy, but because we've found a way of working that feels steadier and more like ourselves.

Turnover is up by 12%, the business returned to profit, and team wellbeing rose from 50% to 85%. It's encouraging to see those numbers, because of what they point to: a team that's found its flow and a clearer sense of purpose after what was a tough period.

One of the most noticeable shifts has been in how people have grown. After a year where learning had to take a back seat, we were able to invest properly again, increasing training spend significantly. That showed up in the work and in the conversations around it. People stepped into more responsibility, asked the right questions and injected projects with more confidence. Collectively, that changed the tone of the year.

We're also really proud of the clients we worked with. It's not easy to stay ambitious about climate and social impact when the global situation feels volatile. They put their heads above the parapet and trusted us to help them speak clearly and honestly about their impact, despite external pressures. This year, 86.4% of our work had a direct link to the UN's Sustainable Development Goals, up from 73%. That reflects their intent as much as our approach.

Internally, the move to a trio leadership model has been another important step. The three of us stepping into this shared role has brought diverse perspectives and resilience to how LEAP operates day to day. It's helped us make more informed decisions and adapt quickly when things inevitably change.

One thing we talked about a lot this year was pace. Time together in nature last autumn brought up conversations about how running at full tilt all year isn't sustainable. We're in the early stages of this, but we're beginning to plan with more awareness of seasonality, energy and limits. Knowing when to push and go all out, and when to ease off, is something we want to get better at.

For 2026, we want to be more confident about the change we help create. Creativity has always been our core craft and it's also our way of amplifying the work that matters. We want to keep working with great clients, create space for important conversations and focus on relationships that go deeper than the brief in front of us.

Thank you to our team for the care, honesty and commitment you bring. And thank you to our clients for trusting us with projects that ask for more from all of us.

Here's to making bigger waves in 2026.

With gratitude and confidence,

Simon, Helen and Nathan



MEASURE WHAT MATTERS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

DOING IT ON PURPOSE

LEAP's mission is to ignite the creative change our planet needs. Needs being an important word. Because the planet might not need another rebrand, campaign or piece of design for design's sake. It doesn't need more stuff, more noise or clever ways to sell the same old story. **It needs creativity that serves life, not just lifestyles.**

We're making that sound simpler than it is. But that's why values and purpose are important – principles that hold you to account when things get knotty. If they never challenge you, they're not doing their job. The point of having values and a clear purpose is to live them, and work with them. And sometimes wrestle with them.

The following pages are the chronicles of that wrestling.



A handmade leaving gift from Ioana.



WHY WE REPORT ON OUR IMPACT

Did you hear impact reports are cool again? (Thanks, Patagonia.) Truth is, they were always cool.

We report on our impact because we want to get better. We want things to get better. Reporting gives us a benchmark, a reality check and a chance to look at what's working and what isn't. It helps us course correct. It helps us stay transparent and accountable. And if sharing what we learn helps someone else raise their game, even better.

Completing the second edition of our Planet Positive Plan last year gave us a clearer picture of what makes up and affects our footprint as a business. The challenge as always, especially for a compact team, is to keep this work consistently at the forefront as schedules and timelines fill up. We have definitely made progress to be proud of but there is much still to do.

THIS YEAR WE HAVE DELIVERED ON:

- ▷ Publishing our 7th annual Impact Report and a detailed Client Disclosure Report.
- ▷ Investing in nature with partners like Plant One Cornwall, above and beyond a transactional membership.
- ▷ Conversations with clients about net zero pledges, recording 100% of clients' pledges, and offering support in aligning with Science Based Targets.
- ▷ Incorporating discussions around digital footprint as part of our project process. We also delivered digital footprint training for Cornwall Chamber of Commerce.
- ▷ We have ignited creative change within our community by delivering training on new B Corp standards and brought people together around the launch of the new Sustainability Action Plan for the Cornwall creative and cultural community.

Previous reports from the last couple of years.



BUT SO FAR WE'VE FALLEN SHORT ON PROGRESSING:

- ▷ Bringing the whole team on board with the Planet Positive Plan and setting colleague-led initiatives into action.
- ▷ Ensuring 100% of suppliers have net zero plans in place that align with Science Based Targets.

These areas failed to progress mainly because we had to prioritise income generating work coming out of a period of instability. Some of the team also took on extra responsibilities leaving less team and time resources available. Still, the projects coming through the studio in 2025 have offered opportunities for us all to take positive action.

PURPOSE DOESN'T DELIVER ITSELF

Translating purpose into tangible results does take leadership willing to 'lead at the pointy end', a team with the space and agency to think for themselves and courageous clients. This year we've been lucky to have all three in the room more often than not.

IMPACT HIGHLIGHTS

SUSTAINABLE DEVELOPMENT GOALS

86.4%
REVENUE FROM
SDG PROJECTS

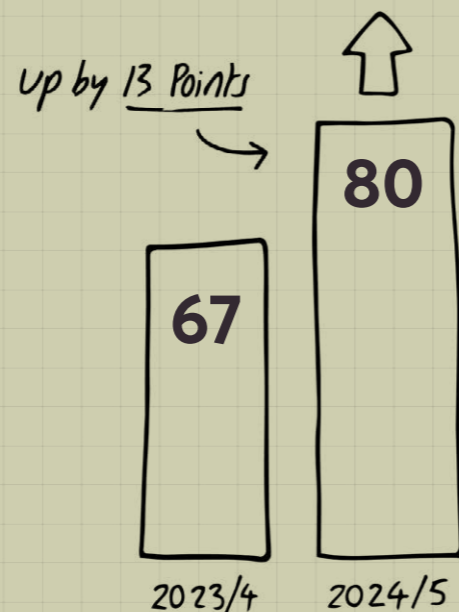
Out of 105 completed projects, 86.4% of our revenue came from work that directly tackled the Sustainable Development Goals (SDGs). That's an increase from 73% last year, driven by the ambition of the clients that came our way during 2025.



CLIENTS

NPS 80
NET PROMOTER
SCORE

Last year we moved away from a satisfaction score to using a NPS. NPS is calculated by asking clients how likely they are to recommend LEAP to a friend or colleague. It's a stricter measure that tends to look lower, but gives a clearer picture of client loyalty. Our score for this year was a world class 80, up by 13 points from last year's already fantastic 67. We are very proud of this figure but there is always room for improvement. We will keep focusing on building trusting relationships, look at incorporating nature into our client experience, and keep delivering above expectations.



CREW

85%
HAPPINESS

Team happiness rose to 85% this year, up from an all time low of 50% last year. It's great to see that the focus to bring this up has had results.

The work/life balance score also improved reaching 71%, up from 66% last year.

There is more work to do and we'll keep building on what we have done so far over the past 12 months. Read more about that on the 'Crew pages'.



ACTIVISM

375
HOURS OF
BUSINESS
ACTIVISM

Time dedicated to changing our industry and the business community, including Business Leaders for Peace, Blue Earth Summit's Uncomfortable Conversations and a sustainability action plan for Cornwall creatives. The figure this year is somewhat lower due to Goodfest taking a fallow year.



GRANT FOR GOOD

£31K
IN PRO BONO
HOURS

Every year, we commit 5% of turnover in pro bono hours to environmental and social impact projects. In 2025, this equated to £31k, or 5.05% of annual turnover. The total amount increased this year, while the percentage decreased slightly, closer to our 5% commitment.

CARBON EMISSIONS

17.773
tCO₂e

Scope 1 emissions have remained at zero for four consecutive years. Scope 2 emissions have stayed pretty much flat, dropping a little from 0.486 tCO₂e to 0.415 this year. Our scope 3 figure rose to 17.358 tCO₂e from 14.642, driven mostly by more business travel this year, but also because we keep getting more granular and have improved our methods for measuring.



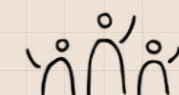
VOLUNTEERING

2
VOLUNTEER DAYS

Each member of the LEAP crew is given 5 paid days per year to volunteer with a charity or community project of their choosing.

However, uptake has been consistently low. The reality is that, with a compact team like ours, it's difficult to find time to be out of the studio.

Rather than letting these days gather dust, we have decided to look at evolving the policy and explore other ways to give back, perhaps as a group.



NEW B CORP STANDARDS

This year brought the biggest shift in the B Corp standards since the movement began. The points-based system has gone, replaced by a set of universal requirements designed to raise the bar and push businesses to take action where it matters. It's a change that has been a long time coming but still managed to land with a bump.

We've recertified twice under the old standards (V6), and the update was long overdue. These recent changes mean you can't cruise to certification by scoring highly in one area and coasting elsewhere. In general, it asks more of organisations, which is exactly the point, and a good thing too.

The new rules are a bit unclear about requirements for impact reporting for different sized businesses and we really hope B Lab will issue clearer guidance. However, for LEAP we have never seen impact reports as a compliance task, more as a record of progress and a way to keep ourselves accountable and on course. Needless to say, we, like many other big and small B Corps, will continue to report on our impact whether anyone is checking on us or not!

A bigger conversation for us is the changes around the impact business models (IBMs) – businesses that are built to deliver positive impact. They are a foundational principle for us and businesses like TOM's, Divine Chocolate, The Big Issue and many more. For example, our Grant for Good commits a minimum of 5% of our turnover (not profit), to pro bono work, and we've built our client base around organisations creating positive change. Those choices aren't tied to certification but to who we are as a business. What kind of business do we want to

be, with or without the badge? It looks like IBMs will no longer be included in the scope of B Corp certification, which we think is a real shame.

B Corp has been part of LEAP's story for a decade. Our founder Matt was following the movement before it reached the UK and became one of its early champions here. He's supported countless businesses on their certification journey and played a big part in why Cornwall now has the highest concentration of B Corps outside London. Part of this region's strength comes from small businesses striving for better, and from the positive contagion that happens when people share openly, support and challenge one another.

It is our sincere hope that B Corp, or the standards of the business impact manager, go on to become the norm or baseline rather than the stretch, for the sake of both planet and people.



OUR B CORP SCORE

We recertified last year on the legacy standards with **138.2 points** – our highest score to date. 42.4 of those points were related to our Impact Business Model (IBM). While IBMs are not part of the new standards, we will very much continue to operate like one. You can read more about that on the previous page.

BREAKING OUR SCORE DOWN INTO THE FIVE PILLARS OF THE BIA:

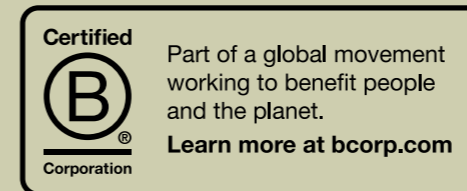
GOVERNANCE **20.4**

WORKERS **35.8**

COMMUNITY **48.9**

ENVIRONMENT **18.1**

CUSTOMERS **14.8**



BENCHMARKING OUR IMPACT PERFORMANCE

| B CORPORATION | 2018 | 2021 | 2024 |
|---------------|--------------|--------------|--------------|
| Governance | 14.7 | 18.9 | 20.4 |
| Workers | 37.4 | 30.6 | 35.8 |
| Community | 36.5 | 32.1 | 48.9 |
| Environment | 19.8 | 17.9 | 18.1 |
| Customers | 4 | 11.1 | 14.8 |
| TOTAL | 112.4 | 110.6 | 138.2 |

10 YEARS OF OUR JOURNEY WITH B CORPORATION AND B LAB UK.

B Corporation and B Lab UK are celebrating its 10 year anniversary and Matt and LEAP have been proud supporters on that journey right from the start.



Matt and Simon
B Lab Summit
Europe 2019



Design support including
B Inspired London 2019



B|23, the largest
place-based B Corp
programme in the UK, 2023

2015
2016

2018

2019

2021

2024

2026

Started our B Corp journey on V4 of the Business Impact Assessment

103PTS

Submitted December 2015, certified January 16 2016, we scored 103pts first attempt with no changes due to historic impact recording of LEAP since 2004.

112.4PTS

Making us the highest scoring B Corp certified design agency in the world at the time.

Matt was formally invited to be part of the world's first ever B Corp Ambassador program.

Certified **Best For The World** 2019 **Changemakers** Honoree

Certified **Best For The World** 2019 **Workers** Honoree

In 2019, The B Corp Ambassador group formed the B Inspired movement and material.

110.6PTS

Despite dropping a couple of points on our previous recertification, LEAP remained one of the highest scoring design agencies in the world. For the next cycle, we doubled down to see where we could improve even further.

138.2PTS

We celebrated our highest score to date. Unfortunately, this was achieved using the existing standards rather than the new and improved version we had hoped would be in effect for our 2024 recertification.

FUTURE

We're excited to dive into the new standards and learn more about what the change means for us and the B Corp community as a whole.



We were in 1st cohort of UK businesses to certify as B Corp



Matt spreading the word on the movement 2016



B Leading training 2018



First B Local Cornwall at our home in 2021



B Creative Cornwall 2022/23

IMPACT CHANGE INDEX

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.

| | Legacy data | Comparison years | | % Difference |
|--|-------------|------------------|--------------|---------------------------|
| | 2022-23 | 2023-24 | 2024-25 | |
| TEAM HAPPINESS | 63% | 50% | 85% | +70% |
| GRANT FOR GOOD | 7.5% | 5.5% | 5.05% | N/A |
| SUSTAINABLE DEVELOPMENT GOALS <small>(Projects with a direct SDG impact)</small> | 58% | 73% | 86.4% | +18% |
| CARBON EMISSIONS <small>(Across scopes 1, 2 and 3)</small> | 16.13 tCO2e | 15.128 tCO2e | 17.773 tCO2e | +17% |
| RENEWABLES | 100% | 100% | 100% | 0 |
| TEAM SIZE | 12 | 10 | 8 | -20% |
| PRO BONO HOURS | 443 | 252 | 254 | +0.79% |
| TURNOVER | £707,700 | £552,843.83 | £619,267.80 | +12% |
| PROJECTS COMPLETED | 102 | 108 | 105 | N/A |
| VOLUNTEERING DAYS | 10 | 5.5 | 2 | N/A (team size variation) |
| CLIENT SATISFACTION | 9.3/10 | 9/10 NPS 67** | NPS 80 | +19% |

*In 2024 we transitioned to using NPS for measuring client satisfaction

OUR CREW

WHAT WE SAID WE WOULD DO

If you want to make great work, you need to look after the people who make it. Our people are our greatest asset and one of the triple bottom line P's (the others are planet and profit in case you were wondering). A happy, healthy team who feels part of something bigger is good for the people on the team and good for the business. And, frankly, looking after our people is just the decent thing to do.



Morning spent in Idbess Woods, Truro

- ▷ Explore what factors drive the team's wellbeing and how we can support it better.
- ▷ Drive up volunteering uptake.
- ▷ Invest in additional training to help everyone grow within and outside of their roles.
- ▷ Seek external advice on how to advance on ethnic diversity.
- ▷ Improve on work/life balance and overall team happiness.
- ▷ Look at personalised ways to reward and recognise the team's contributions.
- ▷ Bring more of our values and purpose into our daily work.

After last year's dip in team happiness, we have made wellbeing and purpose a priority focus this past year. All in all, we have made good progress, but there are a few areas where we have needed to have a re-think. And some that we haven't quite managed to address yet.



Texture in nature



Say breeze!

WHAT WE DID

GOVERNANCE

Governance is a slightly mossy word, but an important one. Like a rock beneath the moss, it forms the foundation of how we run our business.

This year marked the start of a new chapter for LEAP. Matt stepped to the side to an advisory role to allow new growth in LEAPs living system, and our trio leadership team now leads the studio day to day. We wrote more about that in our "new chapter for LEAP" update.

We'd previously explored creating an executive board, but with a smaller core team it no longer felt worthwhile. Instead, we'll look at forming an advisory board in 2026, something supportive and practical rather than another layer of process.

Alongside the leadership shift, we've worked as a team on ways to make sure our values and purpose guide the everyday small decisions that collectively paint the bigger picture for the studio and our work.

WELLBEING & WORK/LIFE BALANCE

Last year's dip in team happiness reflected what was a tough year for the whole business. It showed us that wellbeing needed to be a genuine priority this year.

Helen stepped into the role of wellbeing lead, and we carried out our most in-depth surveying to date, including personal wellbeing plans for everyone. This gave us a clearer view of what people need to feel supported and where there were gaps to fix. Some practical outcomes were introducing private medical insurance for the team, and increased training and development.

We also finally managed to get a full crew retreat in. Time together in nature, helped restore some balance and connection after a demanding period.

We're really pleased to see that these efforts have made a difference but have no intention of putting our feet up. Actually scratch that – we absolutely need to put our feet up now and then.

Team happiness: 85% (up from 50% last year)
Work/life balance: 71% (up from 66% last year)



AND SOME NEW METRICS FOR THIS YEAR:

"We are genuinely supported if we choose to make use of flexible working arrangements"

100% favourable

"LEAP does enough to promote employee wellbeing (resources, benefits, advice, etc.)"

71% favourable

"LEAP offers the support I need to deal with work-related stress"

57% favourable

"LEAP cares about the mental health of our team members"

85% favourable

"I feel supported at LEAP when I am dealing with personal or family issues"

100% favourable

"I find my workload manageable"

57% favourable

"I enjoy the work I do"

85% favourable

We will carry on the work of finding ways to improve these numbers over 2026 and beyond.

JUSTICE, EQUITY, DIVERSITY & INCLUSION (JEDI)

We're a small team in one of the most monocultural regions of the UK, and that shapes the reality we're working with. But it doesn't change the responsibility we have to build a fairer, more welcoming workplace and to keep improving how we understand and support difference.

Last year we said we'd seek external expertise to help us go further. We haven't prioritised that yet, and need to be honest about that. What we have done is strengthen a few foundations: we now use B Lab's transparent recruitment process, we held a workshop on intersectionality for the team and we revisited our own JEDI statement to make sure it reflects who we want to be. Our policies already aim to use language that is inclusive to all genders and sexualities.

These are all good things, but they're not enough on their own. As we grow, we want to bring in wider perspectives and learn from people outside our immediate circles. And at a time when diversity and inclusion work has somehow become controversial, it feels more important than ever to keep moving forward.

GENDER BALANCE

Our team has a positive balance with around 63% women to 37% men. Our three person senior leadership team is 2 men and 1 woman supported by a network of external 'critical friends'.

Because of the size of our team and lack of similar roles, producing data on any gender pay gap isn't really relevant or useful. What matters more is that every role has a clearly established pay grade and progression path that applies to all team members regardless of gender.

REWARD & RECOGNITION

We do our best to reward and recognise our team whenever we can. Sometimes it's financial, but it's also about how we look after people day to day and celebrate wins. This year we introduced private health insurance, invested in a three-day retreat, kept up the small comforts that make studio life cosier and made space for socials. Financial recognition has been part of the mix too, with profit share dependent on our final year-end position.

LEARNING & GROWTH

Last year, learning slipped while we kept the business afloat. This year we were able to put it back on the table properly. We invested £5,009.37 in training for a slightly smaller team, up from £1,498.88 the year before.

We've taken a more holistic approach to development around what each person needs to grow in their role and beyond it. The exact spend will always shift with those needs, but we're committed to helping our people grow and develop.

GIVING BACK

Our five individual paid volunteering days continued to go mostly unused this year. We don't really see this as a failure but more as the reality of being a small team. So instead of letting those days sit and gather dust, we've decided to look at how we can evolve the policy. It might be that activities giving back as a group is a better option for us.

In 2026, our Grant for Good pro bono programme will continue to be 5% of our turnover. This allows us to support projects in ways that use our skills and expertise to create meaningful impact together.

WHAT'S NEXT?

Complexity is the name of the game, so our focus going forward is on learning how to thrive within it and pay attention to the impact we create day to day.

In the coming year, we will shift the balance from individual volunteering to collective.

We intend to re-introduce the Better by Miles initiative to allow the team to have some schedule flexibility for active time in daylight hours during the winter months. We'll look at tracking time spent in nature in relation to other metrics like wellbeing scores – and learn from the results. During 2026, we'll also introduce individual 'people and planet goals' for specific job roles.

OUR CLIENTS

WHAT WE SAID WE WOULD DO

Last year we set out to better understand the impact of our client work. We planned to increase survey responses so we could gather better feedback, and to introduce an NPS score as a way of tracking the client experience more consistently.

We also wanted to bring nature connection into projects through nature-based experiences with clients, and to grow the proportion of projects that contribute directly to the UN's Sustainable Development Goals. Alongside this, we hoped to support more clients in achieving their climate pledges helping the organisations we work with be clearer and more confident in their commitments.

WHAT WE DID

CLIENT SATISFACTION

Last year we moved to using an a Net Promoter Score (NPS) to give us a clearer, more consistent view of the client experience. NPS is calculated based on the question; "On a scale from 0 to 10, how likely are you to recommend LEAP to a friend or colleague, with 0 representing extreme dissatisfaction and 10 reflecting extreme satisfaction." Our score increased from 67 to an incredible 80, which reflects stronger relationships across the year.

We've also been reminded that numbers only tell part of the story. Alongside NPS, we still value qualitative feedback and ongoing conversations with clients. We've spent more time working face to face this year, and have begun developing nature-based experiences internally, with plans to bring these into client work next year. We'll trial more regular feedback points and continue to review whether our approach to measuring genuinely helps us do better work.



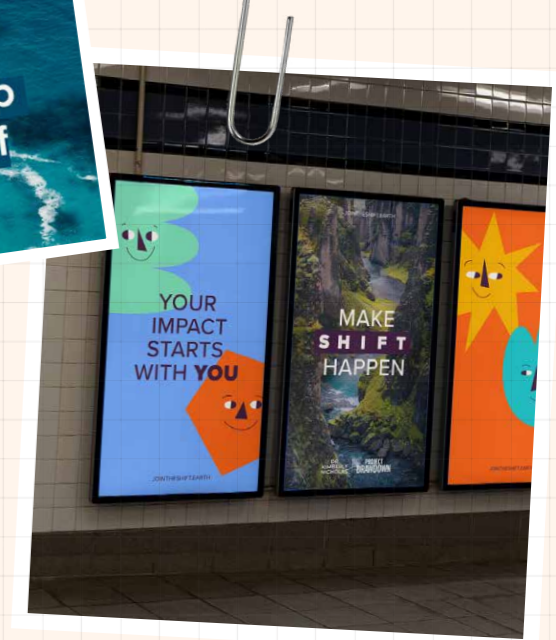
Evolved and expanded branding for Small Foundation.

GEOGRAPHICAL AND SECTOR BREAKDOWN

In the past year, local work made up 38.7%, while national work (rest of the UK) sat at 53.8%, and international at 7.5%. We saw corporate clients drop from 80.65% to 37.4%. Our Charity/Foundation/NGO figure rose from 8.94% to 45.76%. Whereas clients from governmental organisations rose slightly from 10.41% to 16.84%.

In all honesty, we place more importance on what the project is and its potential for positive impact rather than the sector it falls into. We are open to working with organisations from most sectors if the ambition is there and intentions are genuine. You can read more about our clients and where we make our money in our [Client Disclosure Report](#).

Common Sea



Let's make SHIFT happen

UN SUSTAINABLE DEVELOPMENT GOALS

We try to work with organisations who are pushing for change in ways that matter. Mapping our work against the UN's Sustainable Development Goals helps us understand where our projects contribute to meaningful change. This year, the proportion of projects with a direct SDG link increased by 13 percentage points, taking us into marine protection, climate action and economic opportunity. Although these are very different areas, creative thinking and practical tools can help shift systems for the better regardless of the sector.

Common Seas & Plymouth Sound National Marine Park – SDG 14: Life below water

From tackling plastic pollution with Common Seas to shaping the identity and storytelling for the UK's first National Marine Park in Plymouth Sound, much of our work this year was ocean-focused.

Common Seas equips governments, communities and decision-makers with the tools they need to reduce plastic pollution at its source. Plymouth Sound National Marine Park is pioneering a new way of valuing the sea as a living system that shapes culture and wellbeing for people and planet.

Both projects deepened our understanding of marine conservation and the human connection to the sea, and reinforced how design and narrative can help shift attitudes and behaviour.

Project Drawdown – SDG 13: Climate action

Working with Project Drawdown and climate scientist Dr Kimberly Nicholas, we brought SHIFT (the Super High-impact Initiative for Fixing Tomorrow) to life. It's an interactive climate guide that helps people identify where their actions matter most, and uncover their "climate superpowers."

It's rare to work on a project that feels both playful and deeply evidence-based. SHIFT does both, turning rigorous science into something usable and fun.

Small Foundation – SDG 1 / SDG 8: No poverty / Decent work and economic growth

Small Foundation helps build and grow income opportunities for people living in extreme poverty in rural sub-Saharan Africa. Our brand evolution and digital design work supported their effort to build fairer, more resilient livelihoods.

WHAT'S NEXT?

This year reinforced that the best work happens when there's trust on both sides. When we can offer clients a supported space to be bold and explore their impact on the world. That's one of our key strengths, and an integral part of how we work.

Next year we want to build on that. We'll keep refining how we listen, testing more regular feedback points while evaluating what's genuinely useful to measure. We'll spend time face to face where it adds value. We'll continue developing nature-based experiences, convening, and rural/urban immersions. We'll offer support to help clients progress on their climate commitments.



SDG 1



SDG 8



SDG 13

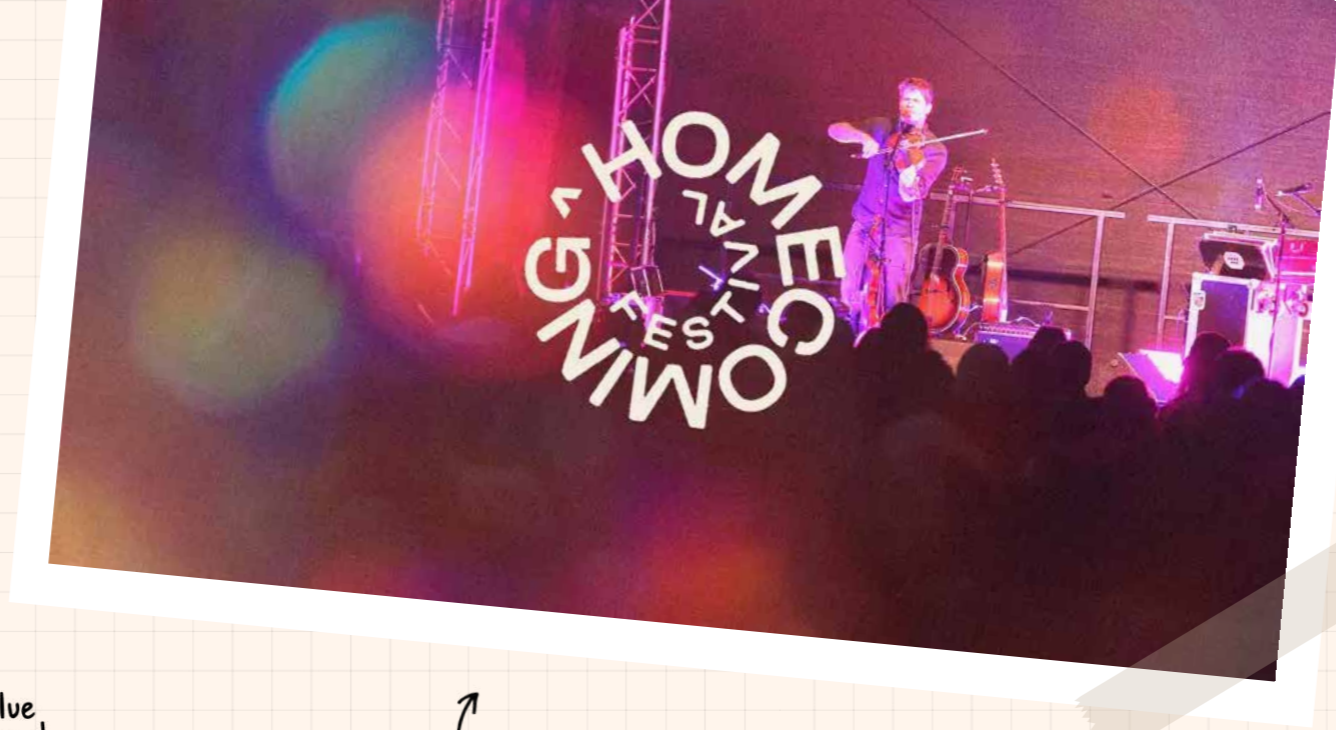


SDG 14



Social Value International

Bruichladdich



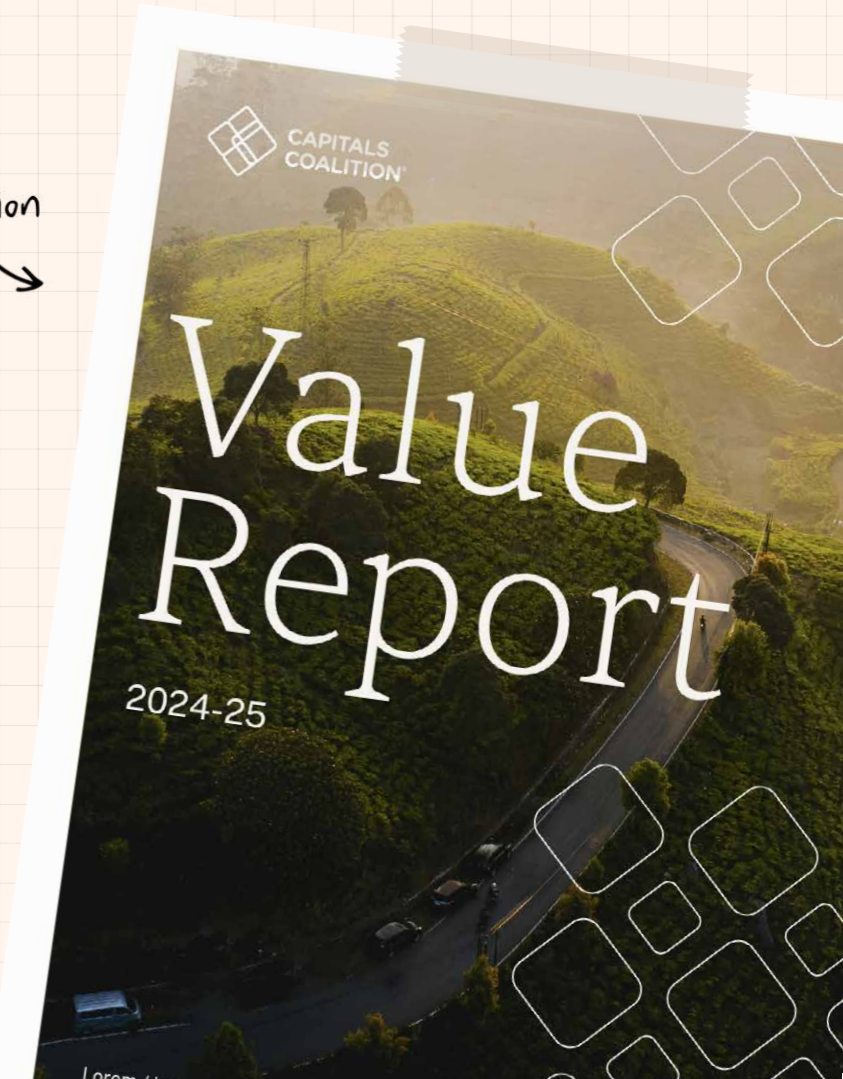
Homecoming Festival at Heligan



SHIFT



Capitals Coalition



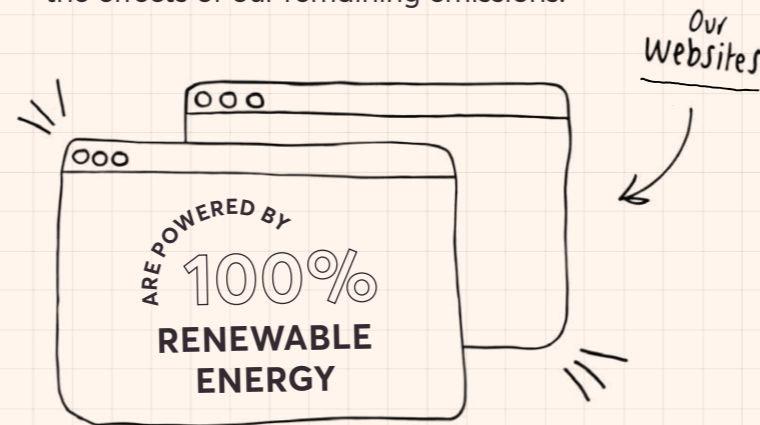
PROJECT HIGHLIGHTS

OUR FOOTPRINT

WHAT WE SAID WE'D DO

Last year we published the second edition of our Planet Positive Plan and set out to work more closely with our suppliers, community and clients on the things that genuinely move the needle. We said we'd continue reducing our carbon footprint where possible, while balancing in-person and online meetings. We also wanted to explore ways to improve the energy efficiency of our studio.

We aimed to gain a clearer picture of LEAP's digital impact and to begin measuring the digital footprint of our projects. And we planned to continue our relationship with Plant One Cornwall as part of addressing the effects of our remaining emissions.



WHAT WE DID

PLANET POSITIVE PLAN

A Planet Positive Plan is exactly what it sounds like – our plan on how to become a planet positive business and inspire our clients and suppliers to do the same. We have continued to use it as a guide for decision-making, even if progress wasn't evenly paced across every area. The plan helps shape how we think about impact day to day and where our efforts are best spent. Some actions moved forward, others will need more time and better data to advance.

So far, we have;

- ▷ Published our 7th annual Impact Report and are working on a detailed Client Disclosure Report for 2024-2025.
- ▷ Invested in nature with partners like Plant One Cornwall.

- ▷ Held conversations with clients about net zero pledges and recorded 100% of client's pledges, as well as offering support in aligning with Science Based Targets.
- ▷ Incorporated discussions around digital footprint as part of our project process. We also delivered digital footprint training for Cornwall Chamber of Commerce.
- ▷ We have ignited creative change within our community by delivering training on new B Corp standards and brought people together around the launch of the new Sustainability Action Plan for the Cornwall creative and cultural community.
- ▷ After helping our cowork space switch to 100% renewal energy back in 2019, we continue to keep our studio impact low. We take any food, or packaging waste home, which encourages us to think more carefully about the waste we generate and making sure it's handled properly.

EMISSIONS

Our emissions remained relatively stable this year, rising to 17.773 tCO₂e across scopes 2 and 3 from 15.128 last year, and no scope 1 emissions. Travel continues to be our biggest source of emissions.

We haven't yet set up a system for tracking the balance between in-person and online meetings as planned, but the conversation itself has helped us be even more intentional about when we travel, why and how. Ironically, travel has actually increased slightly this year because we felt that more face to face time with clients was valuable for relationship building and effective working sessions. Our footprint figure is absolute and not reduced by offsetting.

NATURE RECOVERY

Our partnership with Plant One Cornwall isn't a traditional offset scheme. Their work focuses on creating woodland habitats in one of the least tree-covered parts of Europe, restoring biodiversity and strengthening local ecosystems.

Their tree planting has carbon reduction benefits, but the value goes far beyond that. We have made a conscious decision to back an organisation doing practical, long-term nature recovery in the place we call home. It also guides how we think about emissions – reduction first, then contributing to something that leaves the land better than we found it.



Digital sustainability workshop for the Cornwall Chamber of Commerce.

DIGITAL FOOTPRINT

It's been a busy year. We've launched 9 new sites, looked after about 20 through our care packages and hosted 80+. We are always working on ways to reduce both our clients' and our own digital carbon footprint. All websites we host are powered by 100% renewable energy. We collaborate with our clients to reduce their digital carbon emissions by using sustainable web design practices, and are always looking for ways to improve our measuring methods. However we have found that our ambition for tracking our own digital impact has been humbled by the time and resources we have been able to put towards it. The scope of what we would need to measure to truly get a full picture is almost endless, with everything from web search, email, Slack and all the other digital tools we use, including AI. So for now, we're focusing on awareness – recognising that all of this comes with a resource cost, and being as thoughtful as we can about how we use it. For AI, we developed an internal policy on how we want to use it considering both ethics, quality and sustainability.

Earlier in the year we also delivered a workshop to the Cornwall Chamber of Commerce to equip their business community with the knowledge and tools needed to understand and address digital sustainability within their organisations.

WHAT'S NEXT?

The work to lower our footprint is a constant work in progress. It's sometimes a balancing act of cost versus benefits, like in the case of travel to meet clients, training, and events. But as well as reducing our footprint, we also want to keep improving our understanding of it. More and more of that is happening in the digital realm and as a society, we have very little insights into the footprint of the tools we use daily. This year, we would like to make a start by contacting platforms and tool providers to see what information they themselves are able to share on the footprint of using their products and services.

We keep working towards net zero, fully aware that we may not be able to get there, because we want to stay ambitious in our efforts!

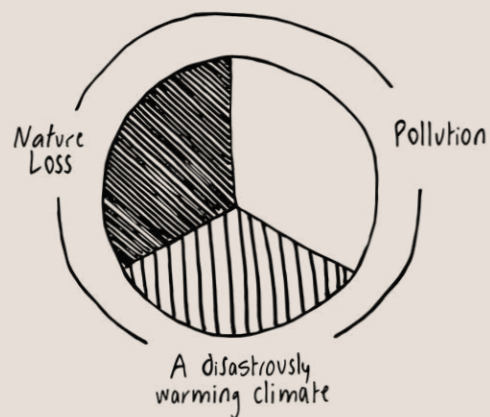
BUSINESS ACTIONISM

The last few years have followed a kind of pattern – just when you think the state of the world can't go any further down the drain, it somehow does. In case you need a recap, our planet is facing a triple crisis of pollution, a disastrously warming climate, and nature loss. Meanwhile, power-hungry men continue to treat global politics like a Lord of the Flies inspired school playground.

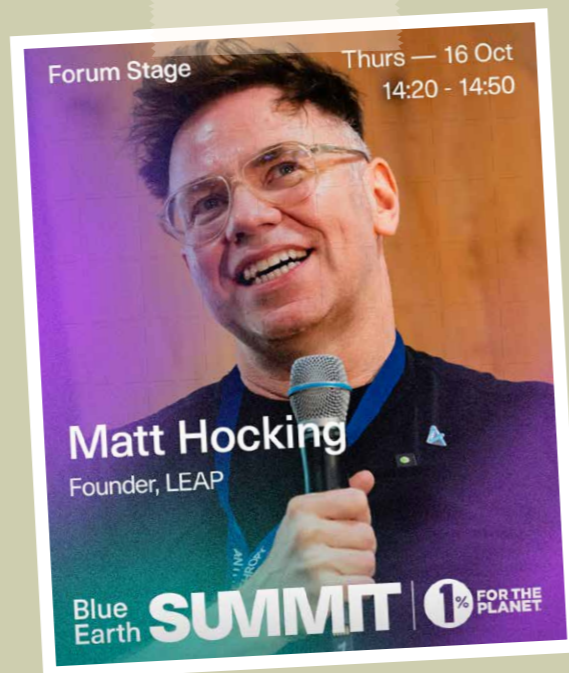
The urge to hide under a blanket is completely understandable. But, as Matt has been known to say, the antidote is love in action.

We believe businesses have a responsibility to lead and we see business activism as part of our company DNA. Matt has always dedicated a huge amount of time, energy and work to creating positive change both personally and professionally. In 2025 these activities added up to 375 hours dedicated to changing our industry, community and planet. That number is slightly lower than last year mostly due to Goodfest taking a fallow year, and the need to turn our focus inwards after a challenging year last year, to get us back on track.

The triple planetary crisis:



Simon on the judging panel at the Cornwall Sustainability Awards



Matt was back at the Blue Earth Summit

WHAT WE DID

Here's a snapshot of what that activism looked like this past year.

BUSINESS LEADERS FOR PEACE

In July we supported Business Leaders for Peace, a platform calling on the UK Government to uphold international law and take concrete action to prevent genocide in Gaza.

Through our Grant for Good, we provided brand identity design and build support to create a simple microsite where business leaders, founders and professionals could add their names to an open letter and stand together publicly. It created a place for voices to gather, be visible and be counted.

BLUE EARTH SUMMIT

Matt returned to the Blue Earth Summit with Uncomfortable Conversations – a space to talk about the harder questions behind purpose-led business. This time he was joined by Kalpana Arias of Nowadays On Earth.

His own Founder Session focused on what it really takes to build for impact over the long term, from challenging business-as-usual to sitting with the tensions that come with growth, values and responsibility. Creating and holding space for these conversations helps move the debate beyond surface-level sustainability initiatives and into the messier realities of change-making.

ETHICAL AGENCY ALLIANCE

We joined Creatives for Climate's Ethical Agency Alliance as one of six initial frontrunner agencies committed to pushing for higher standards in the creative industry and working together on climate action. It's a community of like-minded creatives and a practical way to support the future we want this sector to move towards.

"We joined to support the 'art of the possible' – to show that we must step out of our silos, drop the ego, and work together. It's the right thing to do for the future."

- MATT HOCKING

SUSTAINABILITY ACTION PLAN FOR CORNWALL CREATIVE INDUSTRIES

Over the past year or so, we've brought together creatives and cultural organisations from across Cornwall to share challenges, ideas and ambitions for a more sustainable sector. Those conversations culminated in the recent launch of the Sustainability Action Plan for Cornwall's Creative and Cultural Community, hosted and supported by Cornwall Council's Culture and Creative Investment Programme.

Co-developing the plan was about turning good intentions into something practical. It's designed as a toolkit, offering guidance, resources and real-world examples that creators of all sizes and disciplines can actually use.

CORNWALL SUSTAINABILITY AWARDS – MATT'S LIFETIME ACHIEVEMENT AWARD

Last but not least, Matt's efforts over the years were recognised with a lifetime achievement award at the 2025 Cornwall Sustainability Awards, 20 years after winning Person of the Year in 2005.

Since founding LEAP in 2004, Matt has consistently used design as a tool for positive change, helping pioneer planet-centred creative practice (before it was cool), championing the B Corp movement from the get-go, and supporting hundreds of businesses to rethink how they operate. His influence has been felt far beyond LEAP, playing a key role in building Cornwall's reputation as a place where values-led business can thrive.

The award reflects a long-standing commitment to doing things differently, and to showing how design and creative thinking can help shape a better future.



GRANT FOR GOOD

We don't have a marketing budget. Instead, we have a giving budget. Since 2004, our Grant for Good has been about using our skills to support environmental and social projects with great ideas that might otherwise struggle to get off the ground.

In 2025, that meant £31k worth of pro bono work across six projects – 5% of our turnover, regardless of profit.

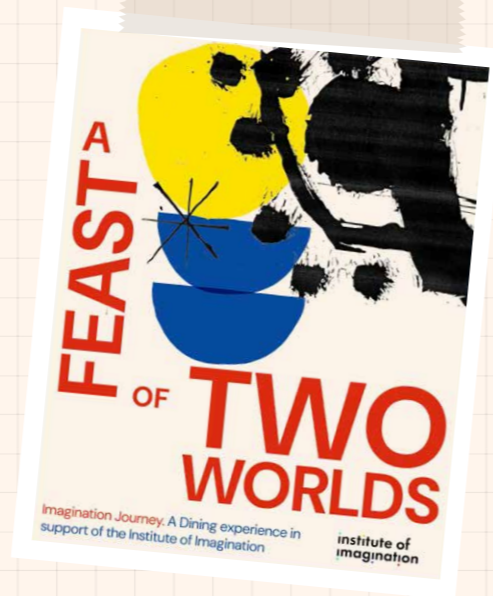
WHAT WE SAID WE WOULD DO

Last year we set out to take a more strategic approach to Grant for Good – being more proactive about the projects we support, and clearer about how this work connects to our wider business activism. We wanted to promote climate-positive action, improve transparency, and create space for team-led initiatives to shape where our time and skills are best used.



Culinary experience campaign support in aid of the institute of imagination.

Lets make SHIFT happen



The Business leaders for Peace letter, backed by over 1,200 UK business leaders, was delivered to NO.10



WHAT WE DID

SHIFT (The Super High-impact Initiative for Fixing Tomorrow)

Together with Project Drawdown and Dr Kimberly Nicholas, we helped bring to life SHIFT – a choose-your-own-adventure guide that helps people take personalised climate action that makes a real difference.

SHIFT is built around five “climate superpowers”, what you can do as a Citizen, Investor, Professional, Consumer, and Role Model. The Grant for Good boosted the project budget to create expressive characters, animations and interactive moments, making the experience feel more like a game than a chore.

Tackling climate change is serious but the way we inspire action doesn't have to feel heavy.

BUSINESS LEADERS FOR PEACE

We provided rapid-response brand and website support to help launch Business Leaders for Peace, calling on the UK Government to act to prevent genocide in Gaza.

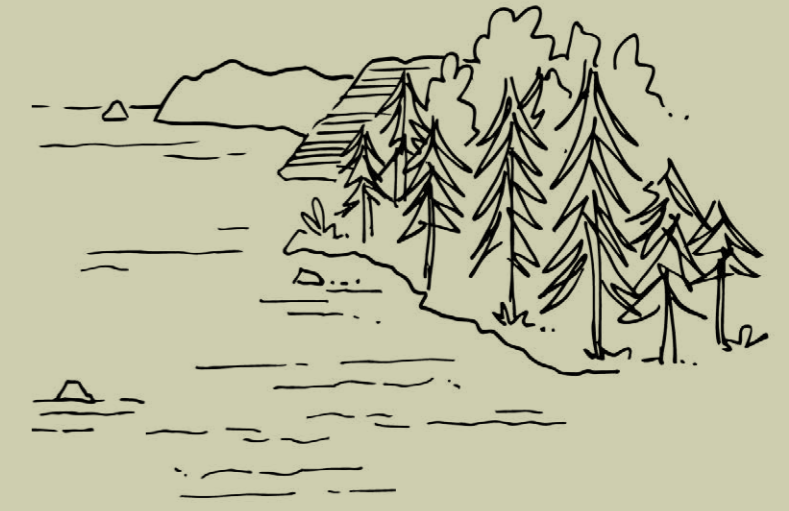
Big thanks to our talented intern Megan for her brilliant work on this project. You can read more about Business Leaders for Peace in the Business Activism section.

GOODFEST

While the festival of creative conversations had a fallow year in 2025, there was still work to do to keep Goodfest CIC's digital presence ticking. We offered support with website updates, hosting, security etc. Looking forward to Goodfest returning to Bedruthan in 2026.

DISRUPT DESIGN & UNSCHOOLS

LEAP provided low-carbon website development solutions across four interconnected sites for the Unschoools team, aligning their educational mission and environmental values over 2024-25.



PLANT ONE CORNWALL

We are long time supporters of Plant One Cornwall and have provided early support on the development of their No Trees No Seas campaign, exploring the intertwined nature between ocean and land-based conservation. This project is ongoing and will launch in March 2026. Read more about fish forests and the connection between trees and seas on the inside back cover of this report.

FEAST OF TWO WORLDS

Earlier in the year, we produced exploratory branding work for a charity fundraising dining experience that didn't progress beyond initial concepts due to creative direction misalignment.

WHAT'S NEXT?

We want to be really intentional about the projects we take on and look for a combination of creative possibility and high positive impact potential. We have also discussed finding space to develop some self-initiated projects as well as a place to invite people to register interest in GfG.

A LEAP OF FAITH

In September 2025, LEAP's leadership transitioned in a way that felt true to who we are. In ancient woodlands and on a pebbled cove next to a waterfall, our founder Matt gathered the leadership trio – Nathan, Helen, and Simon – for a letting go ceremony. Around a campfire (and with some stone throwing into the sea) marking the moment, Matt formally passed stewardship of the business to the team who will carry it forward. By inviting nature as witness, we rooted this transition in something deeper than spreadsheets – honouring both the spirit of good business and our commitment to this planet. A natural way to do business. With deep thanks to Richard, June and Esther for holding the space at their hidden gem on the south coast of Cornwall.



I wanted to show the multiple worlds and ways I get to dance, learn and get lost in something. So bringing in friends from Imaginal collective who performed a Despacho first nations ceremony ending as all things should in breaking bread.

- MATT HOCKING



[Link to watch video](#)



MATT'S EVOLUTION

This is the final report in our three-year series. It marks a shift we've been working towards for some time: moving LEAP from being founder-led towards shared stewardship and long-term continuity.

In 2025, three members of our crew were gifted 5% shareholdings, becoming stewards of LEAP. It was a practical step to share responsibility and make sure we have a strong, values-based decision-making structure.

My own role is evolving into Chief Evolution Officer (CEvO). It's a fractional founder role focused on long-term direction, support and continuity, rather than running the business day to day. In practice, that means stepping back from the centre and helping others lead with clarity and confidence. LEAP has grown beyond any one person, and this shift is about making sure it's well held for the long term.

- MATT HOCKING

WHAT I DO

- ▷ Hold the long-term view and a sense of what's next
- ▷ Look after mission, culture and governance
- ▷ Help turn values into practical ways of working
- ▷ Support the crew to lead with confidence

WHAT I DON'T DO

- ▷ Run day-to-day operations
- ▷ Replace the leadership team
- ▷ Act as a final decision-maker on everything

"Leap's living system. It's not new, it's simply replacing the traditional tiered system (organigram) businesses use to show their structure."

"As with anything at leap, we use nature to inspire a better way to do business."



NOTES FROM THE CORNWALL FISH FOREST

Back in November, we took the whole team out of the studio to spend a few days working, learning, socialising and playing – and, importantly, spending time in nature beside the beautiful Helford River. The Helford is a tidal river valley (a ria), formed by both land and sea. The water creeps inland through wooded creeks, oaks lean right over the banks, and the tide reshapes the landscape hour by hour. One minute it feels like a forest with water in it, the next like an estuary opening out to sea.

Humans love sorting things neatly into boxes, looking at the world through a single lens and breaking it into chunks our little brains can handle. But that's not how ecosystems work, and the Helford is a magical example of that.

While we were there, we learned more about the science showing how deeply connected trees and seas really are. Forests send nutrients downstream to feed the ocean. Salmon and seabirds carry nutrients back inland to feed the forests. Tree roots slow rainfall, filter pollution and reduce flooding. It's one living system.

Unfortunately, we've made a bit of a mess of it, and the sea is suffering. Without enough

coastal woodland, rainfall rushes straight from land to sea, carrying pollution and sediment that smothers marine life. Seagrass, kelp, plankton and fish populations are all in decline.

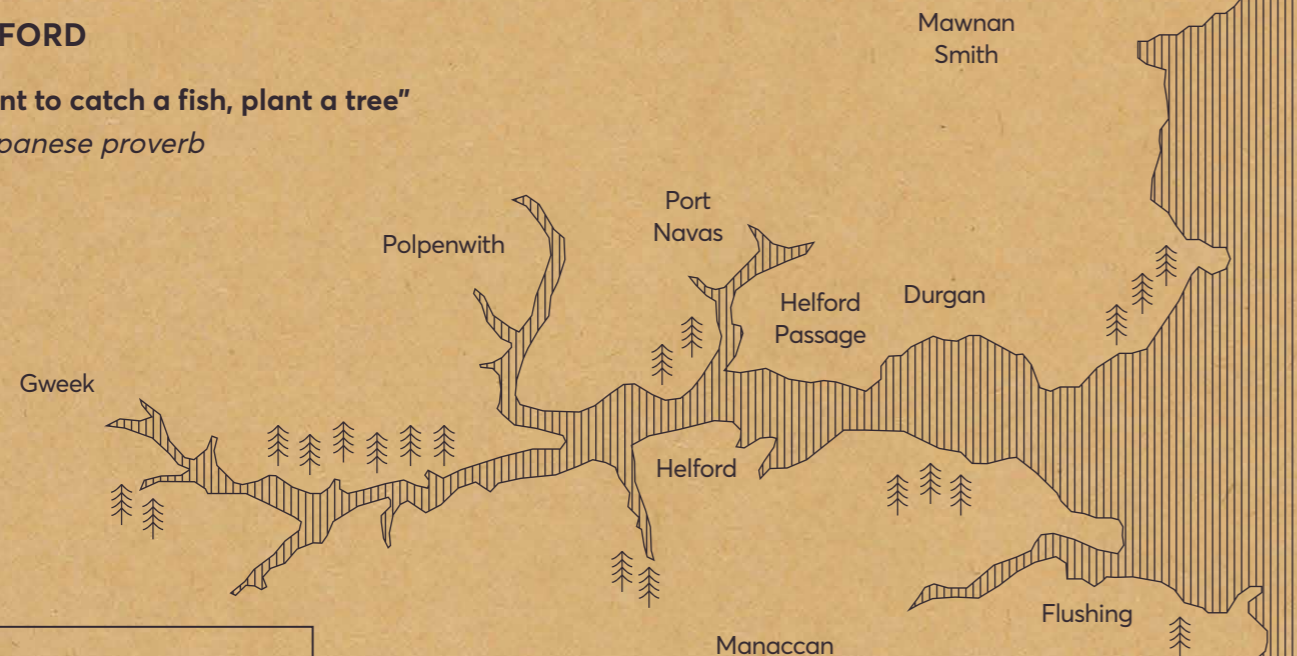
It's becoming clear that to restore the health of our oceans, we also need to restore our forests. Extensive, healthy coastal woodlands lead to cleaner seas, thriving seagrass and kelp, recovering fish populations, less flooding, fewer droughts and richer biodiversity on land and water. Scientists leading this research call the two-way relationship between forest and sea a Flowscape – the flow of life and energy from forest floors, into rivers and estuaries, out to the deep ocean, and back again.

The ingenuity of ecosystems has a lot to teach us about how we approach our work. For us, that's one reason why spending time immersed in nature is so valuable for creative problem-solving and systems design.

Big thanks to Plant One's Carl Rowlinson for joining us to share this knowledge. Find out more and support the No Trees No Seas campaign [here](#).

THE HELFORD

"If you want to catch a fish, plant a tree"
— Old Japanese proverb



AVERAGE FOREST COVER

Europe - 38%
UK - 13%
Devon & Cornwall - 10%



The UK is one of the most tree depleted regions in Europe and Cornwall has some of the lowest tree cover in the UK.



LEAP

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