

# CLIMATE DISCLOSURE REPORT

2015 to 2019

# OVERVIEW

Forster Communications helps organisations to turn their social change ambitions into reality. We identify the change they want to make, secure support and build partnerships, inspire the people that matter to their organisation and help them to stand out as progressive leaders.

## Social change is all we do

We know the issues inside out, understand what makes people tick, and bring businesses and charities together to accelerate action.

## We lead by example

We have 'walked the talk' since we were founded in 1996 as one of the first purpose-led social change communications consultancies, and in 2015 we became a founding UK B Corp. We've been declared the UK's Greenest Business and twice been rated Britain's Healthiest Small Business. We consistently push ourselves to test, trial and share new sustainable business ideas and approaches.

## Declaring a climate emergency is not enough

Declaration is a starting point but action is everything. Our purpose as a business is to harness the power of communications to protect and improve lives, and that means using our professional skills and knowledge to address the challenge of climate change through every aspect of our business.

## Transparency is key

We have always had strong client selection criteria and avoided association with organisations who are failing to address their negative social, ethical and environmental impacts despite repeated criticism. There are some sectors that we will never work for or accept payment from, and others who we will only work with where we are convinced there are clear steps to build more sustainable practice.

## Our first climate disclosure report

We publish this report today, 8 July 2019, at the same time as we join an industry-wide movement in response to Extinction Rebellion's (XR's) call to advertising and communications agencies to "Declare a climate & ecological emergency and act accordingly." We commit to publishing it on an annual basis, as part of our overall impact assessment, and encourage every communications and creative agency and individual to join us.

**Together, we can make a difference. This isn't about competition, it's about change. Please don't hesitate to contact us for further information or to share ideas. We look forward to it.**

**Amanda Powell-Smith, CEO**

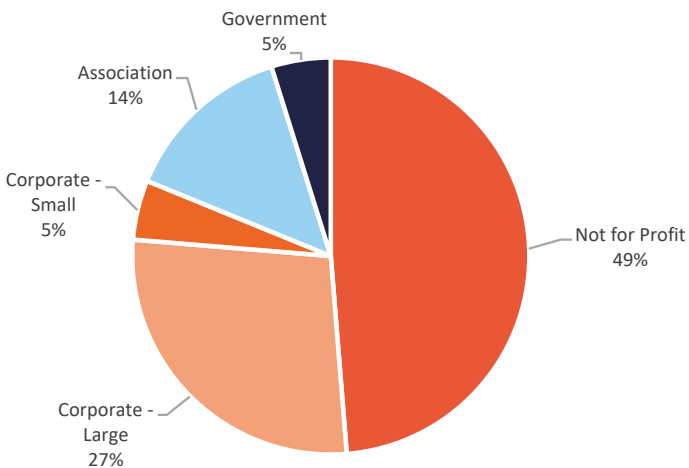
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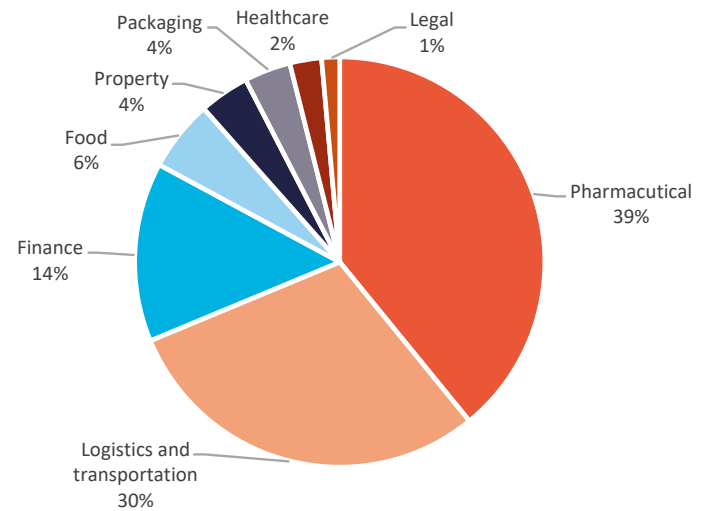
# INCOME 2015-2019

The following charts detail our income sources between 1 April 2015 and 31 March 2019. Names or details of our clients are confidential.

## Percentage of total income from different sectors



## Percentage of income from large corporates in each industry sector



### Percentage of income from carbon critical industries:

Coal, oil and natural gas	0%
Private cars	0%
Iron, aluminium and steel manufacture	0%
Concrete and cement	0%
Aviation	0%
Chemicals and petrochemicals	0%
Timber, pulp and paper	0%
Meat and dairy	0%
Trucking and shipping	8%
Plastics	1%

### Largest contracts by income of last four years

These are the 10 largest briefs that we have completed over the past four years, with some as multiple projects under the same client:

- Created and supported an award-winning corporate-charity partnership to build sustainable access to life changing surgery
- Developed a global sustainability framework and programme for world leading logistics business, actively involving employees, customers and regulators across the world

- Sustainability communications services for a leading UK consultancy business, from internal engagement to creating and running a major external campaign
- Strategic communications for a new charitable foundation that supports positive ageing
- Communications support for a voluntary personal and social development programme
- Co-production of ground-breaking guidance for employers to address complex workplace health and wellbeing topics
- Communications strategy and implementation – from brand to launch to awareness creation – for leading provider of children’s mental health services
- Behaviour change communications to improve business and consumer recycling practices
- Communications support for a professional healthcare association, from member communications to external profile raising
- Behaviour change campaign to improve consumer safety in the home for a major industry body

# OUR CLIENT AND SUPPLIER ENGAGEMENT POLICY

We believe social and environmental challenges – including the climate emergency – can be solved through innovation, collaboration and desire for change at every level of society.

We know that communications is critical to making this happen and use our strategic communications services to support solutions and create tangible value for our clients, their stakeholders and society.

We will only enter a relationship with organisations and individuals who do not compromise our values and fit our purpose of harnessing the power of communications to protect and improve lives.

## Positive engagement

We will work for and accept payment from organisations that want to accelerate social or environmental change. We welcome the chance to engage with those who have taken or are committed to take a pro-active stance on issues of social responsibility in their own operations.

## Possible engagement

We recognise that some organisations may have been criticised for their ethical standards in the past but are now taking steps to rectify them and to improve their social and environmental behaviour. We also recognise that some organisations have particular challenges in evolving their businesses to become low carbon and will need help in achieving change as quickly as possible.

### For example, this could include:

- Contentious and carbon critical industries including coal, oil and natural gas; private cars; iron, aluminium and steel manufacture; concrete and cement; aviation; chemicals and petrochemicals; timber, pulp and paper; meat and dairy; trucking and shipping; and plastics
- Organisations using animals for medical research
- Organisations who have conducted irresponsible marketing practices

We have a clear process to follow that enables us to make transparent decisions on which briefs we choose to accept and which we do not.

## Exclusions

We avoid association with organisations who are failing to address their negative social, ethical and environmental impacts despite repeated criticism.

### We will not promote:

- The sale of alcoholic drinks
- The sale of pornographic material
- The sale of weapons or military operations
- The sale of tobacco
- Gambling
- Products or companies known to threaten life or exploit others
- Products or companies known to be carrying out socially or environmentally harmful manufacturing, mining or logging