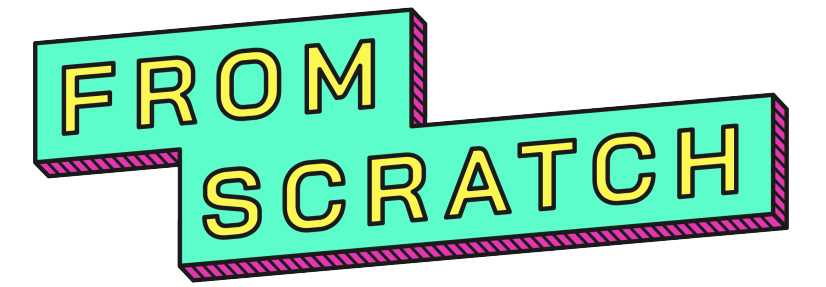


FROM  
SCRATCH

# Driving Culture Change

Impact Report 2021

# We Are #CultureChangeCompanions



From Scratch exists to foster sustainable sensibility, human solidarity and a high quality of life for everyone — through great copy, mentoring, coaching and communications advice.

But a communications consultancy can also be a force for good in other ways.

Through supporting our clients, we get to contribute to all 17 UN Sustainable Development Goals (SDGs). As our clients grow, they can make a bigger impact towards “their” SDGs.

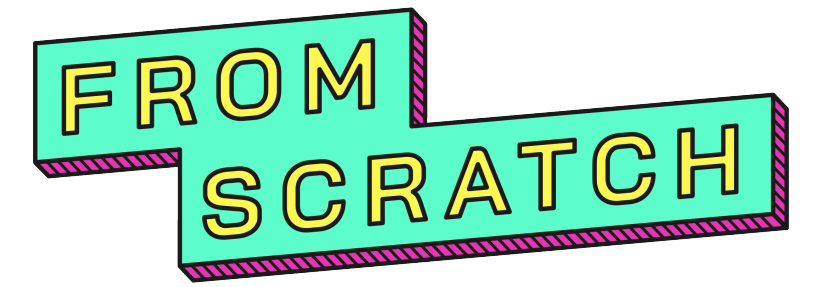
In addition, we take direct action to drive our core SDGs (4, 8 10 and 12 — see page 3).

We also give at least 1% of all our revenue to projects that contribute to the SDGs through our membership with B1G1. In 2021, we donated 1.86% to such projects (up from 1.3% the year before). We aim to increase that percentage in 2022.

2021 was also a big year for pro bono work to support initiatives and individuals driving culture change. We donated services to the value of €14,345 to such causes — with The Ethical Move topping the list.

This is our second Impact Report, published on 24 January 2022. It includes our Client Disclosure Report and forms part of our annual reporting.

# How we drive the UN SDGs through our actions



## SDG 4 – Quality Education

- €9,315 worth of pro bono Learning & Development consulting and community building for The Ethical Move

## SDG 8 – Decent Work & Economic Growth

- €1,243 worth of pro bono business mentoring for conscious creatives
- 1 free event and 6 podcast episodes about working in line with your values for the creative sector

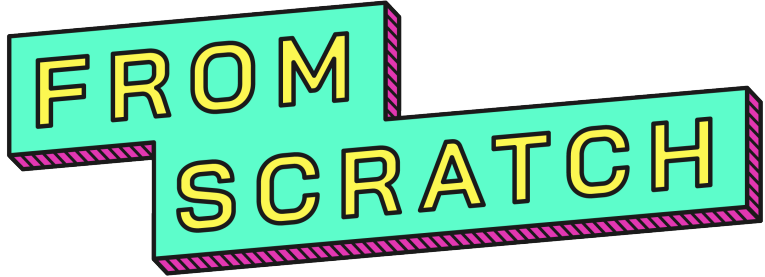
## SDG 10 – Reduced Inequalities

- Pro bono hosting & facilitation of a public workshop about LGBTQQIA+ equality
- Paid team training on Unconscious Bias

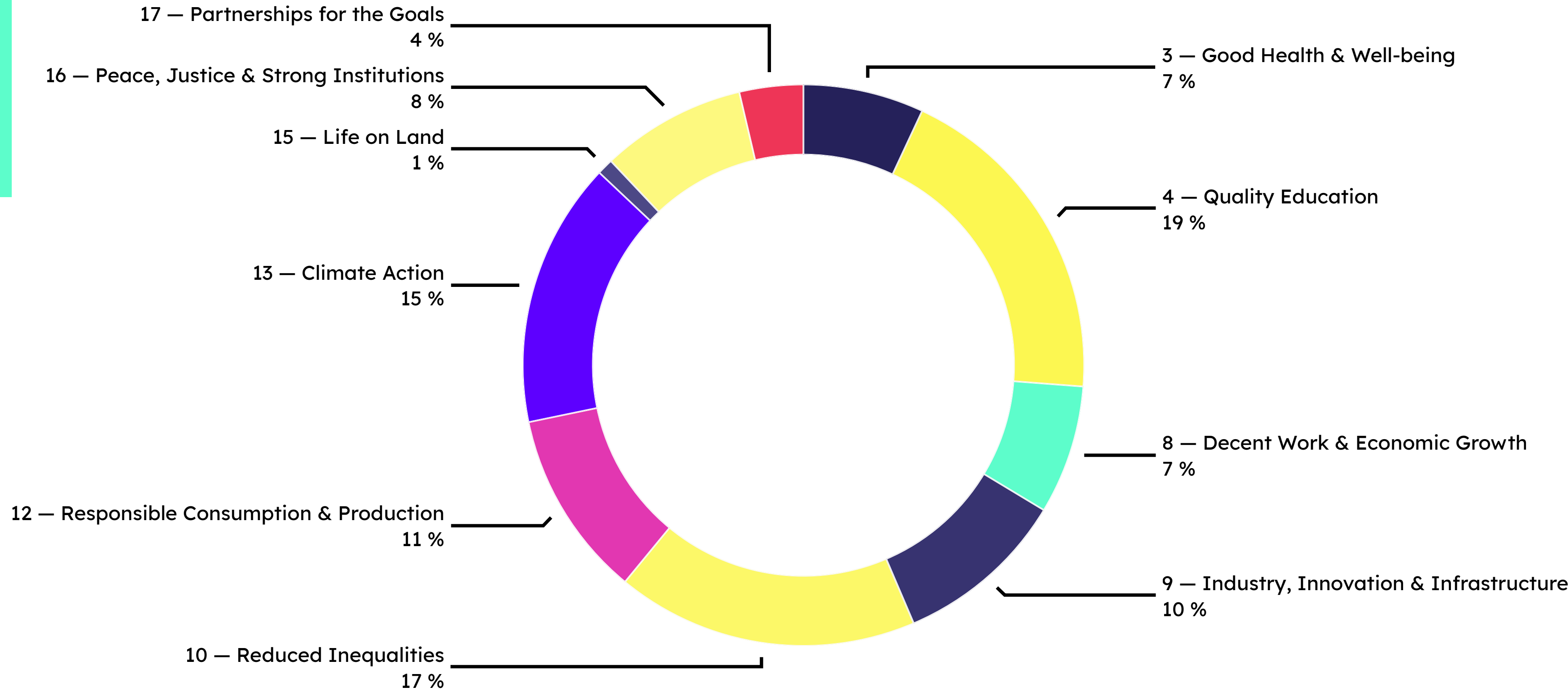
## SDG 12 – Responsible Consumption & Production

- €3,787 worth of pro bono copywriting & audits for sustainable micro businesses

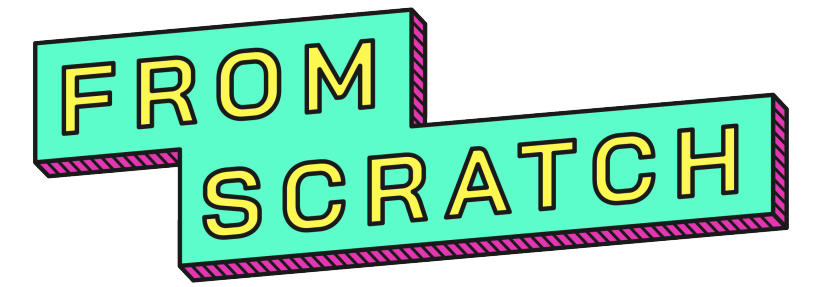
# Revenue by SDG



This graph shows the SDGs pursued by From Scratch clients in 2021. Some clients work towards more than one goal, so the total may not equal 100%.



# Our financial contribution to the SDGs



In 2021, our client work funded...

1040 days of access to clean water for people in the world

1024 days of access to lifesaving healthcare to people in Kenya, in rainforest areas and marginalised or vulnerable communities around the world

810 days of training in sustainable agriculture for villagers in Madagascar

622 days of access to a sewing machine so a disadvantaged Bangladeshi woman can generate an income

492 days of access to ICT and internet for students in Ethiopia

158 days of access to sports programmes, transport to sports coaching and recovery meals for disadvantaged children in Cambodia

150 days of support to keep a family together in times of poverty

121 days of access to a special arts programme for disadvantaged young adults in India

84 days of vocational and business training for women in Guatemala

76 days of shelter for homeless people in the world

71 meals for people in need around the world

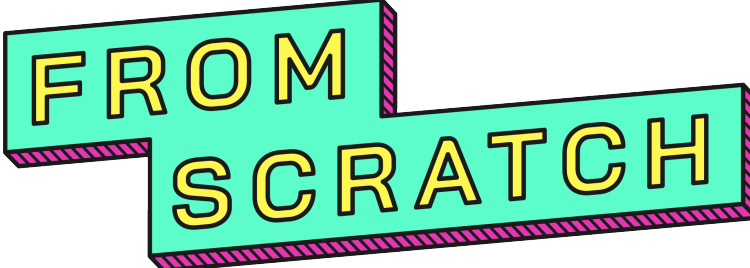
63 days of access to e-Learning for children in India

60 days of financial and business training for women in South Sudan

60 days of access to solar lighting for underprivileged people

... and many smaller donations.

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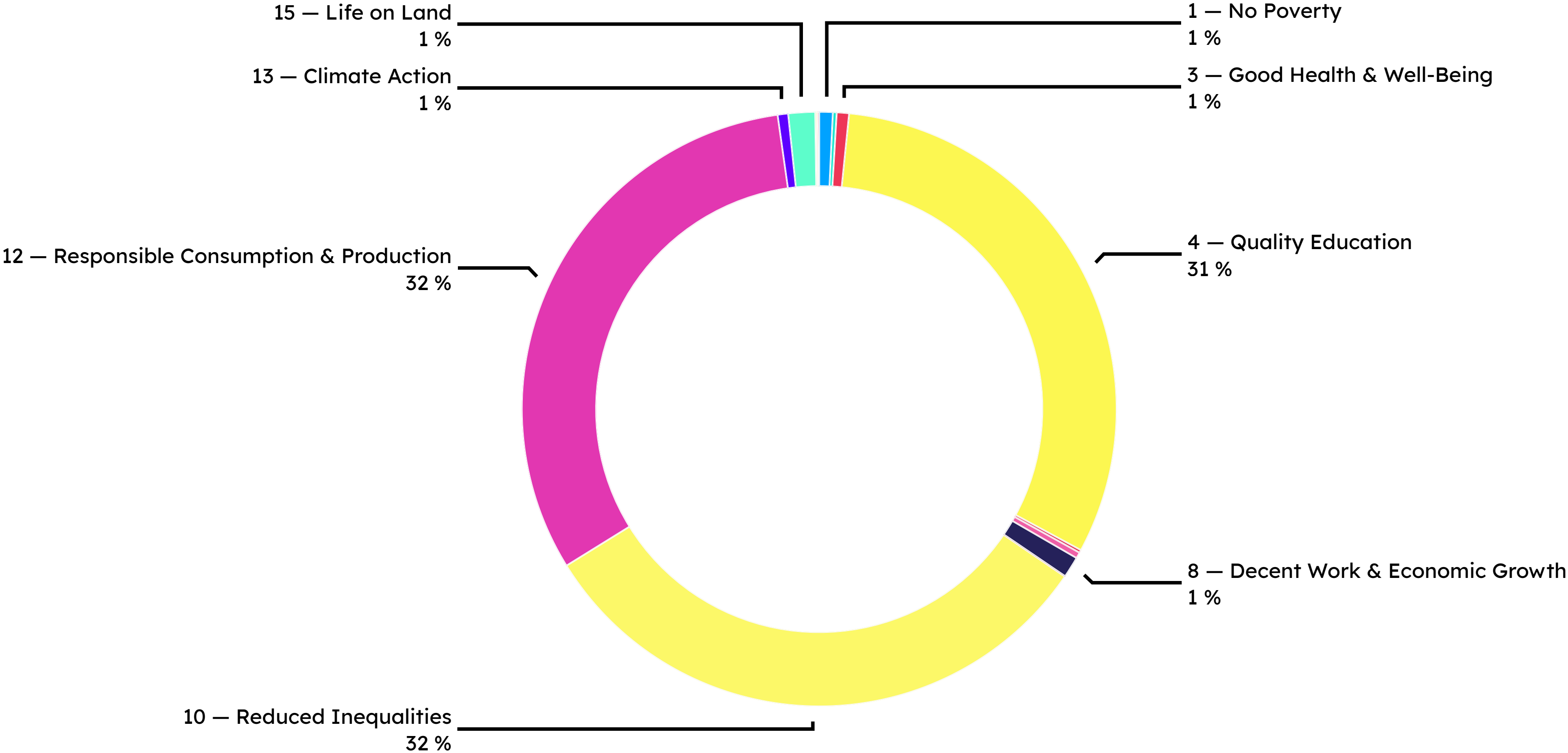
# Donations by SDG

Each of our standard offers is tied to a Giving Story, which means that we donate a specific amount to a certain project for each service booked. We also make donations whenever we win a new contract by referral.

However, our biggest donations in 2021 were made possible by in-depth, longer client projects. In those cases, we choose projects in line with the key SDGs our clients are working towards.

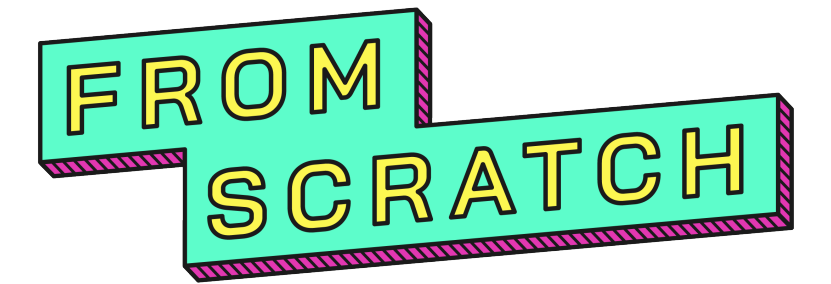
This graph and the information on the following page include financial donations and pro bono work.

For more information, please see the next page.

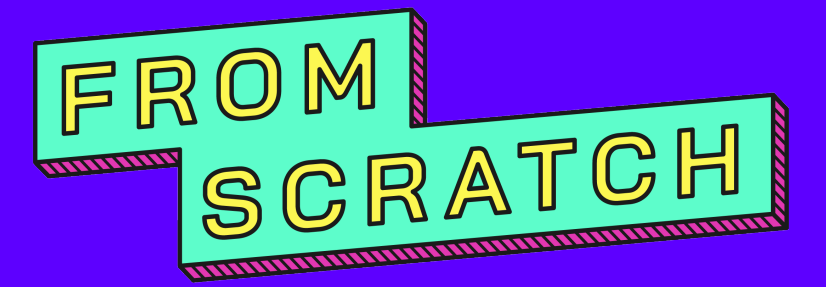




# Our donations by SDG



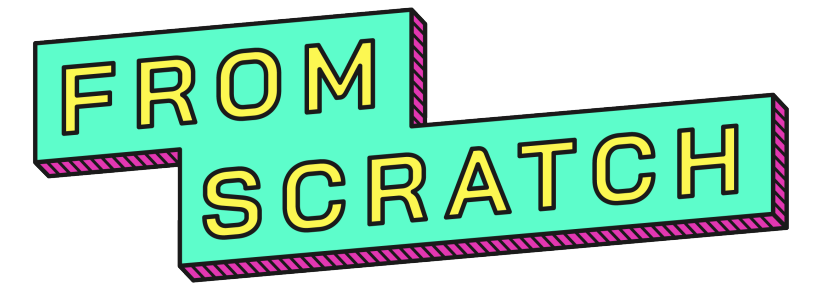
1. No Poverty — 0.73%
2. Zero Hunger — 0.21%
3. Good Health & Well-Being — 0.67%
4. Quality Education — 31.26%
5. Gender Equality — 0.16%
6. Clean Water & Sanitation — 0.33%
7. Affordable & Clean Energy — 0%
8. Decent Work & Economic Growth: 1.15%
9. Industry, Innovation & Infrastructure: 0.02%
10. Reduced Inequalities: 31.64%
11. Sustainable Cities & Communities — 0%
12. Responsible Consumption & Production — 31.59%
13. Climate Action — 0.57%
14. Life below Water — 0%
15. Life on Land — 1.46%
16. Peace, Justice & Strong Institutions — 0.11%
17. Partnerships for the Goals — 0.11%



# Client Disclosure Report 2021



# We Write #CultureChangeCopy



Marketing is a key pillar supporting the consumerist society we live in today – built on exploiting nature and people around the world.

But marketing can also be a force for good. Because words have the power to shift beliefs, habits and political systems.

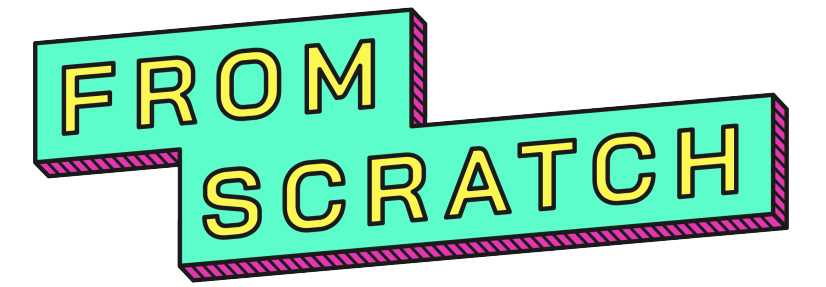
By choosing our words, clients and campaigns carefully, we're helping to create the cultural change that drives sustainable sensibility, human solidarity and a high quality of life for everyone.

This is our fourth climate disclosure report and client engagement policy, published on 24 January 2022. From Scratch has joined an industry-wide movement in response to Extinction Rebellion's call for advertising and communications agencies to “declare a climate & ecological emergency and act accordingly”.

This report forms part of our annual impact reporting.

@scratch\_posts

# Our Climate Conflicts



Percentage of revenue from carbon critical industries:

Coal, oil & natural gas\* — 0%

Private cars — 0%

Iron, aluminium & steel manufacture — 0%

Concrete & cement — 0%

Aviation — 0%

Chemicals & petrochemicals — 0%

Trucking & shipping — 0%

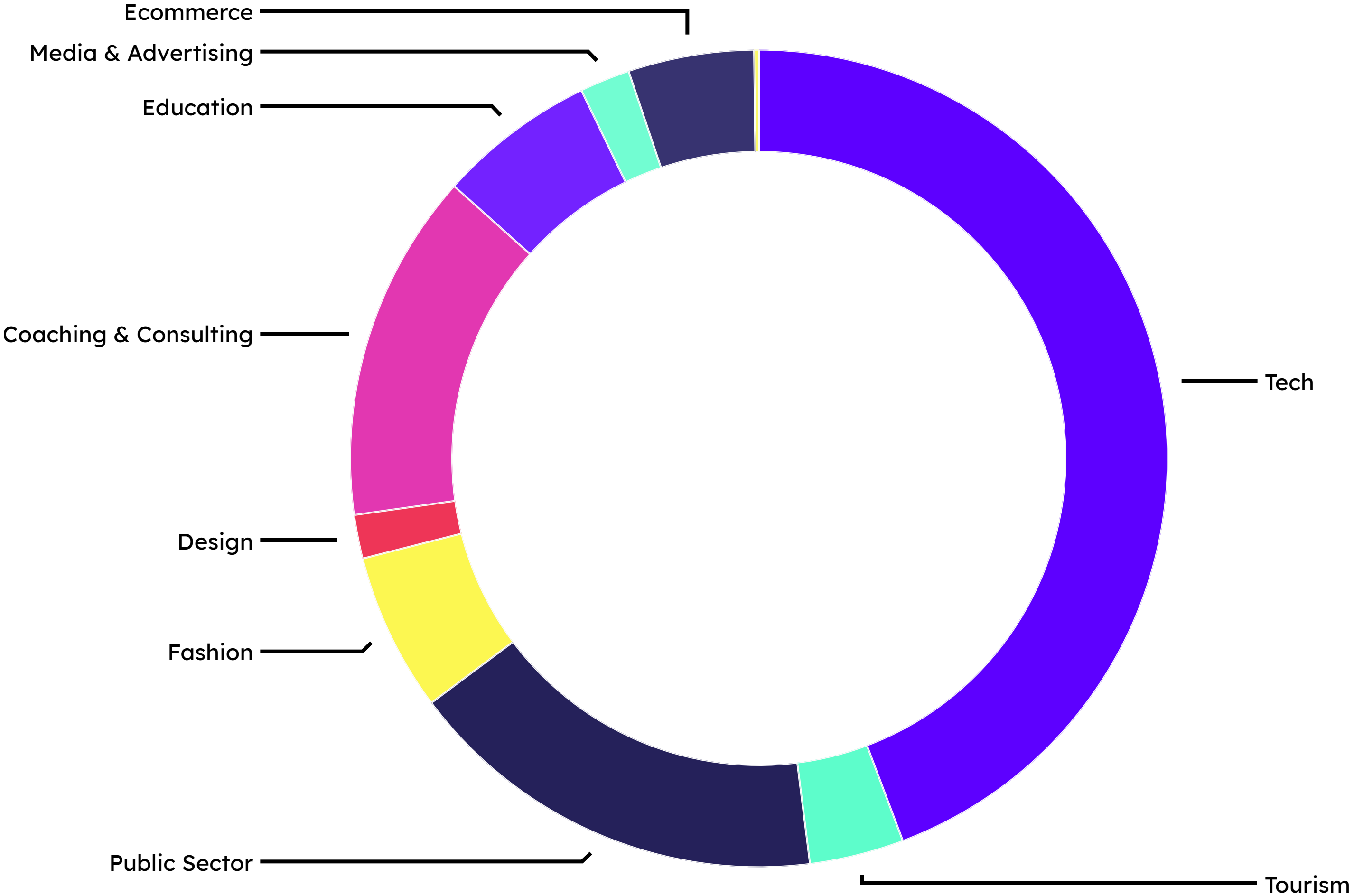
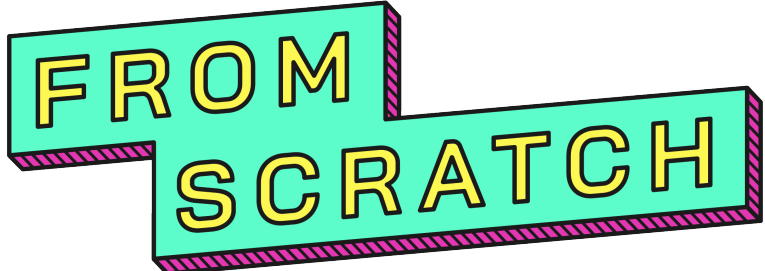
Meat & dairy: 0%

Timber, pulp & paper: 0%

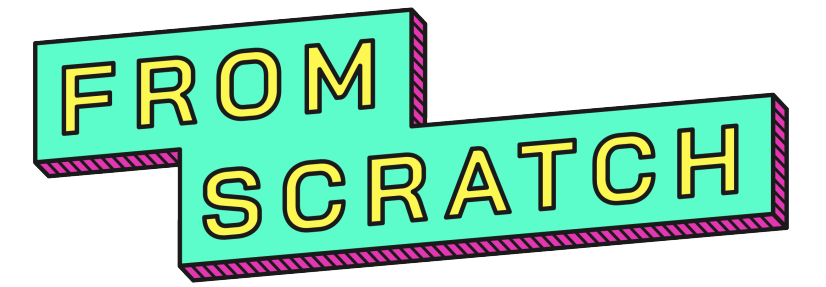
Plastics: 0%

**\*All of our 2021 clients operate websites. Some also operate apps, Cloud-based products, etc. We have no data about the energy sources powering those digital offerings. They may well run on fossil fuels.**

# Revenue by sector



# Controversial Clients



Percentage of revenue from clients  
predominantly involved in:

Arms — 0%

Politics — 0.24%

Tobacco — 0%

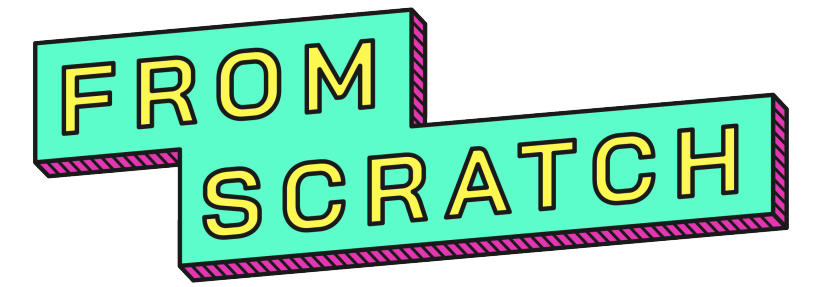
Religion — 0%

Pornography — 0%

Gambling — 0%

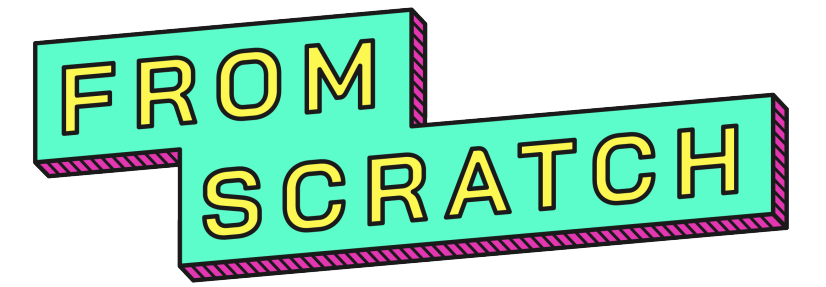
Alcohol — 0%

# 10 Largest Contracts by Income



1. Development of a marketing funnel and associated copy to promote a vocational training programme
2. Development and implementation of a messaging strategy for a green hosting company
3. Development of a messaging strategy to educate parents on how to foster their children's media literacy
4. Transcreation (localisation) of sales copy for a sustainable active wear brand
5. Editing an online course to support (non-professional) people who care for someone who had a stroke
6. Copywriting an accessible website & flyer to promote a social impact innovation lab
7. Copywriting a website to help leaders guide actions for climate protection
8. Editing a sales email sequence for a business coach
9. Transcreation (localisation) of a children's magazine promoting sustainable tourism
10. Various Impact Days to promote sustainability strategies and intercultural communication

# Our Red Lines



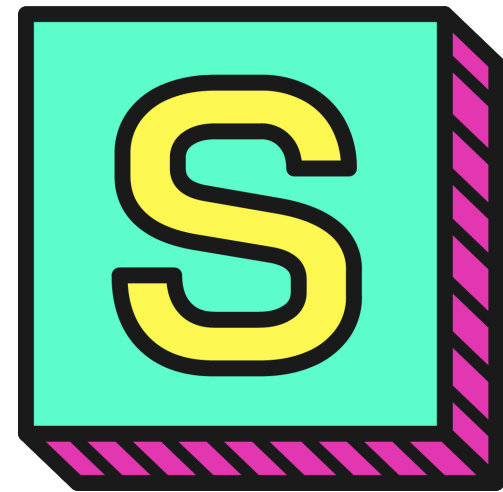
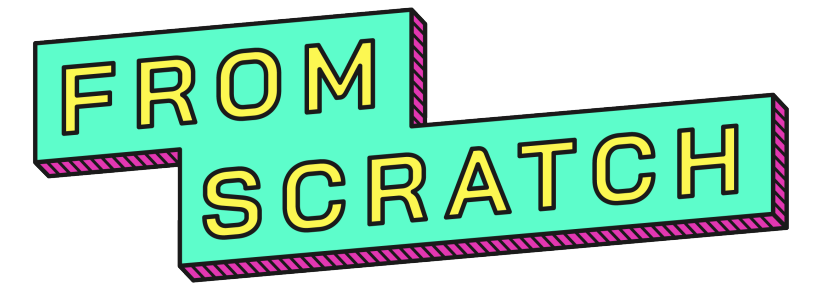
We're here to support brands that do good, or that strive to do better.  
No need to be perfect: we're all on a journey.

That said, there are a few types of companies that we won't support with work or advice:

- Scrooges gambling to give as little service as possible before they lose all of their customers. Reducing headcount to the bare minimum, making customers in need of roadside assistance listen to Auld Lang Syne for 90 minutes because it came pre-installed on the phone system, and taking a week to reply to an email at best. No thank you — we can't help you be even more “efficient”.
- Companies trading in things like glyphosate, tobacco products, fossil fuels, emission scandals or ivory. If the product or service you're selling is a slice of Mordor, please don't contact us for greenwashing.
- Anyone promoting woo-woo solutions that can't be proven to make the world a better place. This is often true for religious groups, astrologers, spiritual healers, psychics and Reiki practitioners. Nothing wrong with following your heart! We simply prefer to advertise more scientific solutions like coaching, therapy, biodynamics or exercise.
- Companies selling the idea of physical “perfection”: liposuction, face lifts, weight loss and the like. We want to live in a world where all bodies are accepted and cherished.
- Arms manufacturers and their subsidiaries, military organisations and anyone promoting violence as a viable form of resolving conflict.
- Manufacturers of products that harm animals or are tested on animals — this includes any brands selling cosmetics on the Chinese market, where animal testing is mandatory.
- Casinos, lotteries, betting and other forms of gambling.



# Questions? Get in touch:



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