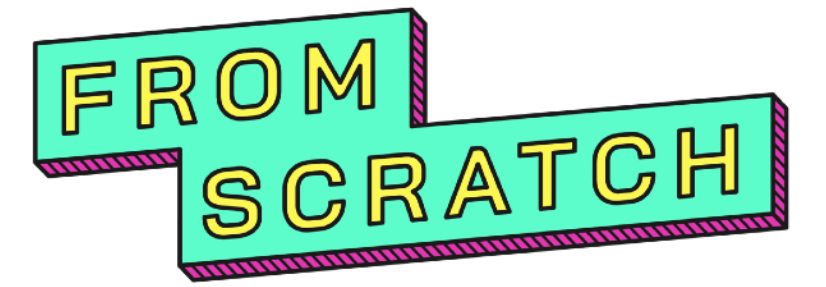


FROM
SCRATCH

Impact → Integrity

Impact Report 2022

We Are #CultureChangeCompanions



From Scratch exists to foster sustainable sensibility, human solidarity and a high quality of life for everyone — through ethical marketing, copywriting, design and sound advice.

But as a communications consultancy, we 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.

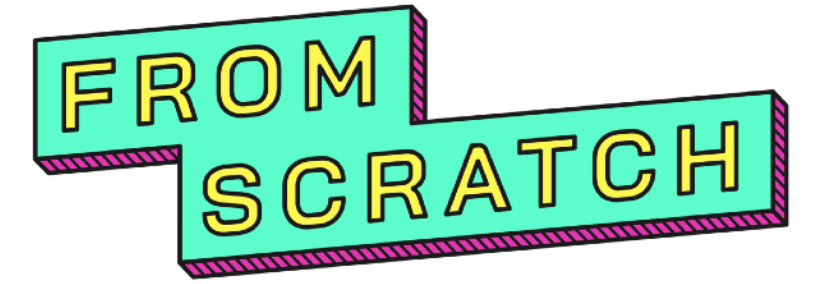
In addition, we take direct action to drive our core SDGs (4, 5, 8, 10 and 12 — see page 3).

We also give around 2% of all our revenue to projects that contribute to the SDGs through our membership with B1G1. In 2022, we donated 1.85% to such projects. We aim to increase that percentage in 2023.

2022 was also a huge year for pro bono work to support initiatives and individuals driving culture change. We donated services to the value of €20,171 to such causes — with The Ethical Move topping the list.

This is our third Impact Report, published on 13 April 2023. 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

- €15,458 worth of pro bono copywriting, consulting and community hosting for The Ethical Move
- €3,676 worth of pro bono copywriting, consulting and training for 26

SDG 8 – Decent Work & Economic Growth

- 24 podcast episodes about working in line with your values for the creative sector

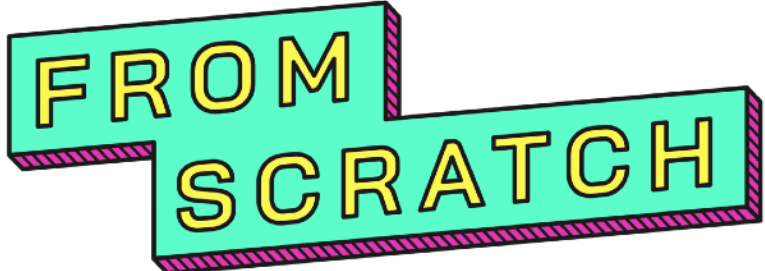
SDG 10 – Reduced Inequalities

- Pro bono conversion coaching to help make voices from the Global South heard at COP27
- Developing internal resource library on accessible design & copywriting

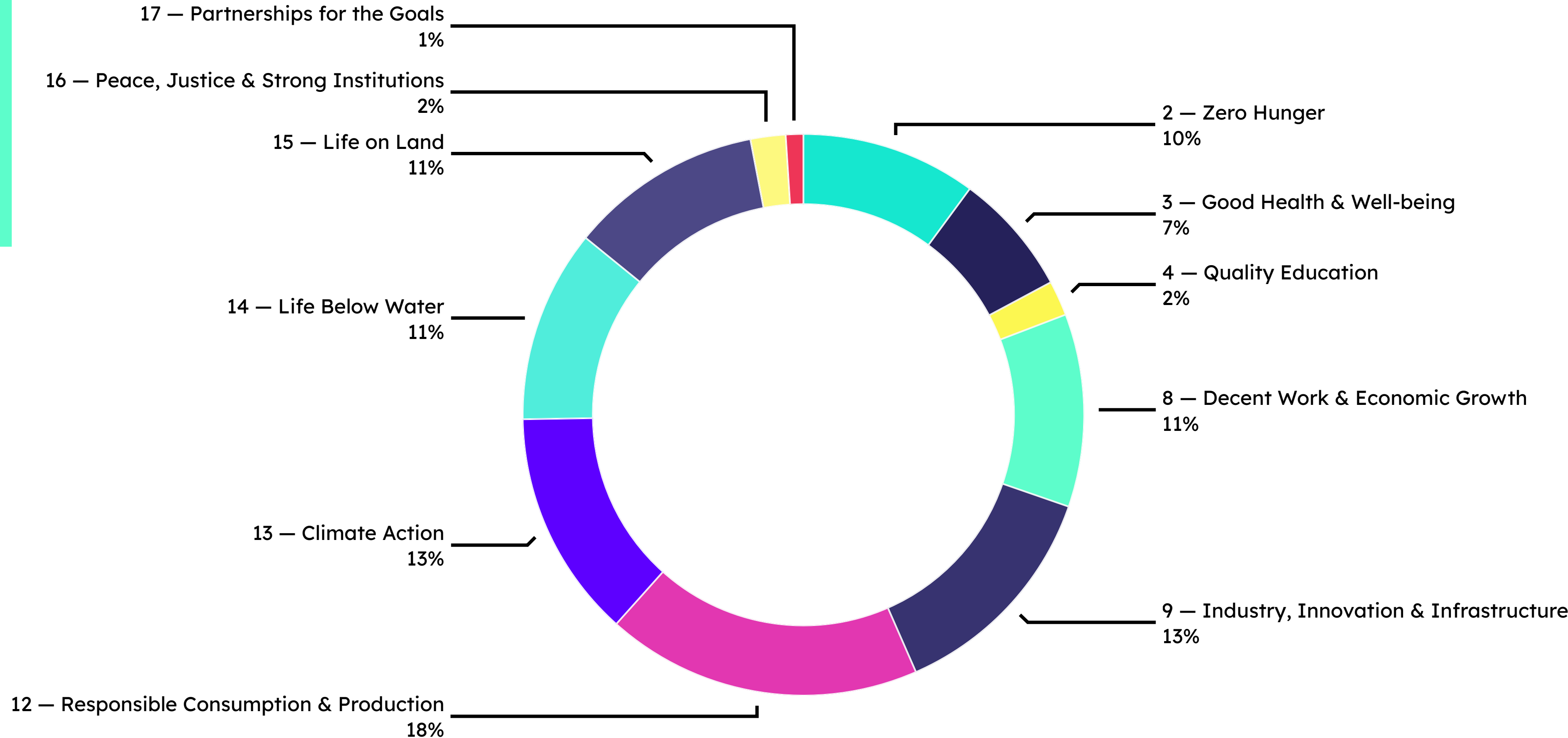
SDG 13 – Climate Action

- €1,380 worth of pro bono consulting & creative work for environmental NGOs

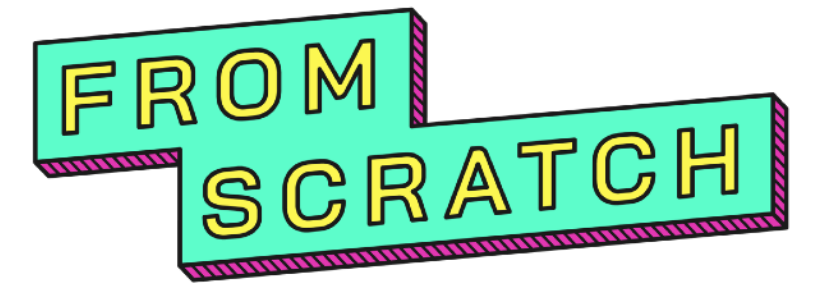
Revenue by SDG



This graph shows the SDGs pursued by From Scratch clients in 2022. Some clients work towards more than one goal, so the total may not equal 100%.



Our financial contribution to the SDGs



In 2022, our client work funded...

1562 days of access and transport to a sports programme for disadvantaged children in Cambodia

490 nourishing meals for children in need in New Zealand

444 days of access to ICT and the internet for students in Ethiopia

210 days of training in sustainable agriculture for villagers in Madagascar

150 days of access to solar lighting for families in the Global South

148 days of rabies protection for street dogs in Nepal

70 trees planted to increase forest cover in India and elsewhere

48 days of business training for women in need in Malawi

46 days of digital training skills for aboriginal communities

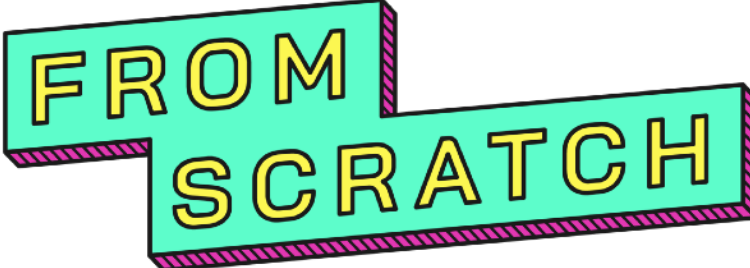
10 kg of food saved from going to landfill

5 days in a safe setting for young refugees in Greece

5 tangerine trees for families in Malawi

4 workshops for children to protect them from working in toxic mines

... and many other donations, including major NGOs such as the Red Cross and Stop Ecocide.

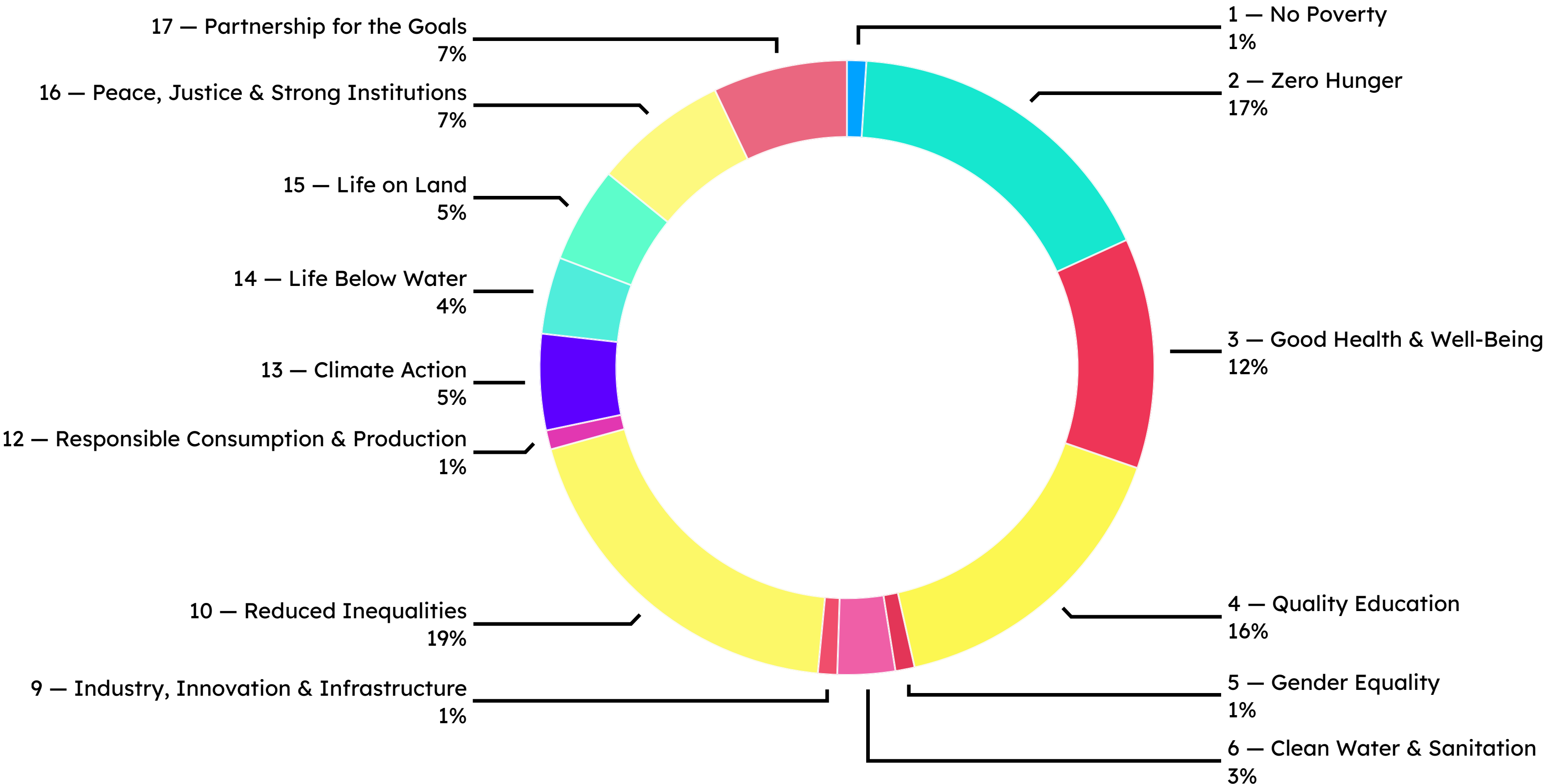


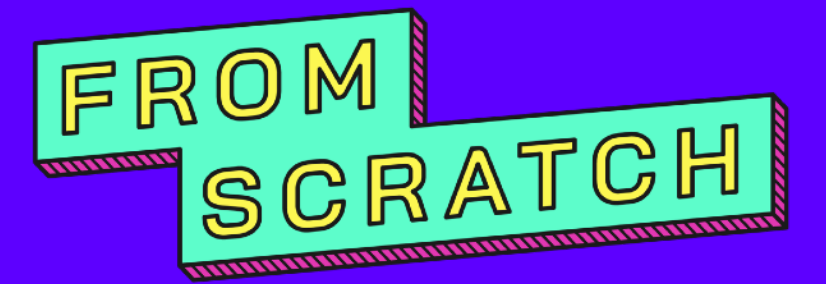
Donations by SDG

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

However, our biggest donations in 2022 were made possible by in-depth, longer client projects. In those cases, we chose projects in line with the key SDGs our clients are working towards.

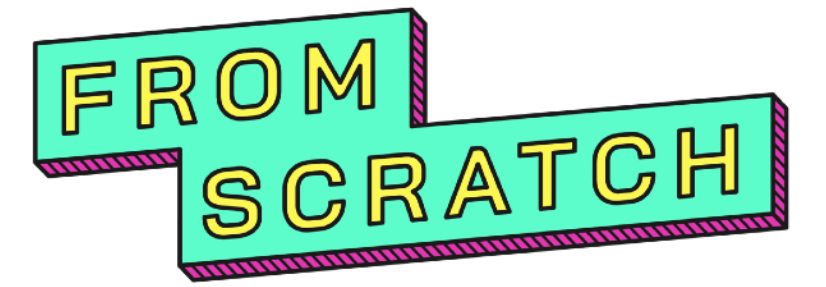
This graph and the information on the following page include financial donations, but no pro bono work.





Client Disclosure Report 2022

Supporting Brands with Integrity



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

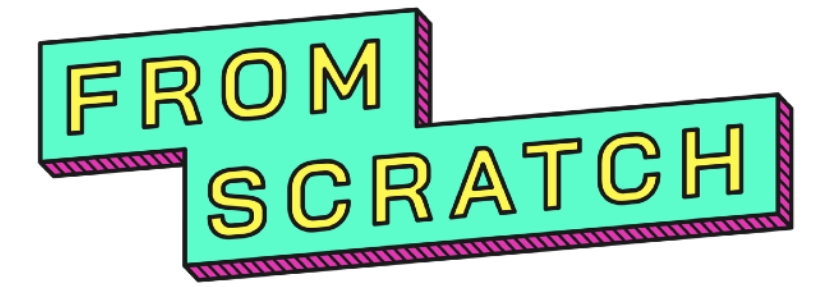
But marketing can also be a force for good. Because words and design have the power to shift beliefs, habits and political systems.

By choosing client contracts, marketing strategies and practices 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 fifth climate disclosure report and client engagement policy, published on 13 April 2023. 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.

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** — 40.72%

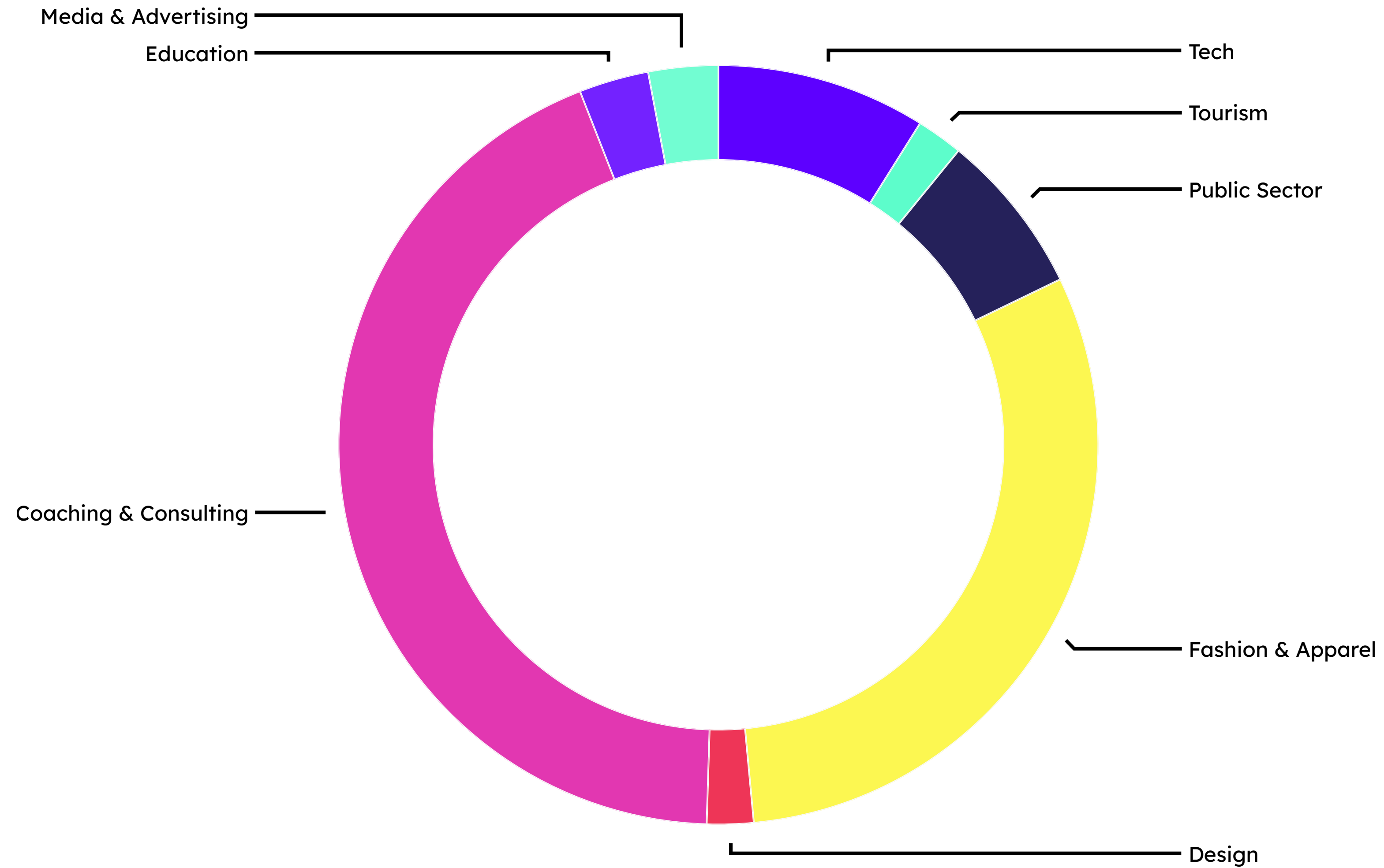
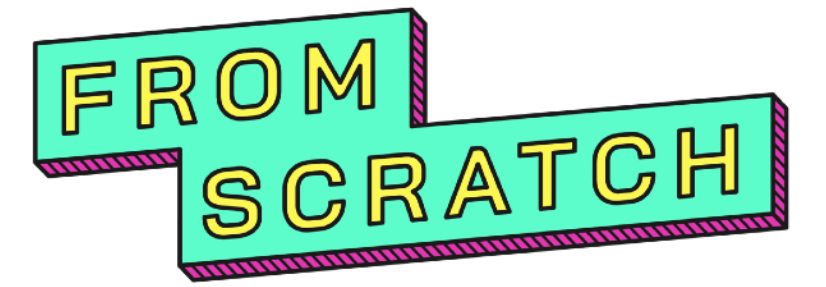
Timber, pulp & paper: 0%

Plastics: 0%

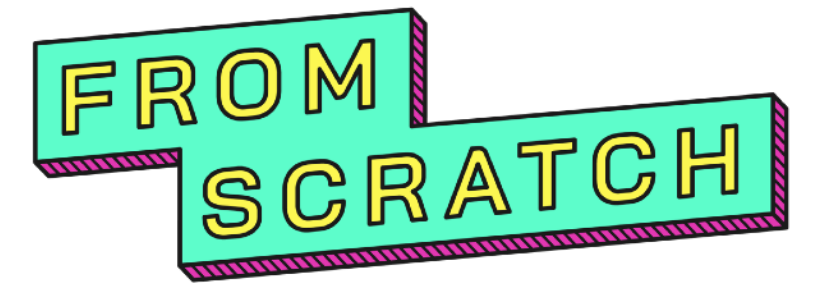
*All of our 2022 clients operate websites. Some also operate apps, Cloud-based products, etc. We have no data about the energy sources powering those digital offerings. They may well run on fossil fuels.

Revenue generated from clients whose customers include meat & dairy producers, among others. **We did not work with any meat & dairy companies directly.

Revenue by sector



Controversial Clients



Percentage of revenue from clients
predominantly involved in:

Arms — 0%

Politics — 0%

Tobacco — 0%

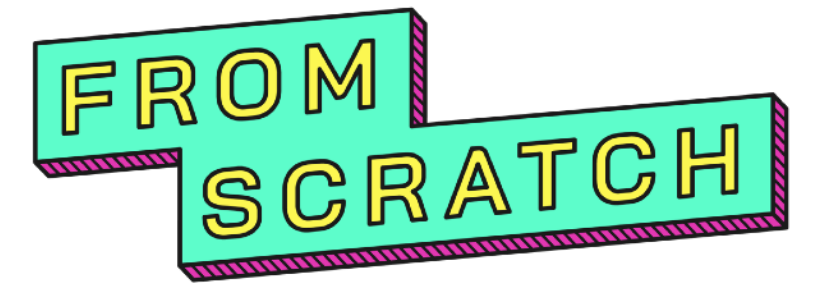
Religion — 0%

Pornography — 0%

Gambling — 0%

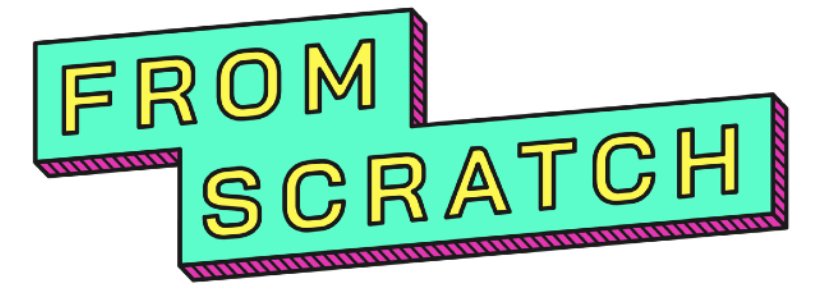
Alcohol — 0%

10 Largest Contracts by Income



1. Development of a messaging strategy and revamped website copy for a sustainable agribusiness consultancy
2. Transcreation (localisation) of sales copy for a sustainable active wear brand
3. Writing educational material for parents to help them protect their children from cyber-grooming – and report it / support them if the worst happens
4. Landing page copywriting for an Austrian green web hosting company
5. Transcreation (localisation) of a children's magazine promoting sustainable tourism
6. Email copywriting for a German green web hosting company to combine sales and service in a customer-centric way
7. Advertising voiceover copywriting to foster inclusive hiring for jobs in Germany
8. Landing page copywriting for a Swiss green web hosting company
9. Various storytelling workshops for SaaS and fintech companies
10. Various Impact Days to promote sustainable marketing strategies

Our Red Lines

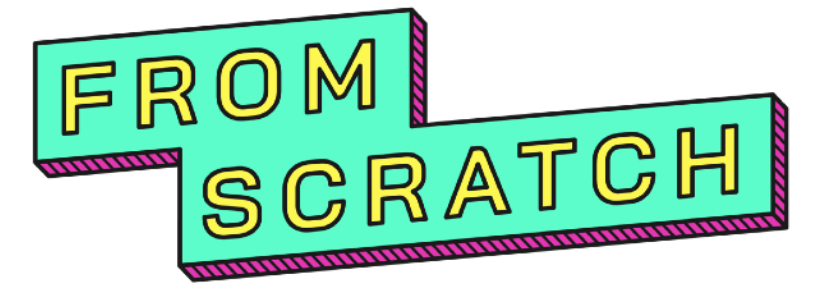


We're here to support brands that do good, or that strive to do better. No need to be perfect: we're all on a journey.

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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