

Reward

Climate

Disclosure

Report '21



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Introduction “I founded Reward in 2014, so we’ve been banging the drum for sustainability for a little while now. Transparency and ethics have always been foundations of our agency, however we’re embarrassed to say until 2021, we have never compiled a Climate Disclosure Report.

Agencies aren’t blameless in the damage caused to our planet so we thought it was important to be open about the impact by being transparent about the clients we work with.

The process of collating our first report gave us some great insights into the impacts we’ve had on improving life for people and reducing the impacts of business on the environment. We’re really proud of the results in our first report with 0% of our clients being in Climate Conflict and Controversial sectors.

Our client partners deserve to know who we serve and the impact of the brands we choose to work with.”

- Mitchel White,
Managing Director

About Reward Everything we do drives us towards our mission of creating a fairer, more ethical economy putting people and the planet first. By creating growth for our partners we help you do more social good, support local communities, employ more people and have a positive impact on the planet.

Our mission To make conscious brands the first choice for consumers.

Certified B Corporation In 2021, we became a Certified B Corporation. Over the course of eight months, we took part in an assessment of our agency to ensure we meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. We are legally required to consider the impact of our decisions on our team, customers, suppliers, community, and the environment.

The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. We’re so proud to have been recognised for our values and commitment to and are excited to be able to join the global movement of people using business as a force for good.



Introduction

4.57%
NGO/ Charity

04

Overall

Income

Business
95.43%

Climate Conflicts

05

→ Aviation	→ 0%
→ Plastics	→ 0%
→ Trucking & Shipping	→ 0%
→ Private Cars	→ 0%
→ Non-Renewables (Coal, Oil, Natural Gas)	→ 0%
→ Concrete & Cement Timber, Pulp & Paper	→ 0%
→ Iron, Aluminium & Steel	→ 0%
→ Manufacture	→ 0%
→ Chemicals & Petrochemicals	→ 0%
→ Other	→ 0%
→ Total	→

0%

Business Revenue by Sector

Consumer Products — 36.7%

B2B — 21.9%

Consultancy — 12.4%

Fashion — 11.38%

Technology — 10.63%

Investment — 3.8%

Food — 1.9%

Packaging — 0.85%

Community CIC — 0.44%

Controversial Clients

We don't have any controversial clients here at Reward. But here's the list anyway in case you

were curious what they are:

- Arms
- Politics
- Tobacco
- Religion
- Gambling
- Pornography
- Alcohol

Ten Largest Clients by Income

08

- 1** → Reaching new audiences for a 100 year old DTC brand with a complete digital marketing overhaul
- 2** → Repositioning the identity & communications of a leading change consultancy focus on sustainable credentials and storytelling
- 3** → Crafting an identity & website for a leading online training site helping businesses become carbon neutral

- 4** —→ Supporting the growth of a sustainable fashion brand with a new multi-channel marketing strategy
- 5** —→ Creating new content & improving rankings for a DTC sustainable laundry brand
- 6** —→ Re-establishing an iconic sustainable fashion brand into the marketplace
- 7** —→ Establishing a new plastic free brand in Australia as the go to in their sector with creative content
- 8** —→ Creating a lead generation campaign for a sustainable travel consultancy
- 9** —→ Creating a brand campaign across social media for an ESG investing consultancy
- 10** —→ Creating a website for a project to start boardroom conversations around sustainability & net zero

Closing Statement

10

Each year, we will produce a new Climate Disclosure Report showing who we work with to enable us to be more transparent about the impacts our work has in the world.

Next year, our report will benchmark our performance against this report and give us insights into our performance .

If you have any questions about our report or would like to speak to someone about partnering, please get in touch.



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