

TACKLING THE CLIMATE EMERGENCY

FORSTER
COMMUNICATIONS

Client Disclosure Report, 2019-20



100% FOCUSED ON SUSTAINABILITY

FORSTER COMMUNICATIONS HELPS ORGANISATIONS TURN THEIR SUSTAINABILITY AMBITIONS INTO ACTION.

We identify the change they want to make, secure support, inspire critical audiences and help them stand out as a progressive leader.

SOCIAL CHANGE COMMUNICATIONS IS ALL WE DO.

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

We build long-term partnerships with our clients and create measurable value for them, their stakeholders and society.



A FORCE FOR POSITIVE CHANGE



WE WERE FOUNDED IN 1996 AS A VALUES-LED BUSINESS WITH A CLEAR PURPOSE OF USING **THE POWER OF COMMUNICATIONS TO PROTECT AND IMPROVE LIVES.**

In 2015 we became a founding UK B Corp and since then we have won nine Best for the World awards.

In July 2019 we declared a climate emergency and published our first Client Disclosure Report, in collaboration with the Creative and Climate movement.

In December 2019 we became one of 500 B Corps to pledge to reach net zero carbon emissions by 2030.

In January 2020 we published our Climate Positive Plan with open commitments to drive change across every aspect of our business, inspiring and engaging our team, our clients, our suppliers and our wider community.

OUR CLIMATE POSITIVE PLAN
COVERS EVERY ASPECT OF
OUR BUSINESS

OURSELVES

We will accelerate the process of reducing our own carbon emissions and by March 2022, all our suppliers will be committed to achieving net zero.

OUR CLIENTS

We will inspire and support our clients to tackle the climate emergency and by April 2023, all our clients will have publicly committed to cut their carbon emissions.

OUR COMMUNITY

We will drive action with our team, our partners and others around us – learning and sharing, talking and debating, campaigning and celebrating together.

POSITIVE
INSPIRING
COMMITTED
LEARNING
SHARING
SUPPORTING
CAMPAIGNING



WE ARE STANDING OUT FOR TRANSPARENCY

**PUBLISHING OUR CLIENT DISCLOSURE
REPORT IS CORE TO OUR COMMITMENT
TO ACTION AND CHANGE**

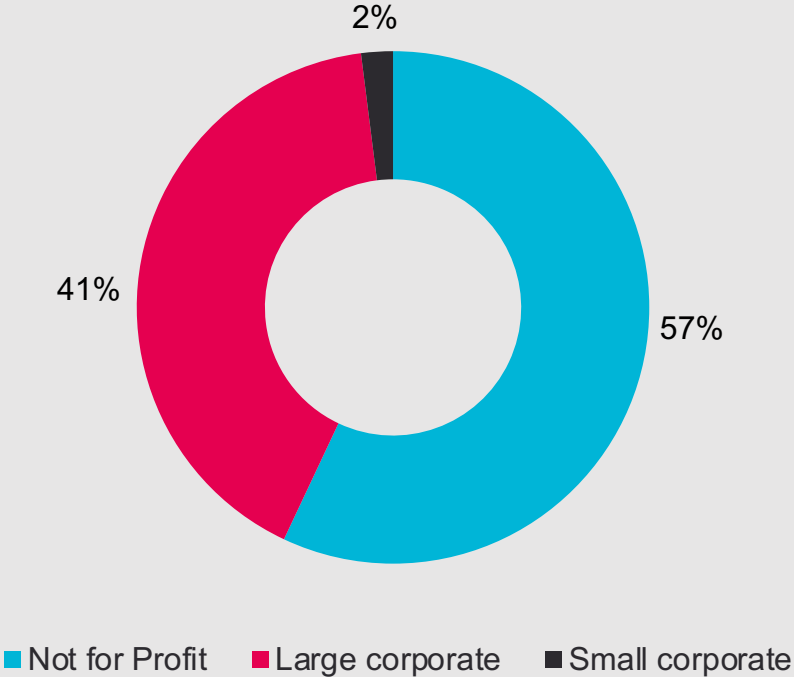
OUR INCOME BY CLIENT SECTOR

As planned, the percentage of our work from the private sector is growing and in 2019-20 it comprised 43%.

Our work for large corporates (for profit businesses) rose from 28% previously to 41%.

Small corporates made up 2% of our income.

% INCOME BY SECTOR



OUR INCOME BY INDUSTRY SECTOR FOR LARGE CORPORATE CLIENTS

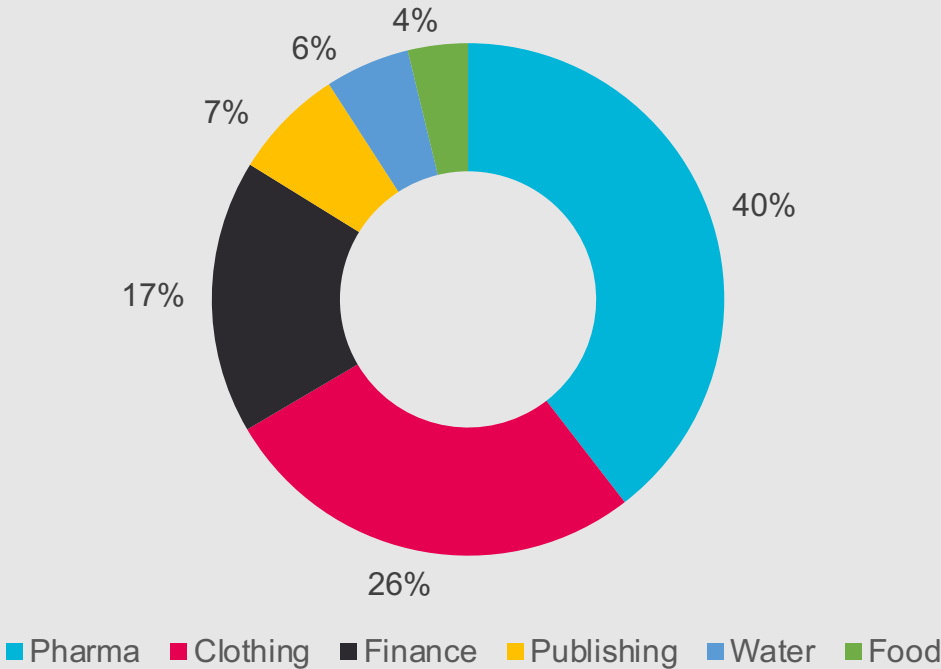
Regardless of sector, all our work is focused on improving social and environmental outcomes for our clients, their stakeholders and society overall.

The pharmaceutical industry accounted for the highest proportion of our income from large corporate clients.

Clothing was a new industry for us to work with and our second biggest source of income from large corporate clients.

As for our last report, finance was our third largest industry sector.

% INCOME PER SECTOR



OUR INCOME FROM CARBON
CRITICAL INDUSTRIES
SIGNIFICANTLY REDUCED

Our income from carbon critical industries reduced from 9.5% of our total income in our previous Client Disclosure Report to 1.5% in 2019-20.

We worked for a leading B Corp in the dairy industry*, helping them to push new boundaries on sustainability within and beyond their industry.

1.5%

MEAT & DAIRY*

0%

COAL, OIL &
NATURAL GAS

0%

PRIVATE
CARS

0%

IRON, ALUMINIUM &
STEEL MANUFACTURE

0%

CONCRETE
& CEMENT

0%

AVIATION

0%

CHEMICALS &
PETROCHEMICALS

0%

TIMBER, PULP
& PAPER

0%

TRUCKING &
SHIPPING

0%

PLASTICS

ACTIVITY DELIVERED FOR OUR 10 LARGEST CLIENTS BY INCOME

1

Supporting sustainability strategy and communications across the EMEA region for a global pharmaceutical business, including a multi-award winning corporate-charity partnership.

2

Strategic communications planning and delivery for a national innovation organisation around two national challenge areas, one to tackle loneliness through technology and one to support adult retraining to help address challenges around automation.

3

Strategic planning for the launch of a transformative sustainability programme for a major high street retailer.

4

Communications support for a professional healthcare association, from member communications to external profile raising.

5

Brand building and communications to drive environmental activism with a pioneering global outdoor clothing brand.

6

Strategic communications planning for a new sustainability research centre being set up by a UK health foundation.

7

Sustainability communications services for a UK consultancy business, from internal engagement to creating and running a major external corporate responsibility campaign.

8

Promoting vital support services provided by a national volunteering charity to NHS leaders through compelling thought leadership.

9

Behaviour change communications to improve business and consumer recycling practices for a specialist supplier.

10

Producing a report on the potential for community connections to increase health and wellbeing in the UK, and running a campaign to encourage the public to recognise and celebrate good neighbours.



OUR NEXT STEPS

PUBLISHING OUR CLIENT DISCLOSURE REPORT IS CORE TO OUR CLIMATE POSITIVE PLAN AND LIVING OUR PURPOSE OF USING COMMUNICATIONS TO PROTECT AND IMPROVE LIVES.

As we work with clients and the wider sustainability and communications communities, it is critical we continue to take pioneering actions – using ourselves as a test bed to see what works and helping others to accelerate change.

We are happy to share and welcome discussion. We urge more communications agencies to quickly commit to climate action and publish client disclosure reports as a sign of genuine intent.

For further information, please contact us on info@forster.co.uk.

Thank you.

AMBITION INTO ACTION

FORSTER
COMMUNICATIONS

www.forster.co.uk

