

CLIENT DISCLOSURE REPORT TEMPLATE

AGENCY NAME:

YEAR REPORTING:

This template has been provided to help agencies report on their percentage of revenue by industry, including any high carbon clients. Disclosing who pays our bills is our version of reporting our 'material' impact on the world.

Creatives and communicators need to be honest about who we do work for so we can ensure we divest creative talent from destruction. Advertising, creative, public relations, marketing and digital agencies are not neutral. We cannot have some clients for climate solutions and also run campaigns for fossil fuels.

We have to respect the climate and ecological science, just like everyone else. No one gets to be neutral when it comes to climate change, the agency world has to do our bit as well.

WHAT TO DO:

Fill out this interactive template in accordance to your agency clients and revenue for the specified period listed above (eg. 2019 – 2020).

Once you have filled in this form create a public report using the same sections below, listing the organisations / industries / sectors relevant to your business and ONLY THE PERCENTAGE of revenue – you do not share the monetary value.

To view other Climate Disclosure Reports for guidance, visit www.creativeandclimate.com

If you need help completing this report or have any questions, please contact hello@wearefutura.com

REPORT SECTIONS

Please report on the following and publish the percentages.

- [01] OVERALL INCOME
- [02] CLIMATE CONFLICTS
- [03] BUSINESS REVENUE BY SECTOR
- [04] CONTROVERSIAL CLIENTS
- [05] TEN LARGEST CLIENTS BY INCOME

BUSINESS / SECTORS / INDUSTRIES

Not all business sectors are covered on these lists – they are starting points. If you have a client that falls under a business or sector that is not listed below, please add it in.

[00] EXAMPLE

TYPE OF ORGANISATION	REVENUE TOTAL	%
BUSINESS	XX,XXX,XXX	XX %
FOUNDATION	XX,XXX,XXX	XX %
NGO/CHARITY	XX,XXX,XXX	XX %
GOVERNMENT	XX,XXX,XXX	XX %
TOTAL	XX,XXX,XXX	100%

[01] OVERALL INCOME

TYPE OF ORGANISATION	REVENUE TOTAL	%
BUSINESS		%
FOUNDATION		%
NGO/CHARITY		%
GOVERNMENT		%
TOTAL		100%

[02] CLIMATE CONFLICTS

SECTOR	REVENUE TOTAL	%
AVIATION		%
PLASTICS		%
TRUCKING & SHIPPING		%
PRIVATE CARS		%
NON-RENEWABLES (COAL, OIL, NATURAL GAS)		%
CONCRETE & CEMENT		%
TIMBER, PULP & PAPER		%
IRON, ALUMINIUM & STEEL MANUFACTURE		%
CHEMICALS & PETROCHEMICALS		%
OTHER:		%
TOTAL		100%

[03] BUSINESS REVENUE BY SECTOR

INDUSTRY / SECTOR	REVENUE TOTAL	%
ALCOHOL		%
AUTOMOTIVE		%
AVIATION		%
BEAUTY		%
BUILT ENVIRONMENT		%
CONGLOMERATE		%
CONSULTANCY		%
CONSUMER PRODUCTS		%
ENGINES & TURBINES		%
FASHION		%
FINANCE & BANKING		%
FOOD		%
HOTEL		%
INSURANCE		%
INVESTMENT		%
MEDIA / ENTERTAINMENT		%
NON-RENEWABLES (COAL, OIL, NATURAL GAS)		%
PHARMA		%
PLASTICS, MATERIALS, RESINS		%
PUBLIC TRANSPORT		%
RETAIL		%
SHIPPING		%
SURGICAL & MEDICAL INSTRUMENTS		%
TECHNOLOGY		%
OTHER:		%
OTHER:		%
OTHER:		%
TOTAL		100%

[04] CONTROVERSIAL CLIENTS

BUSINESS	REVENUE TOTAL	%
ARMS		%
POLITICS		%
TOBACCO		%
RELIGION		%
GAMBLING		%
PORNOGRAPHY		%
ALCOHOL		%
OTHER:		%
TOTAL		100%

[05] TEN LARGEST CLIENTS BY INCOME

Please include a short statement that summarizes the briefs completed for these clients. You do not have to mention specific clients by name.

[EXAMPLE]

Supported a house of apparel brands by creating their global sustainability strategy and overall messaging and identity.

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