



Copy in a Time of Climate Crisis

Client Disclosure Report 2019

We Write #CultureChangeCopy



From Scratch exists to advertise a more sustainable and socially just way of life.

Marketing has the power to shift beliefs, habits and political systems. It gave us 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.

By choosing our words, clients and campaigns carefully, we're helping to create the cultural change that drives green innovation, political reform and equitable lifestyles.

This is our second climate disclosure report and client engagement policy, published on 28 September 2020. 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%

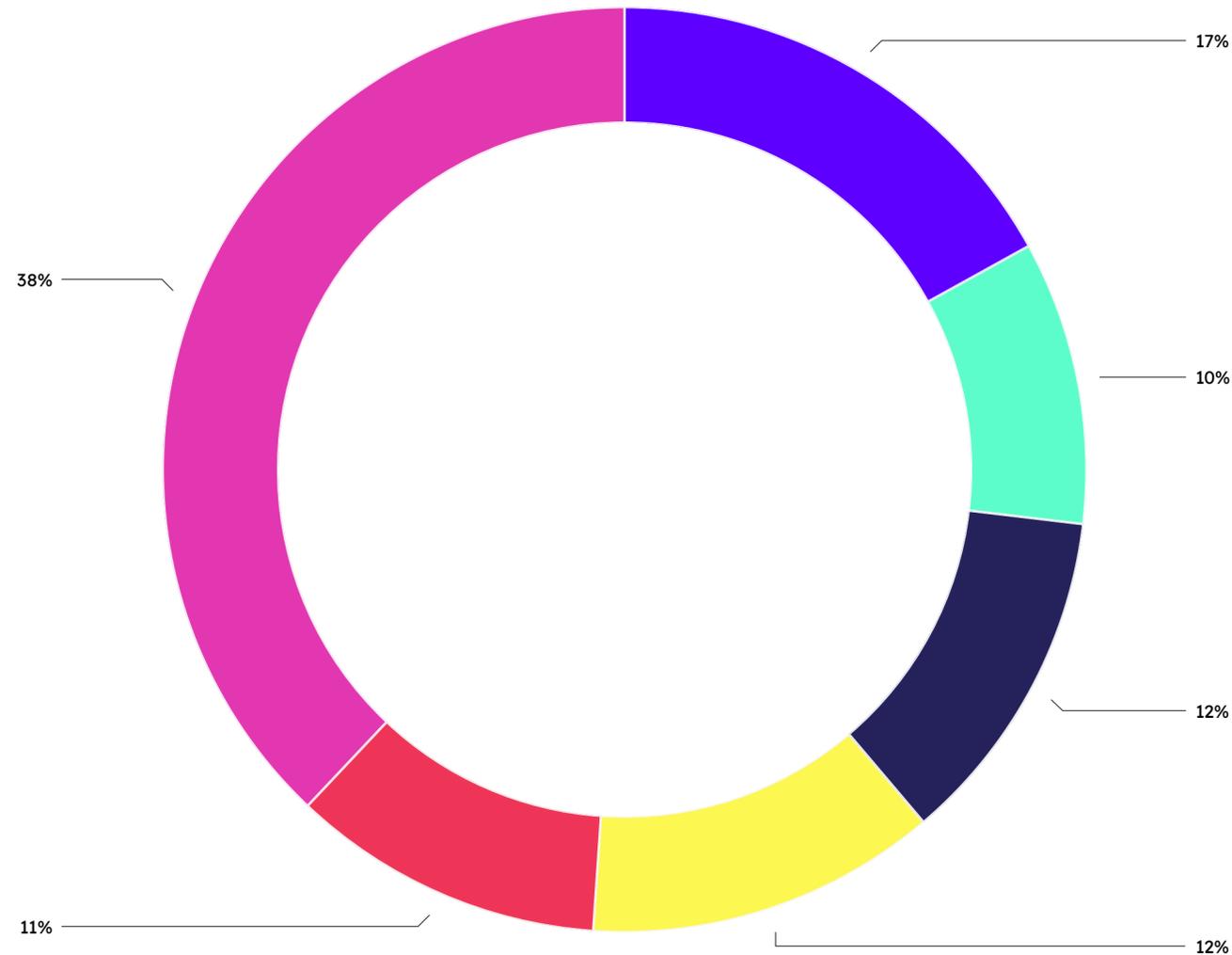
Meat & dairy: 0%

Timber, pulp & paper: 0%

Plastics: 0%

***All of our 2019 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



- Tourism
- Education
- Other
- Government
- Not-for-Profit
- Tech

"Other" includes:

- Coaching
- Eco Landscaping
- Fashion
- Financial Services
- Food & Drink
- Marketing & Advertising
- Media & Entertainment
- Zero Waste Retail

Totals may exceed 100% because some clients operate in more than one sector at the same time.

Controversial Clients



Percentage of revenue from clients predominantly involved in:

Arms — 0%

Politics — 0%

Toacco — 0%

Religion — 0%

Pornography — 0%

Gambling — 0%

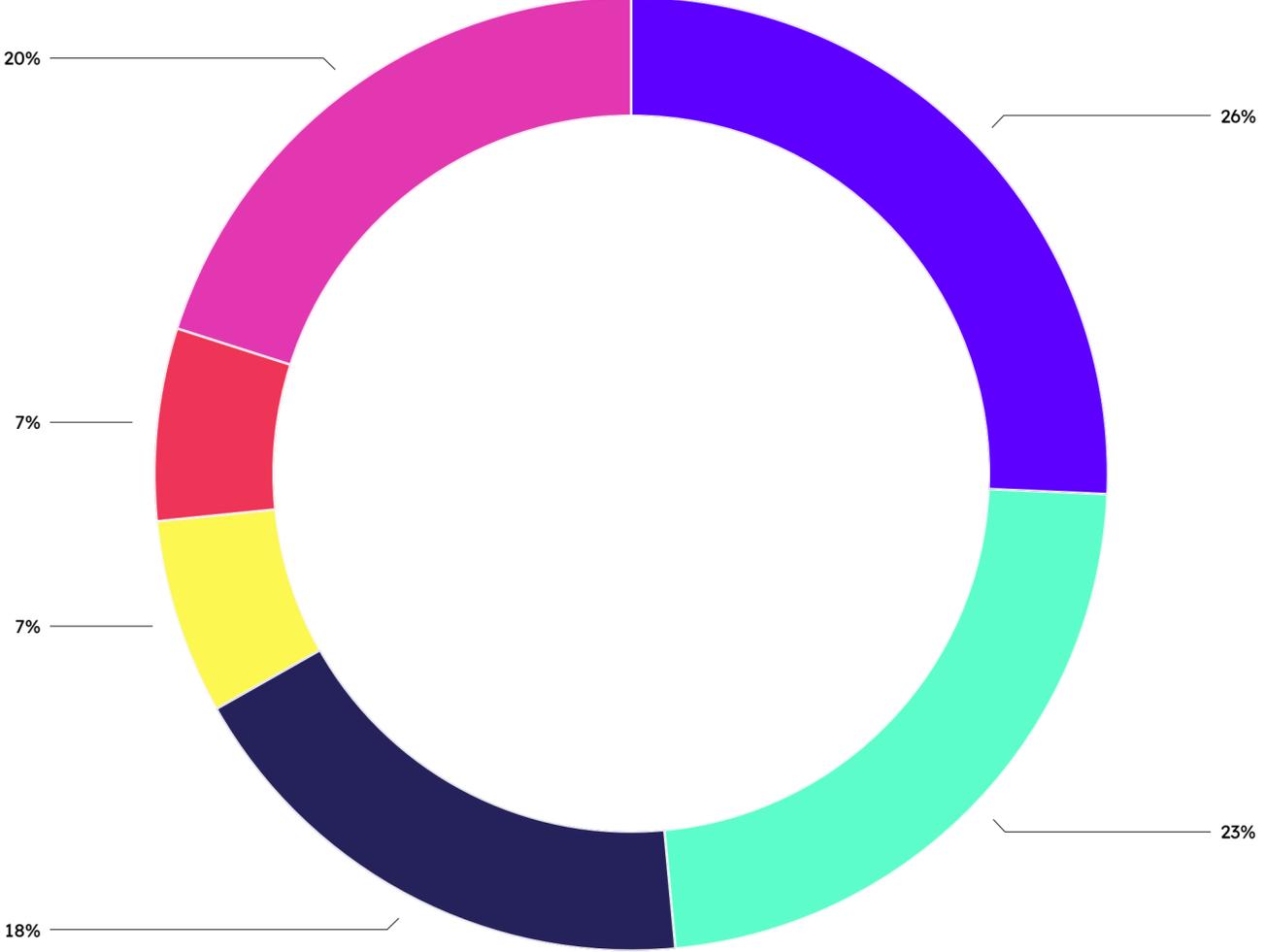
Alcohol — 0%

Fashion

2.15% of our 2019 revenue came from the fashion industry.

We only work with brands committed to transparency, sustainability and good ethical practices. Our clients work with recycled or deadstock materials, promote slow fashion and pay true living wages.

Revenue by SDG



- 9 – Industry, Innovation & Infrastructure
- 3 – Good Health & Wellbeing
- 4 – Quality Education
- 14 – Life Below Water
- 15 – Life On Land
- Other

This graph shows the SDGs pursued by From Scratch clients.

Some clients work towards more than one goal, so the total may not equal 100%.

10 Largest Contracts by Income



1. Developed the messaging strategy for a Dutch slow tourism app expanding to Germany
2. Developed concept & German copy for two brochures helping parents and teachers educate kids/teens about media literacy
3. Wrote a new website and case studies for a customer service SaaS product
4. Developed the messaging strategy for a photo documentation app for the logistics industry
5. Developed the messaging strategy for a customer service SaaS product
6. Storytelling training for the Quality & Compliance Team at a media company
7. Implemented the messaging strategy for a Dutch slow tourism app expanding to Germany
8. Trans-created a German kids' magazine about wild forest animals into English for a hotel's international audience
9. Delivered a series of Copy Coaching sessions for a Compost/Edible Gardening Coach
10. Various contracts writing case studies, landing pages and editing online course material for clients in tech, education, marketing & advertising

Our Red Lines

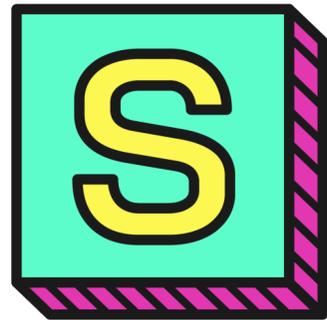


We're here to support brands that do good, or that strive to do better.
No need to be perfect: we're all on a journey.

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 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:



From Scratch Communications

Sabine Harnau • Agency Founder

words@from-scratch.net



Sabine Harnau

from-scratch.net



@from_scratch