

2021 Creative Carbon Disclosure

For more information visit <https://campaigncollective.org/our-ethos/>



Campaign Collective is a social enterprise helping charities, social enterprises, public service organisations and other campaigners benefit from affordable professional communications advice and support.

With all Members having over ten years' experience in a range of communications skills, the Collective helps organisations create, build and deliver effective marketing campaigns.

Profits are used to subsidise support for micro charities and community organisations as well as help develop the next generation of communications professionals.

We have zero income from fossil fuel or other high carbon industries.

Our ethical policy governs the clients we will and will not work for.

We pledge not to work with other organisations that contravene the equal opportunities statement above and/or that:

- Promote alcohol, nicotine, cannabis or recreational drugs.
- Manufacture whole or strategic parts of weapons systems and weapons platforms.
- Actively support regimes with a poor record of human rights and/or fail to have a human rights policy in place.
- Have a harmful effect on their employees, such as a poor health and safety practices, or companies with evidence of abusive employment practices or which discriminate or punish trade union membership.
- Have breached environmental protection legislation or make significant contributions to carbon emissions, carbon intensive mining (e.g. tar sands, uranium) or chemicals of concern (e.g. pesticides and ozone depleting chemicals).
- Produce, manufacture or use commodities (such as cotton, timber, soya, palm oil or cattle) without sufficient processes in place to ensure their activities do not contribute to significant or unmitigated deforestation, significant biodiversity loss, or harm to the environment or communities.
- Manufacture products or ingredients that have been tested on animals (with the exception of medical trials where no viable alternative can be found).
- Do not respect the five freedoms of animal husbandry (freedom from hunger and thirst; discomfort; pain, injury and disease; behave normally; fear and distress) and/or manufacture or sell fur products, that are not a by-product of the meat industry (e.g. wool or leather).
- Create pornographic or violent media.
- Market breast milk substitutes and have failed to commit to adopting industry leading marketing practices (such as those defined under the World Health Organisation's International Code of Marketing of Breast-Milk Substitutes).
- Operate poor business practices that cause harm to society or their employees that have not already been captured under other criteria (such as predatory lending and high interest rate lenders which have demonstrated poor business practices).

Specifically, we have zero exposure to clients who are in high carbon industries as defined by the Creative Climate Disclosure.

In 2020/21, the clients we delivered work for were as below (purpose of work in brackets):

- Allergy UK (research and communications consultancy)
- Baytree Academy (social media delivery and consultancy)
- Bequeathed (media relations)
- Bridge Creative (communications support)
- Carnegie UK (media relations)
- Cease (media relations)
- Education & Employers (media relations)
- End Fuel Poverty Coalition (co-ordination of the Coalition and campaigning)
- EngineeringUK (Tomorrow's Engineers Week)
- Electoral Reform Society (Politics for the Many co-ordination)
- Firebrand (media relations)
- Handshake (public affairs)
- Happy Smiles (communications consultancy)
- Hourglass (communications consultancy)
- International Menopause Society (media and social media campaign delivery)
- Less Survivable Cancers Taskforce (media relations)
- Lightening Maths (communications consultancy)
- Lloyd Russell-Moyle MP (filming)
- Make It Last (media relations)
- National Association of Child Contact Centres (stakeholder relations)
- National Hedgerow Week (communications support)
- National Health Service – Add Wellbeing (communications planning and support)
- National Health Service – National Workforce Skills Development Unit (communications delivery and support)
- Nourish Scotland (media training)
- One Plus One (audio content creation)
- Optima Care (communications support)
- Palms Row Health Care (communications advice and delivery)
- QED (communications around housing developments to tackle homelessness)
- QED (Sea Lanes, Brighton)
- Real Group (communications support)
- Relish (communications and marketing support)
- Road Safety Trust (communications support)
- Royal National College for the Blind (communications support)
- Sheffield Care Association (communications and digital delivery)
- Social Care Heroes (communications consultancy and co-ordination)
- SocialBox.Biz (communications advice and media relations)
- Social Enterprise Scotland (media relations)
- Social Enterprise UK (training)
- Staff Networks (communications support)

- Stagetext (media relations)
- Scottish Association of Social Workers (public affairs advice)
- Social Workers Union (public affairs, campaigns and media relations)
- Social Workers Union (Austerity Action Group communications support)
- The Big Issue (campaign planning and delivery)
- TIN (communications advice and support)
- United World Colleges (communications advice and media relations)
- UWC Atlantic (communications support)
- Unite The Union (campaign support)
- WonkHE (social media and event support)
- WorldSkills Europe (social media support)

This means our fee income breaks down into the following sectors (GBP, excl. VAT):

