

STRONGER CLIENT DISCLOSURE STORIES

The data in this report is based on
income to Long Run Works Ltd (trading as
Stronger Stories) 2016–2019

#creativesforclimate
#strongerclimateemergencystories

WE DECLARE A
CLIMATE EMERGENCY.

CLIMATE DISCLOSURE REPORT

GET HEARD • HELP
GOOD IDEAS

STRONGER STORIES IS A STORY INNOVATION AGENCY.

WE CREATE NEW WAYS OF SHARING
STORYTELLING POWER WITH GOOD IDEAS,
SO THEY CAN GET THE ATTENTION THEY
DESERVE AND INSPIRE ACTION.

Our mission is to give people the belief that they can make a difference, in the race to shape a better world.

Through coaching, culture and campaigns our story consultancy helps clients who want to change the conversation and open new opportunities.

As a social enterprise, we use 100% of our profits to find ways for storytelling power to be shared more fairly through digital learning, tools and events.



Faced with a climate and ecological emergency, we need good ideas to spread faster than ever before. Good ideas require stronger stories, so we can imagine better alternatives and new futures.

To help the people and ideas that are solving some of society's biggest challenges, our work uses story as I) strategy II) stories as a catalyst for change and III) helps create stronger story activists.



We are committed to only working with clients who contribute to the 2030 Sustainable Development Goals.

We have categorised this into 7 culture change areas:

- **CELEBRATING CLEAN INNOVATION**
- **OPENING ACCESS TO EDUCATION**
- **REVEALING THE TRUE VALUE OF NATURE**
- **BUILDING COMMUNITY RESILIENCE**
- **BREAKING THE TABOOS STANDING IN THE WAY OF PERSONAL WELLBEING**
- **MAKING SUSTAINABLE LIFESTYLES DESIRABLE**
- **OPENING OPPORTUNITIES THROUGH DIVERSITY AND INCLUSION**

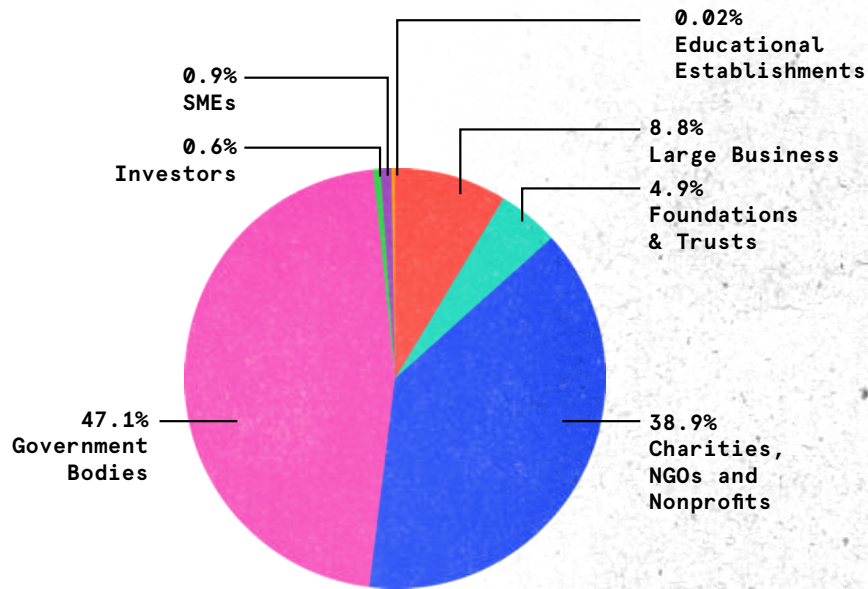
We constantly consider our impact on climate breakdown through the work we do, but also in the way we act. We have been carbon neutral since the launch of Stronger Stories.

Why are we committed to the Creative Climate Disclosure?

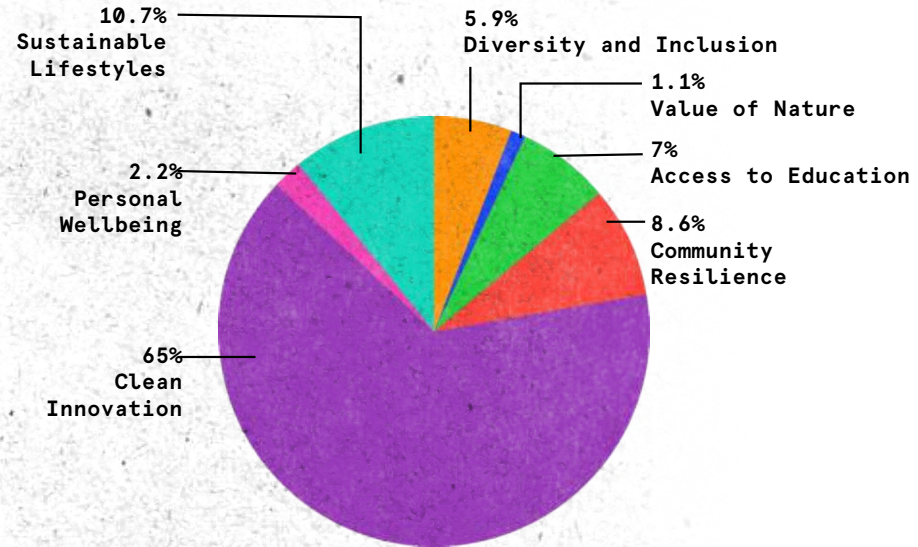
Global marketing spend has reached \$1 trillion annually, but only a fraction is helping to promote good ideas that tackle the big problems we face as organisations, as societies and as a species. The rest is selling us shit we don't need.

We don't just innovate in storytelling, but around our own business model. We currently use a buy one, give one model for our story consultancy, so we can democratise the power of storytelling to make change happen faster, together.

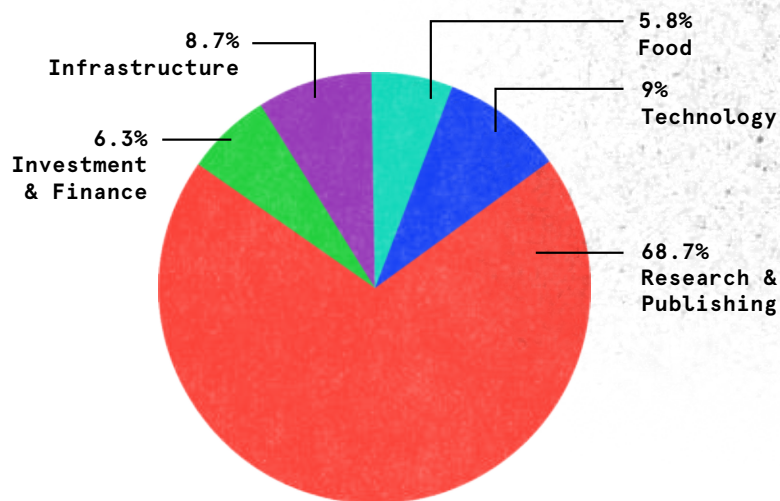
2016-2019 REVENUE BY ORGANISATION TYPE:



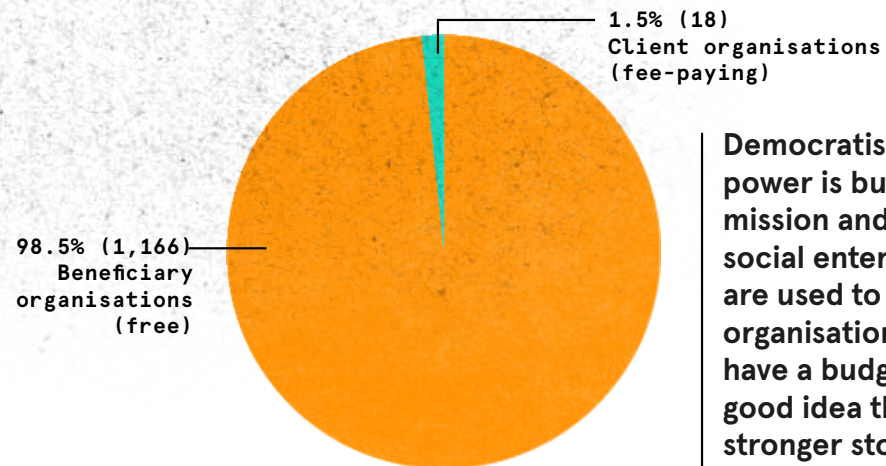
2016-2019 ORGANISATIONS WE'VE WORKED WITH BY CULTURE CHANGE AREA:



2016-2019 REVENUE BY SECTOR:



2016-2019 ORGANISATIONS WE'VE WORKED WITH:



Democratising storytelling power is built into our mission and structure. As a social enterprise, our profits are used to work with organisations who might not have a budget, but do have a good idea that needs a stronger story to get the attention it deserves.

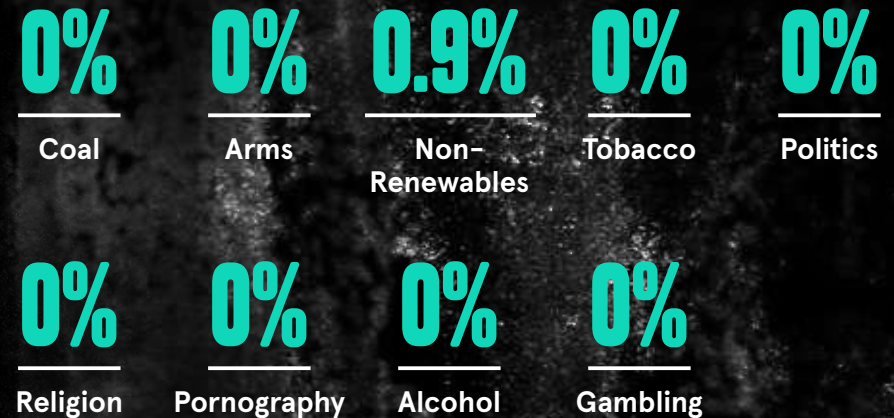
CONTROVERSIAL SECTORS AND CLIMATE CONFLICTS

The client work regarding non-renewables, concrete, and cement were associated with a single client; a global engineering, procurement and construction company. Because of the work we did helping to shift their thinking around global citizenship to three pillars of People, Planet and Prosperity and by highlighting how they could capitalise on their customers moving towards 'New Energy' (becoming prosumers of renewables), they're now looking at making a major, public sustainability commitment in 2020.

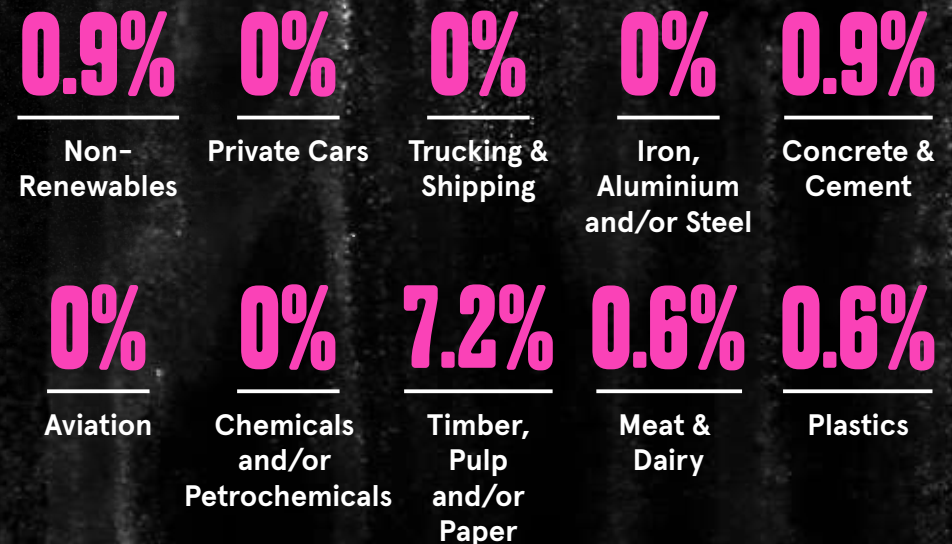
The client work regarding paper was associated with the world's leading society journal publisher. We worked with the client to shift their business model towards being a digital open-access publisher. This strategy helps the climate emergency in two ways: by decreasing the amount of paper used for journals, and by allowing open-access to climate science, increasing the pace of research into climate breakdown and potential solutions.

The client work regarding meat, dairy, and plastics were associated with a single client; an international chain of restaurants. We worked with them on a new retail concept with a more sustainable menu and plastic-free supply chain. One of their stores is currently trialing these concepts.

Percentage of revenue from clients involved in controversial sectors:



Percentage of revenue from clients involved in climate conflicts:



With support from Innovate UK, the UK's innovation agency, we designed and run one of the UK's leading programmes for clean and sustainable technology entrepreneurs. The programme includes UK training and an overseas entrepreneur mission, to help our best early-stage cleantech and sustainability SMEs, get their good ideas heard in the fight against climate breakdown.



We worked with a pioneer in digital credentials to promote a world where employers can see every skill someone has, not just their exam results. We delivered all elements of their brand strategy, from a strapline and website content to marketing materials and internal culture.



To help change the stereotypes around who is a tech entrepreneur, we helped to develop the pitch and profile for female founders working on Human and Machine Interaction. As part of the Women in Innovation campaign it was important that this mission not only benefited the CEOs selected, but also helped to change stereotypes about who is a tech entrepreneur.



We were asked to look at the brand positioning and strategic development of an international movement to raise the profile and recognition of skilled people, to show how important skills are in achieving economic growth and personal success. In reviewing their international competition and international development projects, we discovered an important voice that was missing in the global debate on skills - that of young people themselves.



Engineers are at the forefront of tackling many of the biggest societal issues we face today. We've been working with the employer-led skills body supporting the UK's engineering sector, to help it become a new engineering skills organisation committed to digitising the UK's engineering training system, so we can produce more world-changing engineers.



Employee engagement was key for our client in ensuring that their workforce understood the contribution they make to helping governments, organisations and people navigate the changes happening to the world of work. We created an easily understandable and shareable story for employees, animated content to help communicate this story and provided training to create story-advocates within the organisation.



To help make more women's voices heard as we solve society's biggest problems, we put £26,000 of our profit (and a lot of time) into the 20th anniversary rerun of the UK's largest social survey to capture the views of women. Supporters included the Women's Equality Party, Women's Aid, Girlguiding UK, Women in Sport, Refuge, Fearless Futures, Young Women's Trust, Global Citizen, and over 60 high profile women from across society.



We helped 14 UK urban infrastructure systems entrepreneurs prepare for an Innovate UK mission to Singapore. By giving them the right story to attract collaborators, UK innovators were able to find overseas partners to tackle the biggest challenges facing our cities.





We worked with the world's leading society journal publisher to shift their business model towards being a digital open-access publisher. Decreasing the amount of paper used for journals, and allowing open-access to climate science to increase the pace of research into climate breakdown and potential solutions.



We're helping to create the innovation strategy narrative that will bring together the construction, manufacturing, energy and digital sectors, to revolutionise the UK's built environment and reduce lifetime carbon emissions by 50% by 2025.



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ETHICAL CLIENT CRITERIA

We carefully consider the organisations we work with by filtering them through three questions:

- Do they work within the 7 culture change areas we believe are needed to deliver on the UN Sustainable Development Goals?
- Could they have a potential impact at a systems change level?
- By living our values can we give this person the belief that they can make a difference in the race to shape a better world?

2019 HIGHLIGHTS

This year we've given 427 good ideas a stronger story and created 1,361 purposeful story activists.

We've made progress with our Story School platform, in 2020 this will help us further democratise the power of storytelling through digital learning.

We've also been working on new ways for the creative industry to share its storytelling power with good ideas, our paper pilot matched storytelling professionals with organisations and individuals to help their ideas get heard faster.

This year we've been lucky enough to work with:

CLIENTS



BENEFICIARIES



**GIVE PEOPLE THE BELIEF THAT THEY CAN MAKE A
DIFFERENCE IN THE RACE TO SHAPE A BETTER WORLD.**



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GOOD IDEAS

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