



INTRODUCING SHAPE HISTORY'S

PLAN FOR THE PLANET

SHAPE
HISTORY

So you made it! Hello. Welcome to Shape History's strategy to protect our planet, nature, and people.
Here's what it contains.

WHAT'S TO COME...

- * **Who are Shape History?**
- * **Why is the climate our priority?**
- * **What is our commitment?**
- * **What is our strategy?**
 - * How will we reduce emissions by 50% by 2030?
 - * How will we empower our people and partners?
 - * How will we accelerate our sector and community?
- * **Want to have a conversation?**

* **CLICK SUBTITLES
TO JUMP TO THE
SECTION**

Last updated: Dec 2023.



THE SOCIAL IMPACT COMMUNICATIONS AGENCY

... COMING UP WITH IDEAS THAT MAKE THINGS

BETTER

Ok. We'll tell you a bit more about us...

We don't just do social impact, we **live and breathe it**, and are proud to be a majority **women and LGBTI+ owned independent agency**.

We're a bit different to your standard agency!
We're solely committed to collaborating with pioneers, institutions and brands who specialise in doing good.

We're a **team of passionate social impact researchers, strategists, and comms specialists** who work tirelessly to make the world fairer, faster.

We **combine a flair of youthful creativity with a strategic, authentic understanding** of how to affect positive change.

From public health to equality, climate action to human rights, and everything in between that's **working towards the 2030 Agenda**, we're always ready to push the boundaries of social impact.



Protecting the climate is our priority

SHAPE HISTORY'S PURPOSE IS CREATING A FAIRER WORLD, FASTER.

*...BUT THAT'S NOT POSSIBLE WITHOUT A
SAFE, SUSTAINABLE CLIMATE.*

As well as the destructive effects on the habitability of our planet for all living things, climate change fiercely fuels many of society's greatest challenges – poverty and injustice deepens, health perils surge, and food scarcity tightens.

Everything is interlinked, and one can't be solved without the other.



Where do we stand today?

OUR PLANET IS **HEATING UP, FAST.**

WE'RE ALREADY AT

1.2^{°C}

of warming since pre-industrial times. That's only
0.3°C to go until we surpass 1.5°C targets.

**... AND THIS HEATING IS BEING DRIVEN BY INCREASED
GREENHOUSE GAS EMISSIONS - DUE TO HUMAN ACTIVITIES.**



↪ If we want to stop this...

REAL, MEANINGFUL, AND ACCELERATED

ACTION
IS NEEDED, NOW

→ But wait, what's that **getting** in our way?

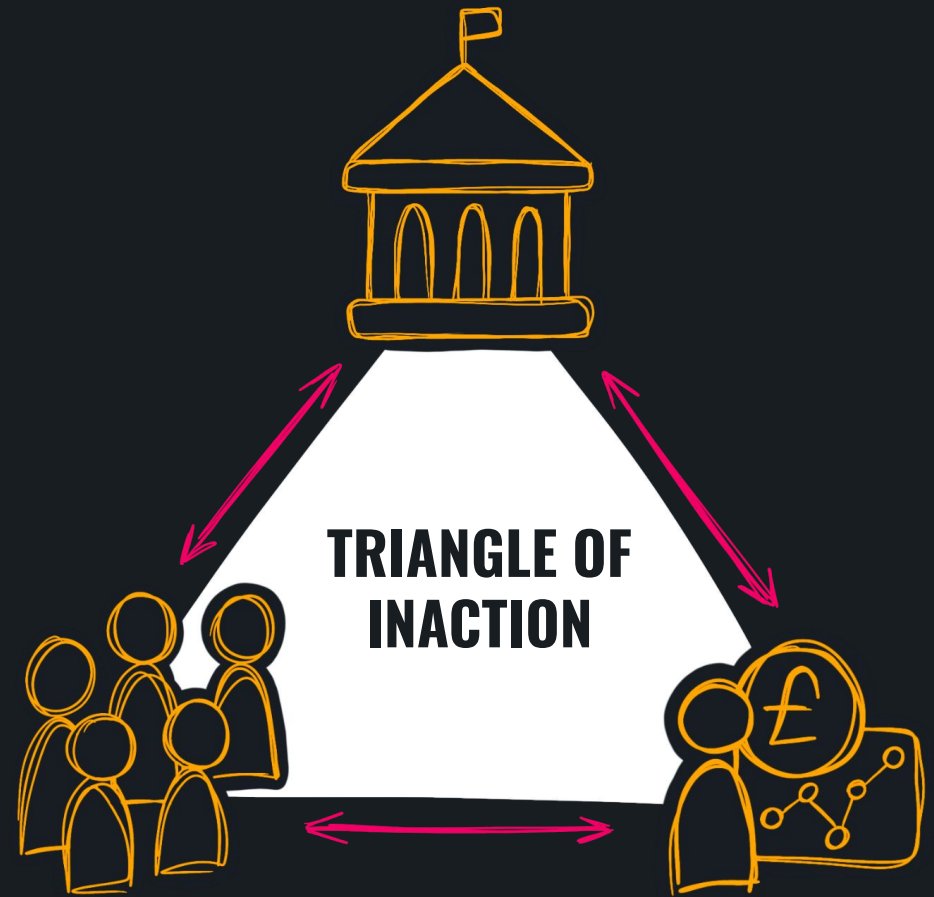
APATHY.
IT'S THE DEATH
OF ACTION.

APATHY AND A LACK OF RESPONSIBILITY IS **DRIVING INACTION.**

- BUSINESS SAYS GOVERNMENT AND THE PUBLIC NEED TO ACT.
- GOVERNMENT SAYS BUSINESS AND THE PUBLIC NEED TO ACT.
- THE PUBLIC SAYS GOVERNMENT AND BUSINESS NEED TO ACT.

THE TRUTH IS. EVERYONE - AND EVERY COMPANY - MUST PLAY THEIR PART.

SO SHAPE HISTORY IS!



OUR PLANET AND OUR PEOPLE ARE OUR PRIORITY



LAUREN, ZEINA, LEWIS & MOLLY



SHAPE HISTORY'S CLIMATE COMMITMENT

“

Shape History's purpose is to create a fairer world, faster. We were founded on a belief of building an agency that does things differently – putting purpose and impact at the core of everything we do, by building equitable internal operations and culture, spearheading a *partners, not clients* approach, and innovating bold, ethical creativity.

We recognise climate change is a colossal threat to our economy, the natural world, and society at large – and we stand resolute in our dedication to driving progress with immediate action. That's why protecting our climate and working for climate justice for communities most affected is at the heart of our business strategy.

We are determined to ensure our company is a positive force for people and planet in everything we do. Although our emissions as a company are low, this also includes a commitment to a 50% reduction by 2030, as well as helping our own team, and other businesses/organisations to do the same.

In doing so, we are proud to be recognised by the United Nations Race to Zero campaign, and join governments, businesses, cities, regions, and universities around the world that share the same mission.

”

Meet our
environmental
steering group!



01 REDUCE OUR EMISSIONS



02 EMPOWER OUR PEOPLE & PARTNERS



03 ACCELERATE OUR SECTOR & COMMUNITY

→ So how will we work to be a positive force for the planet?



**WE HAVE A
THREE-PRONGED
STRATEGY**

How...

**WE WILL
REDUCE OUR
EMISSIONS
50%* BY
2030**

*BASED ON 2022 EMISSIONS
- OUR BASE YEAR

OUR 2022 (AND BASELINE) EMISSIONS

We can't reduce what we can't count. Therefore, before looking at reduction strategies, we needed to understand what emissions we are responsible for. We commissioned Greenly to conduct our GHG assessment for 2022, using the *approved GHG Protocol methodology: ISO 14064-1 GWP 100*. The results of this are now in...

Emissions (tCO ₂ e) 113	Emissions (tCO ₂ e) per employee 3.5	Emissions (tCO ₂ e) per revenue (M) 52.6	Percentage of activity-based data 16%
	Number of employees 33	Revenue (M) 2.17	

113 tCO₂e is equivalent to...



66

London - New York round trips



The annual emissions of

9.6 UK residents



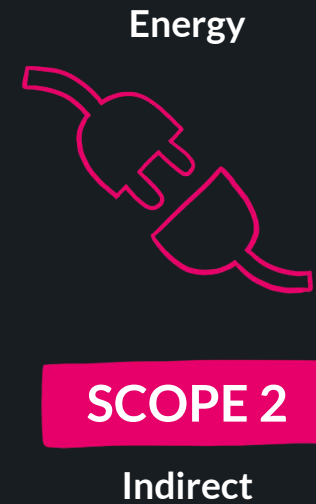
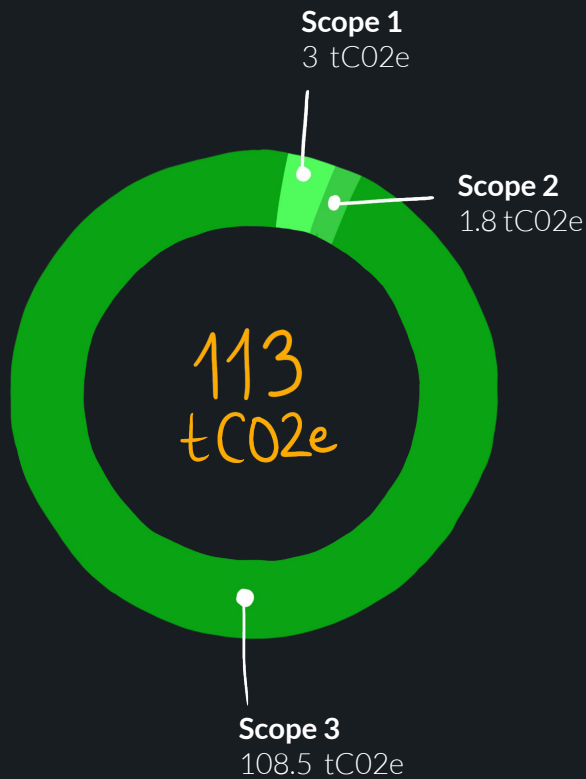
The amount of CO₂ sequestered annually by

10 hectares of growing forest

OUR 2022 EMISSIONS

Total emissions of Shape History

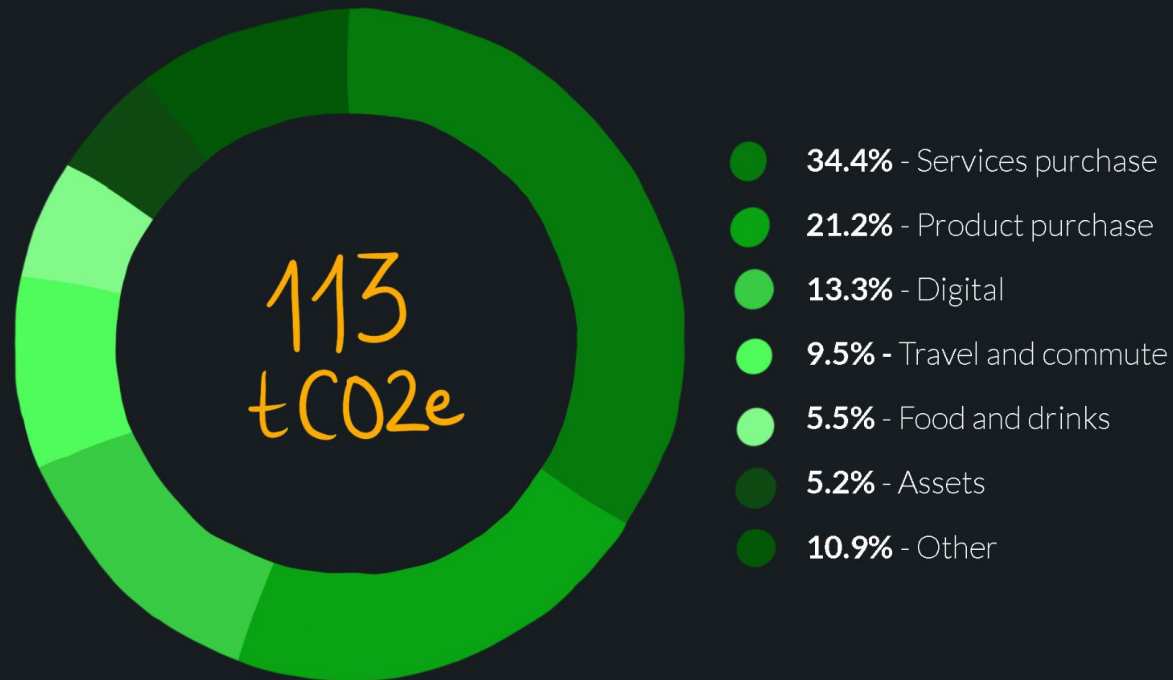
By Scope (% tCO₂e)



OUR 2022 EMISSIONS

What are the biggest sources of our emissions?

Total emissions of Shape History
by activity (% tCO₂e)

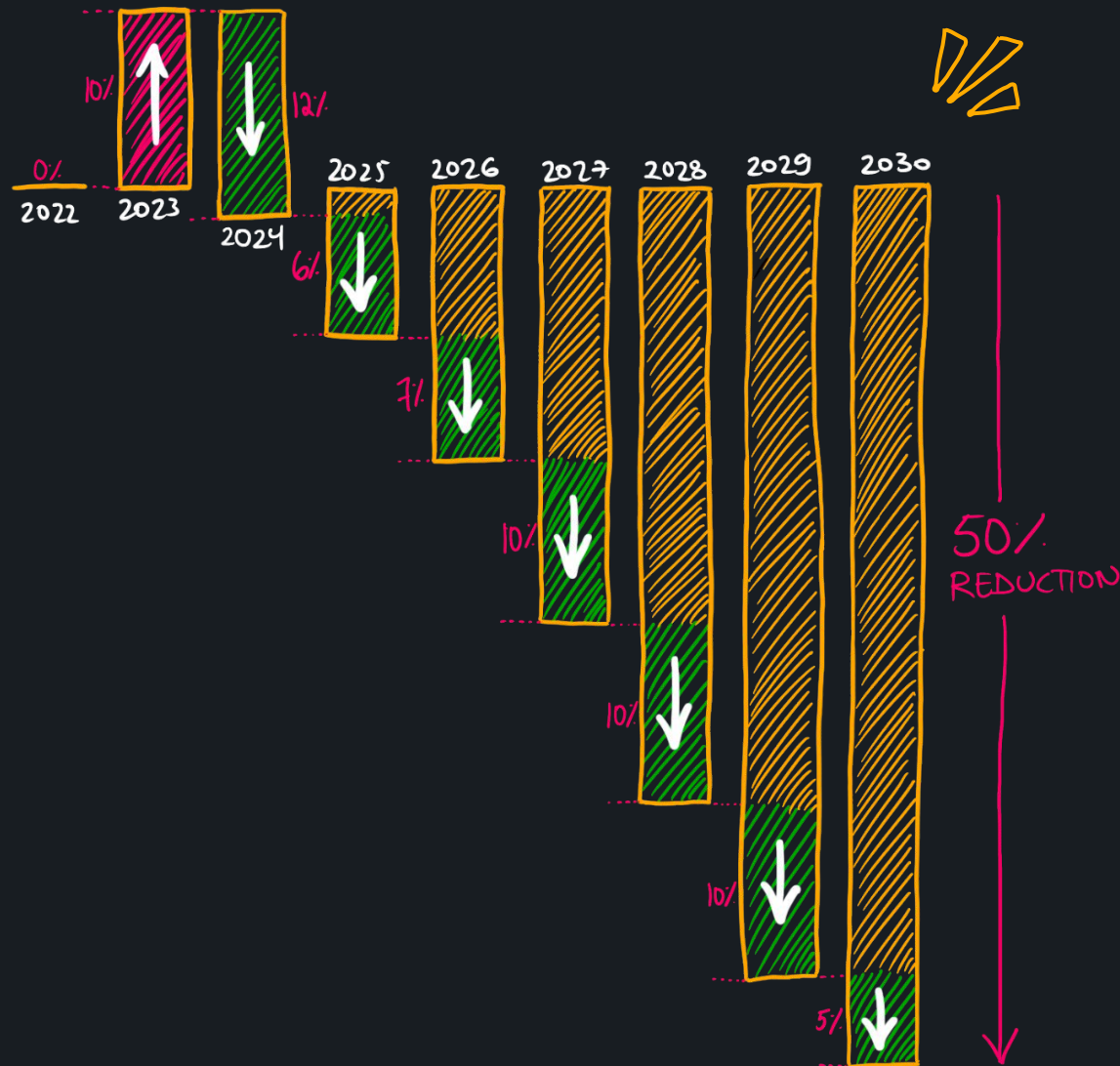


SETTING REAL REDUCTION **TARGETS**

Now we have the data for 2022 (our base year) we've set set clear year-on-year targets to guide us in achieving a 50% reduction by the end of 2030.

Please note, due to company growth prior to finalising this strategy and high impact emission reduction policies only starting to be rolled out, we expect our next assessment for 2023 to show up to a 10% increase in our overall emissions.

From 2024 onwards, we have set clear targets for year-on-year decreases.



HOW WILL WE MEASURE THIS?

We'll measure progress towards these targets through two types of measurement:

- **Absolute:** Reduction in overall company emissions from 113 tCO₂ in 2022, to 56.5 tCO₂ in 2030.

This is our core judgement of success and provides the most accurate estimate of our actions as a company. However this also has its flaws for a company of our size, covered below.

- **Intensity:** Reduction in our emissions relative to specific activities e.g. a reduction from 3.5 tCO₂e per employee in 2022 to 1.75 tCO₂e per employee in 2030.

We recognise that as a growing company, a lot of our emissions data comes from cost-based calculations and our purchases as a company. Therefore as our company grows and our expenditure increases, so will our emissions. We plan to decouple growth from increased emissions, however as an interim measure, we additionally measure intensity based metrics.

OUT-YEARLY KPIS



ABSOLUTE

- **SCOPE 1:** (%/tCO₂e increase/decrease since previous assessment)
- **SCOPE 2:** (%/tCO₂e increase/decrease since previous assessment)
- **SCOPE 3:** (%/tCO₂e increase/decrease since previous assessment)
- **TOTAL (1, 2, & 3):** (%/tCO₂e increase/decrease since previous assessment)

INTENSITY

- **SCOPE 1, 2, AND 3 EMISSIONS TO EMPLOYEE INTENSITY:** (%/tCO₂e increase/decrease since previous period)
- **SCOPE 1, 2, AND 3 EMISSIONS TO REVENUE INTENSITY:** (%/tCO₂e increase/decrease since previous period)
- **SCOPE 1, 2 EMISSIONS TO EMPLOYEE INTENSITY:** (%/tCO₂e increase/decrease since previous period)
- **SCOPE 1, 2, EMISSIONS TO REVENUE INTENSITY:** (%/tCO₂e increase/decrease since previous period)

OFFSETTING & REMOVAL

OUR POSITION

WHAT WILL WE DO?

- In addition to reduction efforts, we will **identify and invest in credible carbon offsetting projects** such as renewable energy, nature based solutions/carbon sinks.
- We will **identify and invest in carbon removal technologies** such as direct air capture to provide funding that enables scaling up.

WHY WILL WE DO THIS?

- Although problematic in many instances, we believe there is a place for offsets when they are credible and not only contribute to a real reduction in emissions, but also climate justice.
- Today, we barely remove any carbon from the atmosphere. But the science is clear: we can not meet 1.5 or 2 degrees Celsius without carbon removal solutions. Much of this technology is still yet to be scaled, and is in need of financial investment. We want to support this.



**THESE
INVESTMENTS
WILL NOT
MAKE US A
'NET ZERO'
COMPANY.**

HERE'S WHY.

THERE IS NO SUCH THING AS “CARBON NEUTRAL” OR A “NET-ZERO BUSINESS/PRODUCT”.

These claims are scientifically incorrect and misleading because achieving true neutrality is challenging.

Today, many companies label themselves as net zero and carbon-neutral, but all they are doing is offsetting their emissions, which involves investing in projects that supposedly reduce or capture an equivalent amount of greenhouse gas emissions elsewhere. However, this approach does not address the root cause of emissions from the company's operations.

So what happens?

Businesses claim to be net-zero or carbon neutral and everyone thinks the job is done – creating a false sense of environmental responsibility. They get praise. People think action is happening, and the sense of urgency surrounding the need to curb emissions is diminished. This hinders progress.

At Shape History, we won't be contributing to this. We're focussed on emissions reduction and decoupling growth from increased emissions. In time, we'll invest in credible solutions because we think they are needed - not because they 'look good'.

EMISSIONS REDUCTION

KEY ACTIONS & TIMELINES

Over the coming pages, we list the key activities we have previously and will focus on over the coming years. Please note, this is not exhaustive and each year we will publish the exact policies and processes we have ideated and rolled out.

2022	2023
<ul style="list-style-type: none"> → Formalised environmental steering group to rethink and transform business operations. → Recruited and onboarded Greenly to map our emissions for the first time. → Flexible working policy rolled out for the team to reduce transportation emissions. → Began engaging landlord on improving sustainability of our office space. → Finalised first GHG assessment. 	<ul style="list-style-type: none"> → Conducted a GHG assessment for the 2022 calendar year to use as our base year and published the results of this publicly. → Finalised and publish our strategy and plan for the planet. → Begun analysing impact of Scope 3 emissions, using this to ideate new policies and processes to reduce emissions e.g a new travel policy, waste tracking, improving recycling, reducing electricity usage. → Initiated review of our investments, savings, and banking, committing to moving our banking within the next 2 years. → Develop and introduce new work travel policy to reduce international travel by air. → Formally launching the Shape History collective to bring on board local expertise from around the world - reducing SH London team international travel and improving equity in our work. → Scoping to identify credible offsetting and carbon removal technologies to invest in.

EMISSIONS REDUCTION

KEY ACTIONS & TIMELINES

2024	2025
<ul style="list-style-type: none"> → Conduct a GHG assessment for the 2023 calendar year to track progress made, and publish this. → Evolve our strategy and goals dependent on results from GHG assessment, and publish this in full with a recap of progress made in the previous year. → Evolve existing and develop new policies to reduce emissions. → Incorporate a 'Say on Climate' vote into our company articles, allowing our shareholders to vote yearly giving approval or disapproval on our progress towards targets. → Commit to only working with new suppliers who are committed to carbon reduction and neutrality. → Begin phasing out old carbon-intensive suppliers and reach 40% or more of all our suppliers committed to carbon reduction and neutrality strategies. → Begin to more effectively track our Scope 3 supply chain emissions through more rigorous activity-based methodologies than cost-based estimates. → Scoping to identify credible offsetting and carbon removal technologies to invest in. 	<ul style="list-style-type: none"> → Conduct a GHG assessment for the 2024 calendar year to track progress made, and publish this. Board to vote on approval/disapproval. → Make our first investments in credible offsetting and removal solutions. → Begin process to move to 100% green energy. <i>(currently with a 97% provider in 2023)</i> → Evolve our strategy and goals dependent on results from GHG assessment, and publish this in full with a recap of achievements made in the previous year. → 70% of our suppliers will be committed to carbon reduction and neutrality strategies. → Develop new and evolve existing policies to reduce emissions. → Scoping and constantly learning about new research and thinking in credible offsetting and carbon removal solutions.

A large, diverse group of young adults, approximately 30-40 people, are posed on a set of stairs. They are all smiling and making various hand gestures, including peace signs and open palms. The group is multi-ethnic and multi-gender. The background is a plain, light-colored wall. The text 'HOW...' is in orange, and the rest of the text is in white.

HOW...

**WE WILL
EMPOWER
OUR PEOPLE
& PARTNERS**



OUR PEOPLE & PARTNERS

WHY WILL WE DO THIS?

- Supporting our planet is about more than just our own emissions. Our team is small but mighty. One person can change the world. Imagine what over 30 can do.
- As a service agency, we recognise we have a small carbon footprint as a business - but significant influence as an employer and partner.
- Our partners are made up of some of the biggest organisations in the world, with large operations and financial endowments. We have their trust, meaning we can push them to have difficult conversations to ensure they deliver meaningful action.

HOW WILL WE DO THIS?

- We will provide resources and support to our team and our partners to further educate on climate action and pressure for them to make changes. We will also introduce a number of new policies to become more sustainable in day-to-day work.
- We will focus on scaling up our work with new and existing climate partners, pushing them to be bigger, bolder, and more audience centric in their communications. We must overcome apathy.
- We will use our voice, to be open and honest with our partners to pressure for increased action.

EMPOWERING PEOPLE & PARTNERS

KEY ACTIONS & TIMELINE

2022	2023	2024	2025
<ul style="list-style-type: none"> → Created internal environmental toolkit for our team - encouraging them to make more environmentally conscious decisions and actions - and take practical steps such as changing pension funds to green finance. → Announced our B Corp status to our network. 	<ul style="list-style-type: none"> → Enrolled entire environmental team on Work For Climate's Climate Academy to increase knowledge and ambition. → Launch our strategy and commitments with our team and partners as an educational tool. → Include climate survey in onboarding for all new partners and include onboarding as part of our kickoffs. → Investing in our team to deliver their best work by becoming experts in key areas that provide solutions to the climate crisis - from emissions reduction and carbon removal, to transforming our food system, to reducing urban consumption. 	<ul style="list-style-type: none"> → Inform all existing partners of our climate positive strategy and conduct partner survey to understand levels of knowledge on climate action, including commitments made/in progress. → Include 1x environmental/climate training and team days as compulsory for all team members. → Continue to invest in our team to deliver their best work by becoming experts in key areas that provide solutions to the climate crisis. → Offer advice and support to our partners for how they can take climate action. → Target for 40% of our partners to have made climate commitments with clear carbon reduction targets. → Host 1-2 events with our partners to aid education and spur action. 	<ul style="list-style-type: none"> → Continue to invest in our team to deliver their best work by becoming experts in key areas that provide solutions to the climate crisis → Include 1x environmental/climate training and team days as compulsory for all team members. → Continue educating and pressuring our partners. → Target for 60% of our partners to have made climate commitments with clear carbon reduction targets.

A group of runners in motion, blurred background.

How...

**WE WILL
ACCELERATE
OUR SECTOR
AND COMMUNITY**



OUR SECTOR & COMMUNITY

WHY WILL WE DO THIS?

- The broader communications and marketing industry is an enabler of companies greenwashing and increased fossil fuels investment. We need to stop this.
- The social impact sector, made up of numerous sub sectors has thousands of organisations with trillions of wealth. They are a major enabler of staying within 1.5. - 2 degrees Celsius.
- As researchers, strategists, creative communicators and campaigners, we have expertise to support climate innovators to accelerate progress.

HOW WILL WE DO THIS?

- Evolve our marketing strategy to ensure advocating and pressuring for increased climate action becomes a priority.
- Focus on scaling up our work with new and existing climate partners, pushing them to be bigger, bolder, and more audience centric in their communications.
- Share knowledge, making insights and best practice open source, for anyone to use.

ACCELERATE SECTOR & COMMUNITY

KEY ACTIONS & TIMELINE

2022	2023	2024	2025
<ul style="list-style-type: none"> → Became B Corp and joined the B Corp community. → Joined Creatives for Climate & Clean Creatives → Began sharing our learnings on impactful campaigns and strategies driving climate action for all to use. 	<ul style="list-style-type: none"> → Joined the SME Business Hub → Evolved our marketing strategy to put ethical, meaningful climate action and education at the heart. → Include key educational and advocacy messages in our proposals for new work as a means of influencing organisations. → Evolved our new partnerships and growth strategy to focus on partnering with organisations focussed on driving climate action. → Begin planning sector focussed educational/advocacy campaigns. → Prioritise creating tools, resources, and content to share best practice and insights with our sector and community. → Publish our climate-positive strategy in full, making sure it not only details the actions we are taking, but also serves as an educational resource. 	<ul style="list-style-type: none"> → Share challenges, learnings, and insights into the process to developing this strategy for other organisations. → Run first sector-focussed educational/advocacy campaigns. → Actively engage and contribute to sector-networks to advocate for action. → Begin offering more holistic ESG focussed advice and consultancy - putting climate action now as the North star. 	<ul style="list-style-type: none"> → Run sector-focussed educational/ advocacy campaigns



THANK YOU FOR READING.

We know it was a lot to get through....

Want to learn more? Have Questions? **Let's talk!**

Contact Lewis Parker, lewis@shapehistory.com

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