



industry

2020

disclosure

report

GIVEN

Given was founded on the belief that brands can and should be a force for good. In the grand scheme of things, we are an incredibly small business. But our work, to help shape the purpose and sustainability agenda in many of the world's best and biggest brands, makes us powerful. In this respect, our choices are not neutral. That's why, while respecting our clients' confidentiality, we're disclosing the percentage of our revenue categorised by industry, including from high carbon and controversial industries.

Transparency is an essential part of how every business must respond to the climate and ecological emergency, and it's no different for us. It's crucial to building trust inside and outside our business, and creating accountability for action and change, in our sector and beyond. We cannot effectively and honestly contribute to shaping a more sustainable and equitable future, while supporting the industries doing the most damage. We've never worked with tobacco, defence or gambling companies and in March 2020, we decided to stop working with any companies in oil & gas.

We are proud to stand alongside other agencies who have declared a climate emergency and we'll continue to follow a principled and progressive approach to the choices we make about the work we do, and the clients we work with.



Signed,
Becky Willan
CEO

Our purpose



We exist to change the way that successful brands are being built, making them a force for good.

We want to create a world where being purpose-driven is the best way to build a successful brand. It's a comprehensive, transformational approach for making your business do more good, not simply less bad.

Given's theory of change

Every purpose-driven brand should also have a theory of change to describe how they will deliver on their purpose. This is ours.

We collaborate with ambitious teams in leading brands. As long as their business has the potential for doing more good, and they're ready to push for bigger, bolder and better, we're there to help them. We bring together knowledge from inside our clients' businesses, with disruptive insight from the world around them, to evolve the purpose agenda, defining what they stand for and how they'll create positive change. We inspire them to challenge current practices and raise the bar.

We help our clients create purposeful change, turning their brand purpose from words on a page into positive change in their business, and the world. We help clients build the tools and engagement to embed their purpose, and make it real through innovation.

We make purpose powerful. Using creativity to tell stories with impact and designing breakthrough ideas that shape culture for good. We know that the more people who want and value purpose-driven brands, the faster we can create a more equitable and sustainable future.



Our overall income

98.1%

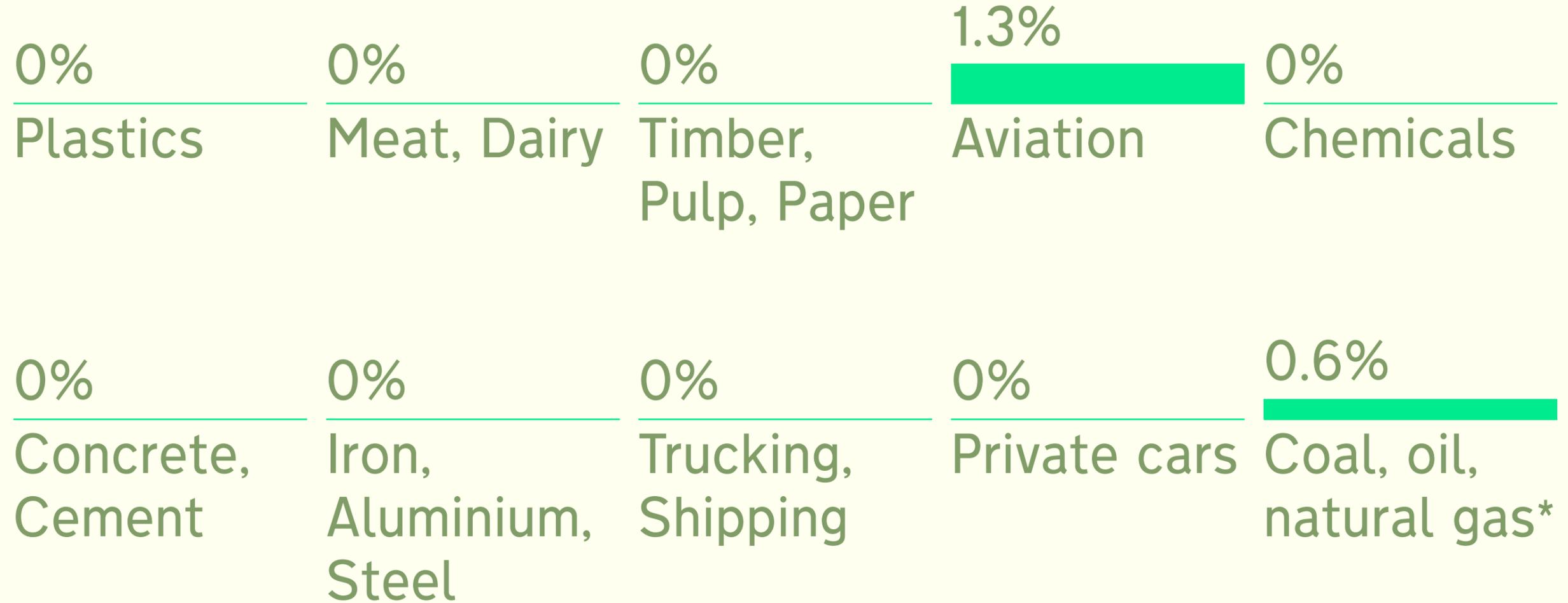
Businesses

1.9%

NGOs

Our revenue from high carbon

(High carbon) = High carbon clients come from industries with high carbon emissions pulled together from [IEA](#) and the [EPA](#).



*In March 2020, we decided to stop working with any companies in oil & gas.

Our revenue per sector

4.4%
Finance

4.2%
Telecomms

2%
Real Estate

1.9%
NGO, Charity

1.9%
Hospitality, Travel

1.3%
Aviation

0.8%
Pharma

0.6%
Oil, Gas

0.4%
Technology

0.2%
Alcohol

11%
Utilities

6%
Energy

13%
Fashion

41%
Retail

7%
FMCG

5%
Consulting

Our 10 biggest briefs

01

We designed and delivered a global insight and thought leadership programme, to help an international home retailer live up to its ambitious and purposeful mission.

02

We reset the purpose agenda in one of the UK's most iconic retailers, putting ethics and sustainability at the heart of their plans for the future.

03

We helped teams from 30 different markets at an international home retailer collaborate to transform social impact in the communities they are part of.

04

We developed a sustainable business strategy and consumer facing communications platform for a train and coach travel company.

05

We evolved the sustainable business strategy for the UK's second largest telco company, putting the substance behind their purpose with a new level of ambition and impact.

06

We helped one of the world's biggest beauty companies make ethics a part of day to day business decision making, across more than 80 countries.

07

We created a groundbreaking piece of thought leadership to help an online retailer close the 'attitude-behaviour gap' in sustainable fashion shopping habits.

08

We developed the first sustainability strategy for a fast growing online fashion business, put into practice with 3 year targets and action plans.

09

We helped an international not-for-profit foundation make it easier for governments, businesses and NGOs to combat plastic pollution, by creating best practice guidance and tools.

10

We launched a management training programme to help a leading multinational utility company create a safe working environment for front line colleagues.

How we did over the years

		2016	2017	2018	2019	2020
Overall income	Business	97.2%	98.4%	96.9%	98.4%	98.1%
	Government	1.9%	0.1%	2.0%	1.1%	0.0%
	NGOs	0.9%	1.5%	1.1%	0.5%	1.9%

		2016	2017	2018	2019	2020
Revenue from high carbon	Plastics	0.0%	0.0%	0.0%	0.0%	0.0%
	Meat, Dairy	0.0%	0.0%	0.0%	0.0%	0.0%
	Timber, Pulp, Paper	0.0%	0.0%	0.0%	0.0%	0.0%
	Chemicals	0.0%	0.0%	0.0%	0.0%	0.0%
	Aviation	0.0%	0.0%	2.9%	2.9%	1.3%
	Concrete, Cement	0.0%	0.0%	0.0%	0.0%	0.0%
	Iron, Aluminium, Steel	0.0%	0.0%	0.0%	0.0%	0.0%
	Trucking, Shipping	0.0%	0.0%	0.0%	0.0%	0.0%
	Private Cars	0.0%	0.7%	1.4%	0.7%	0.0%
	Coal, Oil, Natural Gas	0.0%	0.0%	5.9%	8.9%	0.6%

		2016	2017	2018	2019	2020
Revenue per sector	Agri	0.1%	0.2%	0.2%	0.0%	0.0%
	Pharma	3.3%	0.0%	0.0%	0.0%	0.8%
	Real Estate	0.0%	0.0%	0.0%	3.1%	2.0%
	Government	1.9%	0.1%	2.0%	1.1%	0.0%
	Retail	5.2%	3.8%	21.7%	17.5%	40.9%
	Consulting	0.0%	0.0%	0.7%	0.6%	4.7%
	Fashion	1.1%	0.6%	2.5%	8.4%	12.4%
	Energy, Utilities	1.0%	3.9%	4.1%	1.8%	6.0%
	Sport, Leisure	0.0%	2.5%	0.1%	0.0%	0.0%
	Insurance	5.5%	4.5%	3.2%	1.3%	0.0%
	FMCG	12.3%	11.0%	3.9%	12.9%	7.2%
	Technology	1.5%	3.7%	1.2%	1.9%	0.4%
	Telecomms	24.4%	14.0%	13.6%	2.4%	4.2%
	Hospitality, Travel	8.4%	13.7%	4.4%	6.4%	1.9%
	Media	1.3%	0.0%	0.0%	0.0%	0.0%
	Alcohol	1.1%	2.1%	4.9%	4.2%	0.2%
	Waste	3.5%	3.9%	0.2%	3.6%	0.0%
	NGO, Charity	0.9%	1.5%	1.1%	0.5%	1.9%
	Finance	14.7%	7.8%	6.0%	7.4%	4.4%
	Auto	0.0%	0.7%	1.4%	0.7%	0.0%
Utilities	13.7%	26.0%	20.0%	14.2%	11.1%	
Oil, Gas	0.0%	0.0%	5.9%	8.9%	0.6%	
Aviation	0.0%	0.0%	2.9%	2.9%	1.3%	

About Given

Given is the agency for purpose-driven brands. We're an award winning agency based in the UK and operating internationally.

For more than a decade, we've helped our clients build successful brands, by making their business a force for good. This mission is at the heart of what we do - and only ever have done - since we were founded in 2009. In 2020, we became a UK B Corp and this year we're publishing our first Climate Disclosure Report.





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