BCORP
ANNUAL
REPORT
2020

AN AGENCY ON A MISSION

FREUDS

Certified
B
Corporation
“We have survived the maddest year in our history, individually and collectively. We are not unscathed, but are fundamentally stronger than before. We have had to sacrifice so much on the altar of Covid-19:

- our office, which has defined so much of the company’s history;
- our physical community, replaced by an intolerable number of video calls and digital social interactions;
- our collective energy and the casually-encountered sparks of creativity that randomly occur when least expected, but ignite so much of our best work.

But I am happy to report that we have not sacrificed the values and principles that make us a B Corp. It’s sometimes hard to truly know the depth of commitment to a business’s ethical intent until it is tested.

Well, now we know. We really are a B Corp and I am grateful to 2020’s rollercoaster for demonstrating that resolve.”
At the end of 2019, the UN boldly declared that 2020 would be a “Super Year”, I have a sticker on my laptop to that effect.

I can think of a few adjectives to put in front of “super” to turn my sticker into a more accurate reflection of the year, but they are not fit to print.

2020 turned out to be a year of remarkable challenge on all fronts and we did not get everything right. However, despite our infallibility, the business and our staff continued to innovate and inspire. There have been so many heart-warming stories of resilience, persistence and creativity, that I am prouder of my colleagues now than at any time in my tenure as CEO.

From a financial perspective 2020 was not a vintage year. While we saw growth and value creation in The Brewery, in freuds, our income was down on 2019. That said, 2020 represented a high-water mark in freuds impact on the causes that we are passionate about.
Our work on public health has reverberated around the UK and played a role in saving lives.

Our work on the Global Goals continues to ensure that leaders around the world don’t take their eye off of the ball in making the world a better place by the end of the decade.

Sadly, our mental health programmes have had to work harder than ever before.

Our film and TV business has helped to keep people entertained.

Our work on climate has set us up for an important year of impact in the lead up to COP in Glasgow.

This is our first ever annual report. I hope that by increasing transparency, we give all of our partners more of an insight into who we are, how we work and what we do.

2020 was also freuds’ first full year of operating as a certified B Corp. We are delighted to have become a committed partner in this vital movement transforming business into a force for social good.

We hope that our enrolment and example will encourage peers to join the movement.

If 2020 was the wake-up call, then 2021 is the year to act. We look forward to partnering with all those ready to commit to a journey of reimagination, in the service of a better future.
**FREUDS IN NUMBERS**

**WHO WE ARE**

- **213** team members - one mission
- **159** Female
- **54** Male
- **58%** of senior leadership is female

**DONATING OUR TIME AND EXPERTISE**

- **51+** cause-related organisations
- **99** employees participated
- **10k** employee hours donated
- **£1.5m** in pro-bono support

**IN NUMBERS**

- **180,250** have Instagram, with a combined following of
- **84** tattoos (not counting numerals)
- **93%** Marmite: 60% Love 40% Hate
- **16** Black, Asian and of Mixed Heritage
- **17** languages spoken
- **13%** countries

**THE PEOPLE BEHIND THE AGENCY**

- **56** dogs
- **38** cats
- **3** terrapins
- **2** chameleons
- **1** and a chicken

**HOBBIES INCLUDE:**

- Cold Water Therapy
- Collecting Danish Biba Kant crockery
- Knitting
- Free Diving
- **31** marathon runners

- **21** authors
- **30%** volunteer outside of work
- **12%** in favour of plant-based lifestyle
freuds is always evolving, and over its 35+ years of operation the business has taken many forms, but despite this dynamism, an approach to our work has always remained constant. We call this Love & Work and it is a commitment to the construction of an environment that is fulfilling, fun and impactful for all staff.

The following five characteristics give you a snapshot of what it’s like to work at freuds:

1. **WE ARE ENERGETIC OPTIMISTS**

   Our sense of mission means that we bring a positive and active energy to all of our work. We attack challenges with everything we’ve got – we assemble the right teams with the skills to solve problems the right way, often in an urgent manner.

   At times this approach can be stressful, but we seek to find and amplify the positive energy in each situation, and derive solace from the impact, fun and friendships we create along the way.

   We have a mutual respect for our work and for each other which means that nobody is too small to have a brilliant idea, and no one is too grand to make a round of tea.
We do not exist in an ivory tower; we are a part of the world, and share in its hopes, fears, ups and downs. We look outwards, with an eye always on the horizon, working tirelessly to make sure our good work actually does good in the world.

There is a simple premise at the heart of all our relationships: to do better, we must all be better. So with each project we take on, we aspire to raise the bar and leave a legacy.

We’re a dynamic and deliberately diverse team – therefore the more we collaborate, the stronger we are and the better our advice.

This means taking the right steps to get to the right answer; pulling on the right people to get the right experience at the table and most importantly, using intelligent insight to make our creativity match our clients’ commercial ambitions.

It also means taking an active approach to listening to and learning from our colleagues. The more we cooperate, with our different skills and approaches, the better the outcome for our clients.
4. COMPLEXITY CALLS FOR CREATIVITY AND SIMPLICITY

Our world is only getting more complex, the antidote to that complexity is creativity and simplicity in equal measure.

Because we are outsiders, looking in on our client’s business, our objectivity and our world view often lead to a unique and creative perspective that cuts to the heart of the issue. This is how we create truly innovative solutions that help keep our clients culturally relevant.

5. OUR INDEPENDENCE ENABLES AGILITY

Sometimes life at freuds moves fast. As an independent business, we are free to continually evolve and innovate without the restraint of overbearing process, procedure and dogma.

We believe that momentum is more important than ‘being completely right’ and that comes through in our approach to client work. We combine and collaborate at speed, course-correcting along the way and often juggling multiple agendas simultaneously.

We approach each challenge fresh - regardless of how long we have worked with a client. But before we determine a course of action we deliberately bring a wealth of experience that comes from our 35+ years of heritage to the table. The combination of these approaches is our unique hallmark.
freuds has always had a unique culture. The larger than life and much-loved characters. The close relationship with our clients. The qualities of originality, insight and purpose that define our best work, and the unique environment of our headquarters at Number 1 Stephen Street in London.

Within weeks of a new decade beginning, we were forced to rethink it all.

As the crisis took hold, the agency was propelled into a high-profile role fighting the pandemic, with freuds’ Health & Behaviour Change Unit leading the way in communicating critical public health advice and our consumer teams working tirelessly to guide some of the world’s best-known companies and brands through dangerously unchartered waters.

At home, we set about turning bedrooms to offices and abandoned ironing boards into desks as uncomprehending children made their debuts in our client calls. Against all the odds, we saw the breadth of our agency grow, our specialists blossom and discovered the character and commitment that brings even fragmented workplaces together in hard times.

Meanwhile, in the back of all of our minds, one thought echoed:

We will never take anything for granted again.

With uncertainty everywhere, our Chairman Matthew led the way with an industry leading pledge not to cut jobs or furlough staff.
Only a seismic change will protect our fast-growing world.

Ahead of us we face the extremes of poverty, the widespread pollution of our oceans, the dwindling of natural resources and wildlife and the harsh realities of climate change.

All of these challenges, and more, are captured in the 17 Global Goals set out by the UN. Goals that represent hope, opportunity and direction in an increasingly chaotic world.

As a company, freuds has set itself a target to play a leading role in changing the paradigm and helping the world to deliver against the Global Goals during this critical decade.

From an environmental perspective, we are committed to reducing our own, relatively small, impact, while actively supporting our clients on their own sustainability journeys in the understanding that this is where we can also achieve a far greater impact.

Our direct environmental impact is overwhelmingly tied up in the carbon emissions associated with energy use and transportation. We switched to 100% renewable energy in our facilities in 2018, which has taken us a long way on the Net Zero journey, and we are committed to introducing a new travel policy that will reduce our business travel emissions by 35% by 2025 from a 2019 baseline, and offsetting what we cannot reduce.

We use a 2019 baseline because over the last 12 months COVID has resulted in an unprecedented drop in carbon emissions for the business. Not only have we used less electricity in our offices, but we have also travelled far less. Our total emissions dropped from 703.4 Tonnes in 2019 to 425.12 Tonnes in 2020, a reduction of 40%.

While we expect some travel to return in 2021, with new ways of working now becoming commonplace, we hope that our new travel policy will help us to maintain some of these carbon savings into the future. Equally, given that we anticipate home working to continue at a higher level than in 2019, we will also explore ways that we can encourage our employees to switch to renewable energy at home.

In addition, we are exploring how we can leverage our buying power to ensure that our top suppliers (by spend) and investments, set science-based targets no later than 2025.

For 2020, our unavoidable emissions have been offset through projects including two world-leading clean cooking projects in Kenya and Ghana. We have achieved this by partnering with climate and sustainability experts, Climate Care. Our clean cooking projects not only cut carbon emissions, helping tackle climate change, they improve lives by halving fuel bills for families and reducing exposure to toxic fumes. By cutting fuel requirements the projects also reduce deforestation, protecting precious habitat. In 2021 we aim to explore switching these investments to nature-based solutions.

We expect to become Net Zero in 2021, well ahead of the timeline in the Paris agreement. As a result of these ambitious commitments, we are:

We are now Carbon Neutral!
A specialist skillset has been vital to public relations over the past 12 months.

With Covid-19 spreading remorselessly across the globe, our expertise was called upon to ensure the public understood and adhered to the unprecedented levels of government guidance affecting our daily lives.

From day one, freuds’ Health & Behaviour Change Unit has been at the frontline of the fight against the pandemic, working with all relevant parts of the system from Cabinet Office, Public Health England, NHSE, DHSC, and with NGOs and industry, both at a domestic and global level.

With an urgent need to normalise a new and ever evolving set of behaviours, our strategy was to use popular culture, alongside a host of known and expert faces, to explain the reasons behind policy and guidance in order to motivate people to adhere to them.
The freuds Health & Behaviour Change Unit built a social movement around the #NHShandwashchallenge, as experts and high-profile talent demonstrated effective hand washing across their social channels.

Six months later, we built on this work to enhance understanding and compliance around three key principles – washing hands, wearing a face covering and keeping space. Collaborating with key scientists from SAGE, we used special effects to bring to life the way the virus spreads in everyday scenarios and illustrate how individual risk is reduced through the Hands, Face, Space behaviours.

As Covid-19 vaccines became a reality, concerning levels of vaccine hesitancy were uncovered across the UK; a centrepiece of our work has been overcoming this reticence with a programme of communications to educate the public and present the facts. We worked with third party experts to tackle understandable concerns and normalise vaccine uptake by example – resulting in one of the UK’s most successful vaccination programmes.

Throughout the pandemic, the freuds Health & Behaviour Change Unit has been able to deliver outstanding results within highly complex and regulated environments. A deep understanding of best-in-class behavioural change science and psychology helped us identify the most effective approaches for specific and targeted audiences.
The core of our ethos is Love & Work. In essence, it means that if you join us, we will support you as you support the causes you care about.

Pro bono work has always been a large part of what we do. We’re lucky enough to work with incredible organisations who don’t have large budgets but make a phenomenal impact.

In 2019, we promised to dedicate £1m annually to pro-bono work. This year we exceeded that commitment through our support of over 50 cause-related organisations.

Freuds backing has seen over 50 cause-related organisations benefit from £1.5m in-kind support.
One of our most rewarding pro-bono projects to date has been supporting His Royal Highness, The Prince of Wales, in his fight against climate change and biodiversity loss.

Launched at the World Economic Forum in Davos in 2020, the Sustainable Markets Initiative (SMI) aims to accelerate the world’s transition to a sustainable future by putting nature, people and planet at the heart of global value creation.

At the centre of the initiative is the content platform RE:TV – created by freuds and our partners Atomized Studios – which showcases the most inspiring business innovations and ideas for a sustainable future through a series of films curated by the editor-in-chief, HRH The Prince of Wales.

To date, the SMI has hosted more than two dozen industry and investment roundtable discussions, bringing hundreds of business leaders into industry specific taskforces to drive action and acceleration at a global scale and engaged with select countries to support their national economic transition efforts.

In another first, the S30, which freuds co-chairs together with EY, has brought together chief sustainability officers from 30 of the world’s leading companies to connect, share and learn from each other’s experiences and accelerate business action on sustainability.

"We cannot test the world to destruction."

— H.R.H. THE PRINCE OF WALES
Sir Lewis Hamilton MBE has emerged as one of the world’s most prominent voices in the journey towards racial justice.

As the first Black Formula One Champion, and with a dizzying number of records on the track, culminating in a record-equalling Seventh World Championship win in 2020, Lewis was driven to use his position and platform to promote positive changes in the motorsport industry by creating pathways for young people. In 2020, Lewis launched The Hamilton Commission in partnership with the Royal Academy of Engineering, a standalone research project aimed at improving the representation of Black people in UK motorsport.

freuds has given pro-bono support for Lewis in the creation and ongoing work of the Commission.

As secretariat of the Commission, freuds developed the Commission’s research partnership with the Royal Academy of Engineering, recruiting a Board of Commissioners with expertise and experience from academia, politics, engineering, motorsport, grassroots organisations, young people and every tier of the education system.

The Hamilton Commission will release its research findings through a detailed report in 2021, outlining the barriers, potential solutions and stories needed to drive success and empower long-term systematic change in the UK and beyond.

“As long as I have air in my lungs, I will continue to fight for change in everything I do. I will work to create pathways and opportunities for kids of colour, within sciences, engineering and creative disciplines.”

- Lewis Hamilton, Seven-time F1 World Champion
Four years after launching the Sustainable Development Goals in 2015, freuds made the SDGs the organising principle behind everything we do.

One of our proudest contributions has been the Goals House series which we created with Project Everyone and our sister agencies Proud Robinson + Partners and Atomized Studios.

These innovative spaces bring together internationally renowned activists, thinkers, politicians, personalities, business leaders and entrepreneurs to set common and achievable targets against the Goals.

Launched at the Davos World Economic Forum, the Cannes Lions International Festival of Creativity and the United Nations General Assembly, the Goals Houses facilitate connections between an extraordinary range of people in order to inspire them to work together.

With 2020 marking 10 years to the Goals deadline, and the 75th anniversary of the UN General Assembly, we could not let the moment pass unacknowledged. Instead, partnering with Soho House and Project Everyone, we hosted socially distanced Goals-focused gatherings in New York, London, Berlin, Abu Dhabi and Kigali accompanied by a digital programme that connected stakeholders from around the world.

The Global Goals are central to almost everything we do at freuds.
FIGURE 1: GOALS HOUSE, UNGA 2020

FIGURE 2: STATISTICS FROM UNGA HOUSE 2020


- **5** global hubs
- **6** days of programming
- **30,000** viewers from over 35 countries
- **14 out of 17** SDGs one step closer to being achieved
- **29** panels and discussions
- **138** interviewees and moderators
A Brilliant, Integrated Campaign

The year 2020 saw freuds taking a clutch of awards for its purpose based work.

Awards for Freuds and The Brewery in 2020

1. PRWeek Award for Best Public Sector Campaign
   - Every Mind Matters
   - freuds, Health & Behaviour Change Unit

2. PRWeek Purpose Award for Best Use of Celebrity and/or Influencers
   - Every Mind Matters
   - freuds

3. PRWeek Purpose Award for Best Use of Creativity
   - Life Saving Wax
   - freuds and Proud Robinson + Partners

4. The Drum Social Purpose Awards Change Maker of The Year
   - Julia Bainbridge
   - Partner, Health & Behaviour Change Unit
This year, freuds launched an exciting new pro-bono programme in partnership with Ashoka, the world’s foremost network of social entrepreneurs.

Working with the Ashoka UK & Ireland team, we developed a matchmaking process that would pair Ashoka Fellows in need of communications support with a team of two freudians with the skills and personal passion to meet the challenge.

These are not one-off collaborations. Instead, the matches are designed to be on-going partnerships so the Fellows have long-term communications support from a team that understands their needs.
Case Study 1:

Giving A Voice To The Most Marginalised

James Kavanaugh, Associate Director, Freuds

User Voice works to reduce offending by giving voice to the most marginalised people in and around the criminal justice system. Freudian James Kavanaugh talks about his work with them:

What excites you most about User Voice’s work and social impact?

Often rules are set by those without any first-hand experience of their consequences. So, it came as no surprise to find that the criminal justice system is run by people who have never experienced it from the other side. Working with User Voice was an exciting opportunity to work with an organisation trying to change that and improve things for offenders and wider society.

How have you and the matchmaker team been supporting them?

We have been working on two core workstreams: The first, updating their narrative to better articulate how they describe what they do and the power of their work. The second area has been establishing the most important stakeholders for them to begin meeting, primarily in media and politics.

What has the experience taught you about the role of communications in social entrepreneurship?

It has taught me how vital effective communication is to the existence of an organisation like User Voice. If no one listens, no progress is made.
Farming For Nature

Anna Templeton, Senior Associate, freuds

Farming for Nature helps farmers to make a positive difference to nature and their communities through their farming practices. Anna Templeton explains:

What excites you most about Farming for Nature’s work and social impact?

The world of farming is incredibly complex. There are a lot of misunderstandings around environmental damage caused by the wrong types of farming. However, the work Farming for Nature is doing around supporting farmers as first responders to the climate crisis is a very positive message, as well as being particularly timely.

How have you and the matchmaker team been supporting them?

We have run a series of stakeholder interviews to understand the challenges and opportunities around Farming for Nature, as well as a social media workshop. We have also supported Farming for Nature in refining their message by developing a message house and Q&A for consistency of narrative.

What has the experience taught you about the role of communications in social entrepreneurship?

Without a foundational understanding of communications, the reality is that the brilliant work done by social enterprises is not acknowledged in the way it deserves and could therefore lack impact. We’ve been lucky that Farming for Nature have a good grasp of communications and have a strong message to tell which we hope to help develop further.
Our ambition is for freuds to be as diverse and creative a group as the community in which we all live, and for us to use our influence and skills to further that ambition way beyond the boundaries of our business. We believe that our diversity is our strength and will provide the foundation for our future growth and perhaps most importantly, our collective happiness. But seeking out diversity alone is not a sustainable proposition. Inclusion and Belonging remain critical to us and this is an area where we strive to foster an environment in which everyone with energy and ambition can thrive.

We aspire to cultivate a fully inclusive culture that celebrates differences in gender, cultures, religion, backgrounds and viewpoints and we’ve continued to make advancements towards attracting and retaining talented professionals from diverse backgrounds over the years.

Reflecting on our agency representation since achieving our B Corp accreditation we are proud to note increases within our diversity. This includes ethnicity, noting that our Black community has since doubled (6%), we have seen an increase in staff who proudly identify themselves from mixed ethnic heritage (3%) and our Asian community has grown (4%) as well.

We’ve seen an increase in those who have known disabilities (1.5%) and maintained our LGBTQ+ community (5%). Our gender stats, as with most of the industry, have been largely skewed towards females (75%) however, we’ve seen an increase in our male representation (25%) over the years whilst still maintaining a balance within senior leadership which is currently 58% female.

In addition to the above, we’ve seen a shift in both nationality and educational backgrounds in the last few years. This includes an increase in non-British staff (15%) as well and more than half of our staff who are proudly state educated (59%).

We achieved this by developing our approach to our talent attraction and our employee experience, by challenging and combating bias as part of our evolving training initiatives underpinned by our ongoing commitment to support our talent and champion a truly diverse and inclusive culture which continues to evolve. Our approach is captured in our Equal Opportunities & Diversity statement and policy found within our staff handbook.
We conducted a confidential Culture and Inclusivity survey to explore how our culture is experienced by all staff, both past and present, to ensure our experiences inform our continued development.

freuds produced The Black Voices Matter in PR Journal to amplify Black PR professional voices and experiences within the PR industry.

We observed Juneteenth to encourage staff to use this time to educate themselves, and Holiday Phillips, an Educator on Racial Justice and Healing joined us to host a powerful all agency talk.

We engaged in a series of internal forums and panels, hosted by our CEO to engage in brave and open conversations about the impact of racism and the societal barriers still faced today.

We championed an Individuality Series on our social media to proudly showcase a wide selection of staff experiences, perspectives and backgrounds.

In addition, we partnered with Creative Access a social enterprise charity focused on the recruitment, training and inclusion of underrepresented groups within the creative industry. In 2020 we focused on delivering training agency wide which continues into 2021.

In addition, we partnered with the Taylor Bennett Foundation by hosting agency visits which were guided by our staff, contributed to live client scenario workshops and interview preparation training.

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Our L&D programme provided and promoted training that focused specifically on diversity, inclusion and Belonging with a key focus on tackling microaggression, neurodiversity and allyship. In addition, senior management attended leadership training on unconscious bias.

Staff donations towards causes such as BLM and activist groups were matched by the agency.

Continued to expand our approach to talent attraction by advertising on inclusive platforms alongside the introduction of blind CV submissions internally to remove the possibility of unconscious bias.

We continued our partnership with the Taylor Bennett Foundation by hosting agency visits which were guided by our staff, contributed to live client scenario workshops and interview preparation training.

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Finally, while we have seen year on year improvements, we continue to delve into what it means, on an individual level, to be part of our culture. We approach our staff with equitable support and care. This remains ongoing.

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We are proud of this work and remain committed to our ambition to use our expertise to continue to meaningfully influence further change to help combat both racism and injustice.

DANDI
Diversity AND Inclusion

Following the murder of George Floyd in the United States, in May 2020, a group of freudians came together to expand our current pro bono programme by creating a new arm focused on supporting Diversity and Inclusion. A panel was assembled from different parts of the agency, under the banner of DANDI.

At freuds, purpose is at the heart of what we do and it’s important that we engage with pro-bono projects that we truly believe in. Through both our expertise and our connections, we aspire to support organisations that are already doing great work in this area but enable them to further expand their reach and impact.

Since the inception of DANDI, this group has expanded to more than 27 individuals working across a variety of projects including The Hamilton Commission, Career Ear and Alfred Landecker Foundation to name a few. The work ranges from period poverty campaigns to organisations focused on providing career opportunities for young, black Brits.

We put a call out to anyone who would be open to supporting and the response was incredible.
We began working with Rise Fund N’Go this summer, shortly after they first launched. Rise Fund N’Go is a brand-new international crowdfunding platform for black-owned businesses and projects set up by London-based sisters Anita and Marian.

They set up Rise Fund N’Go in the wake of Black Lives Matter protests, which coincided with the economic crisis caused by coronavirus. The sisters saw how existing economic disparities lead to a devastating, and disproportionate, impact of COVID-19 on people from ethnic minority backgrounds, and wanted to use their professional experience to find a way to help.

Our own research showed us that black people are less likely to be able to take ownership of their own economic situation through entrepreneurship and in the UK less than 1% of venture capital is invested in black businesses. We knew that supporting Rise Fund N’Go would be a tangible way of trying to reset this balance.

Given the project is in its early stages with a relatively low-profile, we knew that a media presence would be a useful tool in their conversations with investors and potential small businesses.

The DANDI group worked with the team on drafting media materials and pulling together a strategy to raise awareness of their platform and what they wanted to achieve.

Through tapping into relevant news moments, and telling media about their incredible idea, we secured profiles for Rise Fund N’Go within media from a variety of sectors, including women’s lifestyle, national business and vertical titles.

As Rise Fund N’Go heads into its second phase of building upon the foundations of its launch, we remain a sounding board for Anita and Marian and look forward to supporting on future projects.
A Surge of Power (Jen Reid) 2020

At dawn on July 15th 2020, a sculpture of a Bristolian Black Lives Matter protester was placed on top of Edward Colston’s empty plinth in Bristol. This temporary, public installation called ‘A Surge of Power (Jen Reid) 2020’ is a life-sized sculpture based on an image Marc Quinn saw on Instagram of local resident Jen Reid standing on the vacant plinth with her fist raised in a Black Power salute, a spontaneous moment following a Black Lives Matter protest in June.

A freuds team advised Marc Quinn and Jen Reid on creating a robust media strategy to ensure the story did not leak until the sculpture was erected while ensuring that we secured blanket pieces of coverage worldwide. There was no shortage of media requests.

The team also provided on the ground media training and counsel for Jen in the days leading up to it on the day itself.

Artist Marc Quinn added: “Jen and I are not putting this sculpture on the plinth as a permanent solution to what should be there - it’s a spark which we hope will help to bring continued attention to this vital and pressing issue. We want to keep highlighting the unacceptable problem of institutionalised and systemic racism that everyone has a duty to face up to.”

The freuds team continue to work closely with Marc and Jen to ensure the conversation around the Black Lives Matter movement continues.
We’re constantly looking to encourage innovative thinking and originality.

Through our journals we bring together leading voices from the leaders of industry, academia, politics and NGOs, alongside some of the world’s most well-known activists and opinion formers on important issues that are often overlooked in conventional media.

www.freudsjournals.com

Plan B

The Plan B journal documented the remarkable growth of the movement in the UK and included exclusive contributions from The Guardian, The Body Shop, innocent, Danone, Patagonia and the founders of the B Corp movement - and was shared worldwide by the B Corp movement as well as by all of the contributors.

Lessons from Leaders

Our Lessons from Leaders journal considered the learnings of companies and organisations that have worked to achieve progress towards the Sustainable Development Goals, featuring contributions from the German Chancellor, Angela Merkel, the UN Deputy Secretary General, Amina Mohammed, the Academy Award winning actor, Forest Whitaker, Frank Mars, the Chairman of the Board of Mars, and Nelson Mandela’s widow, the activist Graça Machel and were shared and reposted to millions of followers by Mars, Salesforce, AB-InBev, Unilever, the Islamic Development Bank and others.

Black Voices Matter In PR

Black voices from across the public relations industry spoke out in this ground-breaking digital journal outlining the changes they would like to see in our industry. Interviews were conducted by the freuds’ team of Tosin Ayeyomi, Aisha Ali, Lilian Maingi.
freud’s currency has always been stories. We’re fascinated by good ones, and love hearing interesting people tell theirs. This was the basis for launching The Freudcast in 2020, and more than 20 episodes are now available.

Hear how Charlie Mackesy became a bestseller with his first book; how JB Gill went from boyband to farmer; why becoming famous for food made Melissa Hemsley worry for her mental health.

Tortoise’s James Harding shares how he started his slow news site, Corinne Woods of the UN World Food Programme shares the challenges it has faced in its Nobel Prize-winning year, and Matthew Freud shares the story of founding his eponymous communications business – the one that gives the Freudcast its name too.

We’ve also spoken to B Lab co-founder and managing partner Andrew Kassoy who describes how the idea for B Corporations came about, and how they’re now making a material difference to the way business is done around the world.

You can listen to and download The Freudcast at Apple Podcasts, Spotify and Soundcloud.
Living and Learning In Lockdown

With the arrival of the first lockdown, freuds threw itself into making “Love & Work from home” as enjoyable as possible for our extrovert-heavy teams.

A group of creative freudians put together a content programme to keep us connected through everything yoga classes to cooking tutorials. Our P&D team tackled the daunting task of speaking to each Freudian individually to understand their personal circumstances and determine if they needed any special support. Our Freudcast team helped us get to know each other better through a special Love & Work from home podcast series. The result was a series of activities and content that kept us connected from afar.

Thank you Microsoft Teams!

LOVE & WORK FROM HOME

HUNTING IN LOCKDOWN

1 Easter Egg hunt with Harriet

COOKING IN LOCKDOWN

5 Cookie-making with Ben, featuring culinary cuisines from all over the world
1 Taco making session with Paul
1 Evening with Coyle cooking Adobe

CREATING IN LOCKDOWN

3 Drawing classes with Charlie Mackesy
1 Origami session with Erin
1 Painting class with Liz

LEARNING IN LOCKDOWN

2 Books finished by the freuds Book Club
1 Russian Language session with Steph
1 Musical afternoon with Jon

WELL-BEING IN LOCKDOWN

9 Lockdown bootcamp sessions with George & Harriet
3 Rise & Shine Ashramga Flow sessions with Lotte
1 Morning stroll with Andy and his puppy Winnie
Learning & Development

At freuds, we enjoy a wide range of training and development using a variety of platforms. This includes internal masterclasses hosted by senior leaders in the agency covering ‘The art of storytelling’ to achieve the best for our clients and the importance of strategy and the creative thinking.

We welcome external training providers to boost personal and remote team resilience and Line Management skills. We also host monthly Brainfood ‘lunch and learns’ inviting key opinion makers alongside members of the agency to discuss issues such as ‘Is Covid-19 a turning point in tackling the global climate crisis?’, B Corp – What does it all mean and how can we get involved? and ‘Why Volunteering Outside of Work Will Make you Better at Your Day Job’ to name a few.

Our mission in providing training and development is to...

- Give staff functional & operational skills in order to help them understand how freuds operates and ultimately drive efficient, integrated and high-quality company operations
- Inspire & motivate our staff by introducing them to interesting people within our network giving them insights and experiences that make them better consultants
- Empower insights in areas of diversity and inclusion to improve not just our understanding as individuals and work colleagues but how we advise and support our clients
- Increase capabilities in those areas most valued by our clients
Campaigning for causes and responding to injustice is important to our company and our staff.

Further to the shocking events of May 2020, freuds observed Juneteenth, a day that commemorates the emancipation of all those who were enslaved in the United States, as a day to educate ourselves and make positive resolutions about how we, as individuals, can effect change.

In the coming year, freuds will go further by expanding the opportunity for staff to support causes that are most important to them either through their activism of choice or various volunteering opportunities within their communities. freuds will invest by donating over 1600 hours to enable staff to make a positive societal contribution, be that by campaigning for change or supporting those who are most vulnerable and in need. In addition, freuds will trial a new App created specifically to connect flexible and tailored volunteering opportunities to each individual within the UK.

freuds continues to provide both pro and low bono work to contribute as part of our commitment to supporting purpose driven work.
When did you begin volunteering at the Barbican Centre and what inspired you to start?

I joined the Barbican Board in July 2020. I joined because I believe in the power of the Arts to enrich all our lives and transform them for the better. Besides my own love for dance and creativity, I wanted to volunteer my time in a way that helps evolve the Barbican into a space which nurtures black talent better. As the largest multi-Arts venue in Europe, the Barbican is a powerful platform to make a difference. My hope is that over time our work on promoting black talent will influence and inspire other organisations to do the same.

What is your most memorable volunteering story?

In August 2020, I worked with Barbican management to create the Centre’s first ever ‘Anti-Racism Reflect and Initiate Group’ comprised of dedicated employees passionate to create a more diverse Barbican. This group is a catalyst for the development of a more diverse and inclusive culture in the long term. It’s memorable because I was part of developing an innovative solution to a complex problem. There are no silver bullets. I’m pleased the Centre has embraced the difficult but rewarding task of having difficult conversations and trekking the hard yards.

What advice would you give someone who wants to start volunteering but hasn’t yet taken the leap?

Change how you see volunteering. View it as an extension of who you are, rather than a bit of charity on the side. Identify a passion, find a cause that aligns and then give yourself to it. For me it’s the eradication of injustice. I volunteer knowing that even the little I give can go a very long way. The same will be true for you too.
When did you begin volunteering for Age UK and what inspired you to start?

I started volunteering with Age UK three years ago, which I was inspired to do for a number of different reasons. Firstly, my grandmother, who lives on her own in Jersey, making me acutely aware of how lonely the elderly can be (I do, of course, make sure I speak to her very regularly!). Secondly due to the ever-emotive Age UK Christmas ads (which get me every time!) and finally, it was simply down to a desire to give back.

What is your most memorable volunteering story?

For two and a half years, I spoke to a wonderful lady called Margaret each Sunday, listening to her life story, debating current affairs (she loved to chat about The Royal Family – less so politics!) and hearing about her interests (she was a BIG jazz and tennis fan). I suppose this forms the whole story really as although I didn’t meet Margaret in person (who sadly passed away at the end of last year), I developed a unique friendship with her and always looked forward to our chats.

What advice would you give someone who wants to start volunteering but hasn’t yet taken the leap?

I think people are often put off volunteering as they worry about how they will fit it into their busy lives and whether they will be able to make the commitment. The Age UK service proves this isn’t the case – I spoke to Margaret from Sweden, Oslo, sat outside the pub in central London and in my flat. Pretty much anywhere. The main thing is there are so many charities looking for help, so find one that you love and then all there is left to do is go for it!
freuds sits at the heart of The Brewery, a family of businesses with different expertise, united by a shared worldview and sense of mission. Despite the challenges we faced in 2020 our diverse offering continued to grow. In July, we launched freuds Bazaar, a sustainable and ethical product sourcing business who early on worked with Comic Relief to source its new plastic-free red nose.

We doubled down on our investment in Huma, the global health tech business who use data to deliver good health for all, made an investment in sustainable beauty business, Bolt, whose skincare products are packaged in biodegradable seaweed capsules and continued to promote our very own rum brand, Juracán, a social initiative that raises funds to support communities impacted by hurricane disaster.

Other investments included Lick Home, a direct-to-consumer paint & wallpaper business disrupting the market and Loona, an app that helps its users disconnect from long stressful days and get in the right mood for sleep.

We also invested in ‘Appear Here’, an online marketplace for retail space, and even bought a country house hotel, for our staff and clients to use and enjoy, both investing in our people and the local community.

Later in the year we made an investment into Clarity AI, a social impact measurement tool that uses big data and machine learning to create actionable sustainability and impact insights.

In the PR industry, at the beginning of the year OneNineThree, an independent corporate and financial communications advisory firm, joined the family. And Clarity PR continued on its extraordinary expansion drive in 2020 acquiring Yellow Communications in Amsterdam and being awarded PR Week’s UK Specialist of the Year award for tech expertise.

We expect Brewery growth and expansion to continue into 2021, with the full acquisition of Social Misfits Media scheduled for completion on January 1st.