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A World of Challenges

22m kg of plastic flows into the oceans each day.

89.4% of people in low income countries yet to be vaccinated.

15bn trees cut down worldwide a year - a quarter through tropical deforestation.

1/2 A stable climate worldwide requires global emissions to be halved this decade.

Over half of the world’s population do not have essential health services.

1/5 girls and women worldwide are unable to read or write.

1/3 of UK adults report discrimination at work.

18m healthcare workers needed worldwide by 2030.
In truth, it was not a difficult decision for freuds to become a B Corp. Partly because we have always aspired to be purpose driven, to provide an inspiring and kind working environment and to pursue work that made the world a little better, not worse.

But mostly because we didn’t have to ask anyone’s permission. In the 37 years since I started Matthew Freud & Associates, I have tried many forms of corporate structure. Sole trader, external stakeholders, employee shareholders, wholly owned subsidiary of a public company, management buy-out, partners with a French public company (a low point) and for the last dozen years, as a proprietor. In my experience of running a business that has no assets beyond its people, it doesn’t really matter what names are on the shareholders register. You succeed because the ‘assets’ don’t want you to fail.

I don’t believe anyone is primarily motivated to deliver a cracking return for people who have invested in a private equity company that has in turn invested in a business that they have no higher aspiration for than to sell it for a profit within 7 years. Nor I think does a publicly traded share price and C suite LTIP’s motivate a workforce to go above and beyond their contractual obligations.

Successful agencies have to give their staff a reason to believe that it exists for something more profound than profit or driving shareholder value. The more removed the ultimate stakeholders are from the business and its people, the more of a stretch that belief becomes. This is not a diatribe against private equity or the capital markets, but a genuine curiosity about how one would approach the conversation with an investor or ‘head office’ about wanting to become a B Corp.

“What’s this B thing going to cost?”

“How will it make us more money?”

“Will it drive growth and margin?”

“Can’t you just give people free breakfasts and some yoga classes?”

There are of course arguments for the enlightened self-interest of doing well by doing good, but they are hard to capture on a spreadsheet and require a longer term outlook than most shareholders have the patience for. The truth is there are some sacrifices that must be made to reap the immeasurable benefits of B Corpbery and many of those are an anathema to the investment community, who mostly value what they can count.

My favourite F Scott Fitzgerald story, which may or may not be based in truth, has the author attending a party in upstate New York (quite close to the source of Gatsby’s green light). His banker host is giving him a tour of the property and it’s very, very expensive contents and remarks how amazing it is that he makes more in a year than a great writer could make in a lifetime.

“Yes” said FSF, “but I have one thing that you will never have.”

“What could that possibly be?” Asked the incredulous banker.

“Enough.” Said the writer.

Making freuds a B Corp was a simple enough decision. I hope more companies will join us. And asking permission is sometimes overrated.

Matthew Freud, Chairman
freuds & The Brewery
2021: A Testing Year

2021 was a testing year, in more ways than one: We were tested intellectually through some of the assignments that we took on, tested physically, mentally, and commercially through Covid and tested by the uncertainty and pace of change in all aspects of life.

We came through. Not unscathed, but stronger on all counts, as result of the mutuality of purpose that we all have. I say that, ironically, in the knowledge that we do not have a purpose written down - a task that we have at the top of our ‘to do’ list this year. Despite us not having articulated our purpose it’s difficult to talk to a Freudian without appreciating an intangible sense of mission.

We are a group of people united around our desire to make a positive difference on the world. To wield our creativity, drive and entrepreneurial energy to help people, businesses, and brands thrive in this ever-changing world. Every day, we surprise and delight people, bringing them joy through their favourite products, brands and entertainment; we work hard to improve people’s health by changing behaviours and helping them to make better, healthier choices; and we champion good causes, working locally, nationally and internationally to fight for a better world and more sustainable planet.

I’m proud of who we are and what we do, and of our B Corp Certification, but when I look around, especially now at this dangerous juncture for the world, I am continually reminded that there is so much more that we need to do. And that’s what gets me out of bed in the morning.

Arlo Brady, CEO
freuds & The Brewery
freuds by Numbers

Who we are

234 Team members
25% Male
75% Female

84% of senior leadership is female

34 Nationalities
15% Black, Asian and of Mixed Heritage

The people behind the agency

63% Shop consciously
86% Lived more sustainably over the past year.

58% play Wordle

58% keep house plants
(and 3% have over 30 each!)

15% Succession

Favourite film/TV series of the past year
Go-to news outlet

- BBC: 44%
- The Guardian: 21%
- The Times: 11%
- Daily Mail: 9%
- FT: 5%
- Sky News: 4%
- NYT: 3%
- Tiktok/Instagram: 1%

Play a musical instrument

- Piano: 15
- Guitar: 11
- Violin: 4
- Drums: 2
- Saxophone: 2
- Flute: 2
- Trumpet: 1
- Harpsichord: 1

Donating our time and expertise:

- 10.5k Employee hours donated
- 48+ Cause-related organisations
- £12m contribution to HMRC
- £1.5m in pro bono support

Donate blood

- 40%

Enjoy extreme sports

- 32%

Invest in cryptocurrency

- 14%

FREUDS B CORP REPORT 2022
Work should be fun. That’s why our ethos is Love & Work, because we love what we do and we do what we love. Our office, with its art and eclecticism, is a symbol of that sense of playfulness and disruption we try to bring to everything we do.

At freuds, we’re always conscious that our counsel is our greatest asset. We’re not scientists or surgeons, but our skills help to carry messages far and wide. We match our research and resources with an expertise in communication and connectivity that helps drive behaviour change, create a shared understanding, and define reputations.

At our best, we go beyond what is tangible, creating social and community impact at scale.
We are, after all, the greatest problem solvers to have ever existed on Earth.

Sir David Attenborough
Setting the global agenda

COP26 was hailed as the most important conference in the history of the climate crisis. The Glasgow summit saw progress made on adaptation, finance and carbon markets as well as being a crucial staging post for businesses looking to further their climate ambitions.

With negotiations taking place among the contemporary curves of the SEC, Goals House took over the nearby Engine Works site, transforming it into a sustainable sanctuary for ground-breaking debate on the UN Sustainable Development Goals and the development of partnerships for impact.

Sixty in-person events explored subjects ranging from the changing nature of consumers to how design and innovation can tackle the climate crisis. Among the many commitments and partnerships forged, John Kerry and WEF launched the First Movers Coalition with CEOs committing their global purchasing power to create markets for emerging technologies.

HRH Prince Charles’ Sustainable Markets Initiative also brought together CEOs, CSOs and NGOs to accelerate the green transition, and Lily Cole and Flourishing Diversity hosted an indigenous listening session to amplify the voices of extraordinary indigenous leaders. Meanwhile, youth activists were given the opportunity to pitch their ideas to leading business executives.

frenuds also partnered with Amazon on The Climate Pledge to host a dinner and nightcap and facilitate meetings with new signatories.

In 2021, our Goals House ‘gift shop’, showcasing sustainable brands, was bigger and better than ever before showcasing leading global and independent brands, including Allbirds, Aveda, Bottletop, Bolt, Choose Love, Gandy’s, Juracán Rum, Pangaia, (RED), and With Love Darling.

Among those attending were Laurene Powell Jobs, Founder of the Emerson Collective; Ruth Porat, CFO of Alphabet; Chief Ninawa Huni Kuin, from the Amazon (Acre, Brazil); Alexander De Croo, the Prime Minister of Belgium; Lily Cole; Pham Minh Chinh, Prime Minister of Vietnam; Christiana Figueres, architect of the 2015 Paris Agreement; actor and climate activist Leonardo DiCaprio and Nico Rosberg, founder of the Greentech Festival and former F1 World Champion.
The Prince & The Principled

HRH The Prince of Wales led the way in convening discussions between politicians and business over the climate crisis in 2021. With support from teams from freuds and Atomized, The Prince of Wales engaged with leading international figures at COP26, the G7 in Cornwall and the G20 in Rome.

RE:TV

In 2020, freuds and Atomized supported the SMI to launch a new video platform raising awareness of the wave of innovative solutions to the climate crisis, with The Prince of Wales as Editor-in-Chief.

The Terra Carta

In January 2021, The Prince launched the Terra Carta, a charter that puts sustainability at the heart of the private sector, which was subsequently signed by 450 of the world's leading CEOs, and which received over 1,000 pieces of coverage around the world.

The Terra Carta Seal recognises global corporations who demonstrate their commitment to the creation of genuinely sustainable markets. It was designed by Sir Jony Ive, the former Chief Design Officer at Apple and his team at his creative collective LoveFrom. The Terra Carta Design Lab invites students to create small designs that can make a big impact for the world's transition to a sustainable future. At COP26 panel discussions and a live conversation between HRH The Prince of Wales and Sir Jony Ive highlighted the role of innovation and design in tackling the climate crisis.

How can we direct frustration in a way that is more constructive than destructive?

HRH The Prince of Wales

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With The Prince's leadership, and a platform powered by Bank of America, RE:TV was created to bring to life inspiring innovations and ideas through short, engaging films. Using remote filming techniques developed in lockdown, the Atomized team filmed case studies around the world, including the UK, US, Israel, Brazil, India and South Africa. The channel now has over 50 films, including 'The Time to Act is Now', a powerful interview with HRH The Prince of Wales, and has partnered with Amazon Prime, Waterbear and Bloomberg.

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How can we direct frustration in a way that is more constructive than destructive?

HRH The Prince of Wales
Thinking Outside The (Chocolate) Box

Our innovative work with global leaders to improve sustainability grabbed international headlines throughout the year.

Mars’ Earth Bar
Freuds convinced Mars to lend its iconic brand to unveil a one-off ‘Earth’ logo at COP26, celebrating the fact that over 200 million bars sold in the UK and Ireland every year will be carbon neutral by 2023. At the same time, Mars announced that it will take one million miles off the road as part of a new logistics programme. The total saving is equivalent to the power needed to charge more than 13 billion smartphones, or the carbon sequestered by 550 sq km of forest in a year. The pledge came just a month after Mars made new global commitments to achieve net zero greenhouse gas emissions across its full value chain by 2050.

evian goes carbon neutral
Freuds came in as evian’s global PR agency, announcing the brand’s global carbon neutral certification with an international news announcement, followed by the release of new consumer research and a bespoke media partnership with the global title, The New York Times. We also supported the launch of key products, including new label-free, fully recyclable bottles.
Trees for Jane

In 2021, we partnered with the world-famous environmentalist Dr Jane Goodall and filmmaker Jeff Horowitz, to launch the ‘Trees for Jane’ initiative, supported by HP, a movement aimed at inspiring a global community to help protect and restore the world’s trees and forests. Created to help champion the United Nations’ goal of planting and protect a trillion trees by 2030, the launch featured in Time, National Geographic and the New York Times.

RMI

The pioneering scientific organisation, the Rocky Mountain Institute, based in Boulder, Colorado, has been at the forefront of the clean energy revolution globally, as well as being key advisors to business leaders and governments, including the Chinese government.

In 2021, freuds and freuds id were brought on to reinvigorate the Rocky Mountain Institute brand, streamlining it to RMI, and evolving its narrative to ensure the organisation could play a leading role in helping companies to address the climate crisis.

Sheba Hope Reef

Freuds was tasked with unveiling the world’s largest coral reef restoration project alongside premium cat food brand Sheba. The campaign highlighted Mars and Sheba’s long-standing commitment to ocean health, with the reef initially being built to spell the word H-O-P-E. Visible on Google Earth, the reef is part of Sheba’s wider ambition to restore more than 185,000 square metres of coral reef. The average size of fish on the reef has increased by 175% since its construction with a 10% increase in the number of species and an estimated 6x increase in the biomass of snapper and parrotfish. Coral cover on the reef, which was originally decimated by blast fishing, has now grown from 1.5% to 70%.

The Earthshot Prize

Freuds built a global media and digital campaign to showcase the first-ever finalists and winners of The Earthshot Prize.

The prestigious sustainability prize launched by HRH Prince William and the Royal Foundation aims to find five winners a year over the next decade who have created unique inventions, innovations and solutions to help tackle the challenges posed by climate change. The winners were each awarded £1 million to help scale their cutting-edge environmental solutions. freuds oversaw coverage for the associated BBC documentary and a star-studded line up for the awards ceremony with 13,000 pieces of global broadcast, print and media.
The Queen’s Award for Sustainable Development

In the past year, freuds was honoured with the Queen’s Award for Enterprise for Sustainable Development. The awards recognise outstanding achievement in the fields of international trade, innovation, promoting opportunity through social mobility and sustainable development.

It comes as communications and marketing in sustainability has never been more important, with freuds’ increasingly helping brands and businesses to understand their social responsibility, and act on it in a creative and impactful way.
The NHS is here for you, come forward so you can get the help you need to stay safe and well.

Amanda Pritchard, Chief Executive of NHS England
When freuds began work on the vaccine roll out, UK-wide statistics identified a number of concerns about the safety, side effects, and the ingredients of the vaccine.

Today, the COVID Vaccination Programme is the biggest vaccination programme in NHS history. Over 90% of the UK population has received at least one dose with over 140 million vaccinations deployed. The UK also has one of the highest rates of vaccine confidence in the world with 9 in 10 people saying they trust the vaccine.

Many of the methods for the public to engage with the campaign have also proved successful. New Instagram stickers about the vaccine were viewed over 29,000 times within just four days of launch and the innovative new Facebook Frames were used over 150,000 times within a week of launch.

The total number of bookings for Boots vaccines for COVID-19 and flu also increased by 177% to 300 bookings per minute when the winter vaccines campaign launched in October 2021.

Since late 2020, freuds has worked with the Cabinet Office, DHSC and the NHS to build vaccine confidence and aid vaccine deployment to the UK public. Building confidence and tackling hesitancy have been complex topics with many nuances. However, the key to driving an effective communications campaign has been develop an evolving and adaptable strategy based on the latest audience insights, while ensuring that communications provide factual information and create a consistent and reassuring media narrative.

freuds implemented a multi-pronged communications approach, involving messaging development, briefings, priming key figures, developing content and creating opportunities for earned media. The agency also hosted regular roundtables with a network of media medics and the Chief Medical Officer to brief them on the latest messaging and guidance.

Elsewhere, freuds worked with well-known celebrities, and even royalty as they received their vaccines, and along with our partners at Atomized, we curated 25 impactful films, fronted by everyone from young COVID-19 survivors, mothers who came close to death because of the virus and the nation’s favourite sports stars.

Throughout 2021, we launched approximately 40 campaigns, with a potential reach of three billion, while the COVID-19 vaccine has saved an estimated 130,000 lives to date. The success of the communications campaign is reflected by the fact there were more references to vaccines in the news than Black Friday (on Black Friday) and the Strictly Come Dancing final.

* The UK-wide vaccination drive has been thanks to system-wide cross-working between the UK Government, the NHS, wider partners and agencies.
The Centre For Early Childhood Development

In support of The Duchess of Cambridge’s long-term commitment to elevating the role of the early years in our society, freuds supported the launch of the Duchess’s Royal Foundation Centre for Early Childhood.

The Centre drives awareness and action of the extraordinary impact that early childhood has on changing lives, improving mental health, and ensuring it has a transformative effect on society for future generations. To coincide with this media moment, The Royal Foundation also launched its inaugural report, ‘Big Change Starts Small.’

The campaign proved to have major impacts for the centre and highlighted the Duchess of Cambridge’s decade of experience in the early years of childhood.

Later, as part of the Chancellor of the Exchequer’s 2021 Autumn Budget, Chancellor Rishi Sunak announced extra investment into support for young families and plans to introduce ‘Family Hubs’ to bring together services, including mental health and parenting programmes.

MSD ‘Do it for Yourself’ Lung Cancer Awareness Campaign

Lung cancer is the most common cause of death from cancer in the UK and worldwide. With one of the most challenging long term survival rates, in the immediate aftermath of the first lockdown, NHS data showed a dramatic fall in the number of people being referred for diagnosis.

freuds was engaged to support MSD to create and roll out a new campaign. A total of 14 cancer alliances came on board in the first phase and the ‘Do it For Yourself’ campaign reached over 45 million people. Evaluations have noted the decline in lung cancer referrals has since slowed and the campaign served as a case study for best practice for similar campaigns in the US, Norway, Australia, Sweden and Bulgaria.

Not every cough is Covid. It could be a sign of lung cancer.

DO IT FOR YOURSELF. Don’t delay. Contact your GP.
The World Health Organization Foundation

The Go Give One campaign, developed by the WHO Foundation is a fundraising campaign that urges individuals, wherever they are, to help to vaccinate the world. Money raised goes to the COVAX AMC fund, which buys COVID-19 vaccines for the world, beginning with those who need them the most.

The Foundation was set up in 2020 and is the charitable global health arm of the WHO. freuds helped increase website donations by 359%.

AstraZeneca launches The Discovery Centre in Cambridge

freuds+ supported the global pharmaceutical company AstraZeneca in the launch of its £1bn research and development centre in Cambridge in November 2021.

Designed to the world’s highest environmental standards and accommodating over 2,200 research scientists, the state-of-the-art facility aims to break new boundaries in the understanding of disease biology, bring life-changing medicines to patients and drive the next wave of scientific innovation.
Raising Awareness of NHS Services: SARCs

Sexual assault referral centres (SARCs) through the NHS offer confidential specialist, practical, medical and emotional support to anyone who has been raped, sexually assaulted, or abused regardless of when the incident happened.

During the pandemic, there was a significant increase in the number of people ringing domestic and sexual abuse helplines and accessing online support. Freuds launched a campaign to raise awareness of these vital NHS services and to increase the target audience coming forward for support. We worked with lived experience survivors among others to produce over 150 assets including a hero film which voiced the fears about coming forward. The launch was supported by the by HRH The Duchess of Cornwall.

Talking Therapies

Freuds supported NHS England and NHS Improvement to launch a campaign to promote NHS mental health services, encouraging anyone experiencing feelings such as anxiety, depression or other mental health concerns to seek help through NHS Talking Therapies.

The campaign in particular looked to reach people who are struggling and realise they need help, but don’t know where to turn for support. Our work included securing the rights to one of The Beatles’ most loved songs, ‘Help!’ from Apple Corps and Sony with video content that included Craig David, Tom Grennan, Laura Mvula, Nicola Roberts, Ella Henderson and Max George, as well as NHS therapists and real people who have benefited from Talking Therapies. In total, the campaign’s reach surpassed 52 million, with the remaining Beatles sharing it across their social platforms.
As a society, we’ve become terrified of failure, but you can’t grow up without risking it.

Bear Grylls
Becoming X

Becoming X is an innovative education programme that helps schools to teach resilience, teamwork and problem solving.

With students returning to school after the disruption of the pandemic and associated lockdowns, freuds launched the ‘Lessons from Legends’ campaign featuring Bear Grylls, England coach Gareth Southgate, astronaut Tim Peake and actors Julia Roberts, Courteney Cox and Channing Tatum.

The initiative was focused on helping students to lift their sights and overcome adversity and become the person they want to be.

The Vodafone Foundation 2021 was Vodafone Foundation’s 30th birthday. To mark the occasion, freuds celebrated the people, programmes and partners the group has worked with, showcasing some of the life-changing initiatives, such as Instant Network Schools, M-Mama, TecSOS and Bright Sky.

A 30th anniversary film is being produced by Atomized highlighting the work of the foundation’s Instant Network, which follows volunteers as they carry out their work, including on location in Crete in response to a local earthquake. freuds id and freuds Bazaar also created a Moleskine notebook that is on sale for Vodafone colleagues and stakeholders with proceeds going to charity.
Diversity, Equality & Inclusion

Remind yourself that when we know better, we do better. Now that you know, do.

Holiday Phillips
Breaking Down Barriers

Talent & Recruitment

freuds submits blind CVs to hiring managers to limit unconscious bias when shortlisting and considers adaptations to interview tests where they are applicable.

Our independent DE&I Advisor works closely with the Talent team to ensure our recruitment and inclusion initiatives continue to deliver meaningful change.

We advertise our vacancies on job boards which are targeted at encouraging diverse talent into the workforce and making a concerted effort to shortlist candidates from a range of backgrounds to ensure equal representation is achieved in our interview processes.

Extremes of inequality are an unacceptable reality of our working world, but change can — and will happen — if we all play our part.

Diversity, equity and inclusion is a central premise of our B Corp ethos, and freuds is acutely conscious of the need to do more. Over two years, freuds has invested significantly in this area, including recruiting an independent DE&I Advisor to guide our senior leadership and assist with outlining tangible objectives.

The company has been working closely with staff to respond to feedback through peer groups and staff surveys and committing to a number of new initiatives, partnerships, internal processes and policies.
Meet Holiday Phillips

An expert Diversity, Inclusion & Belonging advisor, Holiday Phillips joined freuds in August 2020 to work with the team over the course of a year to design and deliver a strategy aimed at building a culture of belonging in the organisation and a more diverse team.

Holiday says: “I’m an organisational consultant, coach, writer and speaker. I work with organisations to build cultures of belonging and inclusion and with individuals as a coach and mentor.

“For over a decade, I’ve worked with companies including Apple, Visa, Linkedin, Monzo and Soho House Group. I’ve spoken at London Fashion Week, the BBC and the World Athletic Games and supported hundreds of people in their quest to live better lives and authored several widely read think pieces, including the viral essay ‘Performative allyship is deadly’, which has been read over one million times to date.

The aims of the partnership were (i) to deliver and understand insights around the current state of diversity and inclusion at freuds, (ii) To build a culture of inclusion where people from all backgrounds can feel like they belong, (iii) To put in place the processes to create a long term and sustainable strategy for building a more diverse team.

To date, Holiday has run listening circles with freudians to understand their experience of inclusion as well as deeper listening circles for employees from under-represented groups (race / socio-economic status + parents). With her guidance, freuds has also re-launched a more inclusive onboarding process for new starters and designed a diversity led approach to talent acquisition including partnering with specialist partners.

The company has also defined a set of guiding principles for diversity and inclusion, delivered company-wide Belonging training, designed “Confidence/Connectivity training” for all new starters, re-launched its “culture club” series to celebrate the diverse cultures of the organisation, and created “inclusive line manager” guidance. A diversity, inclusion and belonging strategic working group has been established to continue this work.
The first hugely successful two-day internship program was hosted in collaboration with charity, The Outrunners, who offer young people from underprivileged backgrounds the chance to connect with leading firms across several industries. Many students had no experience of the work, and arrived shy and with little-to-no knowledge of PR, before arriving back for the second day buoyant and excited, with one reporting it was ‘an experience to remember for life’. Freuds staff liaised closely with the program concluding with each intern presenting a project in front of an audience. Our relationship with the organisation is ongoing.

In 2020, our current pro bono programme was expanded by creating a new arm focused on supporting Diversity and Inclusion with a panel assembled from across the agency under the banner DANDI. Staff work on a variety of projects including The Hamilton Commission, Creative Access and the Alfred Landecker Foundation to name a few, with work ranging from period poverty campaigns to partnering with organisations focused on providing career opportunities for young, black people.
Culture Club

We continue to support staff members to focus on and celebrate inclusion, including publishing a Cultural Newsletter highlighting religious diversity in which staff shared personal experiences of Easter, Passover, Ramadan, Diwali and Chanukah.

To celebrate Black History Month, freuds showcased black excellence with a talk and performance from black LGBTQ+ ballroom dancers and a newsletter noting resources and featuring input from leaders across the agency. The month ended with staff enjoying traditional African and Caribbean cuisine.

For International Women’s Day – freuds hosted a week of talks from inspirational women, including Emma Freud, Executive Producer of Comic Relief, Holiday Phillips, the London based coach and educator on racial justice and healing, tv presenter Claudia Winkleman, and the social activist, Lizzy Hall, the founder of The Hygiene Bank, which distributes free sanitary and beauty products to those in need.

freuds also ran an agency-wide ‘In Conversation’ talk with Jeff Ingold, the head of media at Stonewall, with an associated newsletter and social amplification which saw staff sharing stories of what Pride month meant to them.

The agency observed Juneteenth with inspirational speakers including Dame Heather Rabbatts DBE and Michael Eboda editor-in-chief of an annual list of the UK’s most influential black people.
As part of our Inclusion and Belonging workshop series we hosted a session focussed on ‘Managing Microaggressions’ run by Creative Access, an organisation focused on the development and representation of all under-represented groups across the creative industries.

This raised awareness of the impact a seemingly harmless comment or action can have on others, sharing ways to open up, empowering courageous conversations and educating staff on how to navigate issues as constructively as possible.

Creative Access

Inclusive Advertising

dfreuds continues to partner with job boards focused on the encouragement of an inclusive workforce and dedicated to making improvements on race, gender, sexuality, returning carers, disability, religion, socio economic and non-university job seekers.
Throughout 2021, freuds worked alongside Lewis Hamilton’s Foundation, Mission 44, to tackle the disproportionately high rate of school exclusions among Black students. Mission 44 supports, champions and empowers young people from underserved groups to succeed by narrowing opportunity gaps, with a focus on education and employment.

Mission 44 was launched in 2021 with a £20m pledge from Sir Lewis and has since partnered with Teach First to encourage more Black STEM teachers, and with Sky to provide grant funding, research and insight. The campaign builds on freuds’ work with The Hamilton Commission which highlighted the number of exclusions of young Black students as well as its work with the Extreme E racing team X44.

I hope we can deliver meaningful change by arming schools with the proper strategies to support and empower young black students, instead of giving up on them.

Sir Lewis Hamilton, seven-time F1 World Champion, and founder of Mission 44.
Skittles & Pride Month

The past six years has seen SKITTLES® “Give the Rainbow” to the LGBTQ+ community in recognition of Pride month, demonstrating that there is only one rainbow which deserves to be seen in June.

In 2021, the brand used its rainbow to colorize images of LGBTQ+ history for the first time with the Recolour The Rainbow campaign. The campaign saw historic black and white images shared with a campaign reach of over 18 million.
Courage is telling the truth of who you are.

Charlie Mackesy
The Brewery

Freuds sits at the heart of The Brewery, a group of businesses with different expertise, united by a shared worldview and sense of mission.

In 2021, this was expanded with Freuds investment in Clarity AI, the start-up founded by Rebeca Minguela, which helps investors to understand the impact of their portfolios through a proprietary tech platform using data from 30,000 companies and 198 countries.

The film production company Atomized has been key to Freuds work on vaccines and the Sustainable Markets Initiative, particularly with its provision of innovative solutions during lockdown and the launch of RE:TV.

In the run up to COP26, Republic, our insight-led strategy arm, partnered with the World Business Council for Sustainable Development to create the Climate Confidence Barometer. The Barometer is a new benchmark for measuring climate confidence in the global business community and the most important actions business can take to tackle climate change. The Barometer identified that global business is ready to lead on climate and accelerate the race to Net Zero as they now see climate action as a cost-benefit rather than drag.

Event specialists, Proud Robinson + Partners, hosted The Global Vaccine Confidence Summit — a ‘once-in-a-generation’ opportunity to foster trust and collaboration amongst cross-industry leaders. As Chair of the G7 Working Group on Vaccine Confidence, the UK Government was committed to driving global action to improve vaccine perceptions.

Together Proud Robinson + Freuds delivered a unique hybrid event bringing together key decision makers from over 50 nations — teaming up with London’s Science Museum for a one-day summit and bringing together world-leading, cross sector experts at the forefront of efforts to build vaccine confidence and tackle vaccine misinformation.

Speakers included Dr Tedros Adhanom Ghebreyesus, Director General at World Health Organization (WHO) and Helle Thorning-Schmidt, former Prime Minister of Denmark and former CEO of Save the Children International, and Co-Chair of Facebook’s Oversight Board.

Freuds Bazaar — a specialist in product sourcing, with particular expertise in sustainability, ethical sourcing and transparency — has worked closely with Choose Love, the UK-based non-governmental organisation which provides humanitarian aid to refugees around the world.

Freuds Bazaar has facilitated product offerings and fundraising from design, production, and fulfilment, including the movement of other brands donated excess stocks which are distributed across refugee camps across Europe to ensure minimal waste. It’s pro-bono work with Comic Relief included advising on ethical audit documents from factories for all of the Comic Relief corporate partner.

Love & Work Xtra Day

In 2021, freuds introduced a new Brewery-wide Public Holiday to encourage employee activism.

After observing Juneteenth in 2020, the new ‘Love & Work Xtra Day’ allows staff to take up to 7.5 hours annually to use towards the activism of their choice. We also support volunteering through a partnership with the onHand app providing community activities such as food shopping for vulnerable people, befriending phone calls, dog walking, youth mentoring and more. A total of 218 trees have been planted by onHand for freuds.
Freuds actively encourages our staff to give back to the community by working with the causes they care about. This includes a partnership with On Hand – the volunteering app – that encourages local volunteering and climate action.

Tola St. Matthew-Daniel, Senior Vice President

The American politician and civil rights icon, John Lewis, is among the pantheon of people who have inspired me and I was honoured to meet him and walk in his footsteps across the Edmund Pettus bridge in Selma, Alabama 15 years ago. Today, I continue that march. Over the years, Georgia – the state he represented – has been central to many meaningful moments in my life including my brother’s birth and my father’s final days.

After Rep. Lewis’ passing in July 2020, I read his final words in a New York Times op-ed calling for young people everywhere to “answer to the highest calling of your heart and stand up for what you believe in.” Before the dust was settled, it was a slap in the face to see a flurry of new voter suppression bills in the US which continue to deny the right to vote for many black and minority people in the U.S. Ever since, I’ve volunteered and fundraised for voter rights groups, as well as helping voters and canvassers to build agency in these communities and protect the vote out in Georgia.

If we’re going to shape a more inclusive society, then the strongest power we can wield is at the voting booth.

Ella Meadon, Associate

I am a regular depot volunteer for The Felix Project’s ‘green scheme’ collecting and redistributing surplus food to homeless shelters, charities and schools around central London by foot. This wonderful initiative works to both reduce food waste and tackle food poverty. In January alone, we redistributed 2.3 million meals to Londoners in need. I’m also an ambassador and speaker for Medical Detection Dogs, a brilliant charity that uses the scenting ability of dogs to detect the odour of diseases like cancers, Parkinson’s disease, malaria and potentially fatal bacterial infections, as well as helping people with complex, life-threatening medical conditions stay safe and lead more normal, independent lives.

In October, 2021, I moderated a panel in The Gould Theatre in support of the #ChangeAGirl’sLife campaign for The Prince’s Trust.

Poppy Mitchell Rose, Partner

I’m a trustee of the Patchwork Foundation a UK-based charity committed to strengthening democracy which tries to engage young people from communities that are traditionally underrepresented.

The UK’s political leadership needs to be much more diverse if it’s to reflect the needs of our nation. I was lucky enough to mentor a few people from Patchwork during my time in government and they have gone on to do great things. There is so much more to do but Patchwork are making a great start.
Mary Hunter, Associate

I support the Order of Malta Volunteers, volunteering for their soup kitchen in Marylebone roughly bi-weekly on Monday evenings. It is a fully seated, indoor, 2 course meal (sometimes 3!) for our guests, serving up to 30 during Covid times. It’s a great opportunity to give back to the community and to meet some of those who haven’t had fortune on their side. It really shows you that there is no one definition of being homeless, and the soup kitchen welcomes an array of people in different situations.

I’ve supported the Order of Malta Volunteers since school, and for three years I went out to Lourdes, France for a week taking out guests with severe disabilities for a week. Some come for a holiday and a bit of escapism, and for others it’s a chance to give their carers a week off, others come guided by religious hope.

I absolutely love volunteering and have been able to meet the most inspiring characters as a result. I strongly believe everyone should do their part in some way and volunteer.

Rosie Cornick, Senior Legal Counsel

I sit on the board of trustees for the charity PhotoVoice, which uses participatory photography to deliver positive social change in partnership with charities, NGO’s and community organisations. The charity gives participants the tools and training to tell their own stories and represent themselves in the way that they feel truly reflects them. Projects we’ve worked on have included working with young carer’s in the UK and a partnership with the International AIDS/HIV Alliance overseas.

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Hannah Pawlby, Partner and Chief Impact Officer

I sit on the European board of Global Citizen, the international education and advocacy organisation that works to end extreme poverty. Working closely with Comic Relief, Project Everyone and Goals House is a constant reminder that poverty remains one of the greatest challenges of our era.” Hannah is also a lay board member of Southampton University.

Rebecca Hirst, Chief Operating Officer

Whilst acting as Chief Operating Officer for freuds, I also had the privilege of being a Trustee of the Helen Bamber Foundation. The Foundation is a pioneering Human Rights Charity providing detailed and specialised care for survivors of trafficking, torture and extreme human cruelty. Our specialist teams of professionals provide therapy, medical advice, legal protection, housing and welfare, counter trafficking and help with integration into the community.

I’ve been involved with the Foundation since 2012 when I was asked to assist in restructuring it to make it commercially sustainable and to build a solid foundation from which to grow. I’m proactively involved in the commercial, strategic and operational strands, as well as sitting on the board of Woven Gold — a choir of refugees and asylum seekers.

In 2021, I volunteered up to 10 hours a week in supporting the Foundation and have been encouraged by freuds to maintain my commitment over the years. In addition to my direct involvement, freuds has also provided operations and communication services. At the end of 2021, (sadly) my fixed term tenure as a Trustee of the Foundation came to an end, but in 2022 I hope to be part of a task force created by the Helen Bamber Foundation to look at ending re-trafficking in the UK. The chance to be able to contribute and give something back is such a rewarding and humbling experience. In the words of the Foundation’s Founder, Helen Bamber: “Our Society will be judged by how we respond to those to whom we owe nothing.”
Arlo Brady, freuds CEO

I’m the Chairman of the Blue Marine Foundation (BLUE), a charity dedicated to restoring the ocean to health by addressing overfishing. While 2021 has been enormously challenging, the organisation still had a terrifically successful year. The crisis in our oceans may seem overwhelming at times and it’s one of the world’s biggest environmental problems. It will means ensuring the protection of at least 30% of the oceans by 2030, but it is solvable.

Arlo is also the founder of the Hurricane Rum Company, producers of Juracán Rum, which was created in response to the devastating effects of the 2017 hurricane season, one of the most destructive on record.

Laura Round - Director

Ever since working as a special adviser in the Department for International Development I have been passionate about the Sustainable Development Goals. I sit on the Advisory Board of the Coalition for Global Prosperity which brings together political, military, business and faith leaders who believe that an effective development budget, alongside an active diplomatic and defence strategy, keeps Britain at the forefront of saving lives, alleviating poverty and bringing freedom, security and prosperity to those who need it most. I advise the organisation on best ways to engage politicians and opinion formers as well as advocate for a strong development, defence and diplomatic policy through opinion articles and speaking at private and public events. I feel lucky to have found a company where the SDGs are at the heart of everything it does.

freuds has also been encouraging volunteer work. I am a Councillor in the Royal Borough of Kensington and Chelsea and our biggest challenge was rolling out the vaccine efforts. The only way we could achieve it was through the help of volunteers – Jab’s Army.

I signed up as a volunteer. In a time of emergency and national lockdown, volunteering gave me more satisfaction than I could have imagined – a real sense of community and giving back; easing the trepidation of people walking in for their first vaccine (and often first social contact) and, best of all, seeing the smiles and relief on people’s faces when they left!

Mike Palfreyman, Sales Ledger

In the first lockdown, a friend and I challenged our football team up to keep active in preparation for a final by running, walking, cycling or swimming the equivalent distance from Bradfield College, Reading to the Ataturk Olympic Stadium, Istanbul in just over a month.

To make it more meaningful we raised money for the Ruth Strauss Foundation, a charity chosen by a member of our team who had lost someone to cancer and their support. The charity had halted fund raising events during the pandemic. We completed the distance, raising £4k and receiving a video message of encouragement from Andrew Strauss.
Throughout the year, Freuds worked closely with the author, artist and illustrator Charlie Mackesy, who continued to be a champion of wellbeing, empathy and a greater understanding of mental health and its associated issues.

Following on from partnerships with Comic Relief, The Samaritans and Every Mind Matters, Charlie provided illustrations for Facebook and Instagram stickers and frames to be used in support of the NHS COVID-19 vaccine rollout, as well as sharing artwork for Red Nose Day t-shirts and with schools, universities, parks, care homes, support groups, local businesses and NHS hospitals and trusts – to be used in their spaces and in support of their work and communities.

During lockdown, over a series of interviews across the BBC and other channels, Charlie continued to be passionate advocate for all those struggling through difficult times.

In conversation with Joe Wicks on The Joe Wicks podcast, he said:

“I’ve struggled all my life. I get anxious and low quite a lot. When I was a kid I remember being asked a question by my chemistry teacher and saying: “Why are we doing this?” I’ve always wanted to know why we’re here and what really matters.

“I’ve lost about eight or nine friends who have taken their lives over my lifetime, and I often lie in bed and think: What could we have said? How could I have helped more and what could they have done that would have averted that? A lot of it has been having the courage to talk. I think really courage is telling the truth of who you are.”

Charlie Mackesy

Photo Credit: David Loftus
Our Impact
At freuds, our strength is our ability to catalyse change. Not just to talk, but to bring ideas to life, to create stories that resonate with people and to have an impact on how they behave.

It’s what we do that matters. Our influence is many times greater than our size and our role as advisors to leading brands, companies, stakeholders and activists, affords us the opportunity to champion the B Corp values and to elevate important causes globally.

In 2015, we supported the launch of the UN’s Sustainable Development Goals, pledging to make them as famous as possible, so that the 193 Governments who signed up to them felt under pressure to deliver against them.

In integrating them into our work, we’ve helped hundreds of businesses focus their efforts on delivering these ambitious targets, as well as creating Goals House to build innovative partnerships and drive widespread change.

In 2021, freuds+ demonstrated this wider impact again and again, most importantly through our support of the UK’s vaccine campaign, the largest life-saving operation in UK history. We also supported companies from around the world to make substantive commitments at COP26 in Glasgow to help deliver a 1.5 °C future.

This is the ripple effect we seek to create. Using our expert knowledge of how to tell a story to the right audiences at the right time we drive people to make change happen. It may be a personal change or an innovative idea that drives global change, but it’s how we make an impact on the world around us.

Hannah Pawlby, Partner and Chief Impact Officer
Our Impact by Numbers

130,000
The estimated number of lives saved to date by the UK’s vaccine roll-out campaign.*

140m
vaccines deployed as a result of campaigns supported by freuds.†

One
Queen’s Award for Enterprise for outstanding achievement in Sustainable Development.

One
coral reef restoration campaign.

Two
Prime Ministers, from Vietnam and Bangladesh, attend Goals House.

13,000
pieces of global broadcast, print and media coverage for The Earthshot Prize.

£1bn
state-of-the-art research centre launched with AstraZeneca.

15 films
showcasing innovative and radical climate solutions, many of them filmed remotely in the UK, US, India and South Africa during lockdown.

450
CEOs pledged to take ambitious and practical action to become more sustainable through the Terra Carta.

60
in-person events held during COP26.

34
staff nationalities and 15% ethnic diversity.

Two
day internship program with The Outrunners, charity for young people from underprivileged backgrounds.

218 trees
planted through our partnership with the volunteering app onHand to date.

$2.3 trillion
The S30 forum launched by HRH The Prince of Wales’s Sustainable Markets Initiative, in collaboration with EY and freuds, represents companies with a total market revenue in excess of $2.3t and more than 5 million employees.

1 trillion
trees to be planted by 2030, the target of our work with Trees for Jane and the UN Decade of Ecosystem Restoration target.

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* The UK wide vaccination drive has been thanks to system wide cross-working between the UK Government, the NHS, wider partners and agencies.
† Ibid
Our Commitments for 2022

Pro bono
In 2022 freuds commits to donating £2m of pro bono time to causes aligned with the Global Goals, this represents an increase on the £1.5m donated in 2021.

Health
freuds+ actively seeks to confront the world’s biggest challenges; driving meaningful social impact through behaviour change.

This year, as part of our B Corp certification and focus on the public health space in the UK, freuds+ is committed to contributing towards a 15% uplift in engagement (awareness or use) of health services, by those in need.

Diversity & Inclusion
freuds is committed to diversifying its talent pool over the course of 2022, in particular at least 30% of graduate hires and work experience places will go to those from diverse backgrounds.

Additionally, the agency will partner with the Taylor Bennett Foundation and the marketing programme of the Brixton Finishing School to further drive accessibility and belonging.

Environment
In 2022 freuds commits to building a business specifically focused on environmental sustainability.

freuds OnePointFive will respond to the urgency and scale of the climate crisis by helping clients to engage in the debate, expand their understanding, and communicate their impact and ambition. As an agency, our biggest impact undoubtedly comes through our advice, so in addition to our own Net Zero plans, we believe that this new business will significantly accelerate our positive impact on the climate emergency.
Credits

Chairman
Matthew Freud

 Chief Executive
Arlo Brady

Executive Managing Editor
Hannah Pawlby

 Editorial Director
Ben Jackson

Editors
James Rae
Rosie Cornick
Ellie Gummer

Researcher
Sherifa Dibba

Sub editor
James Porter

freuds id

Design Director
James Fentiman

Lead Designer
Kevin Sparrow

Design Coordinator
Natalie Beach

Contact us

Phone
+44 (0)20 3003 6300

Email
info@freuds.com

Website
freuds.com

Instagram
@insidefreuds

LinkedIn
freud-communications