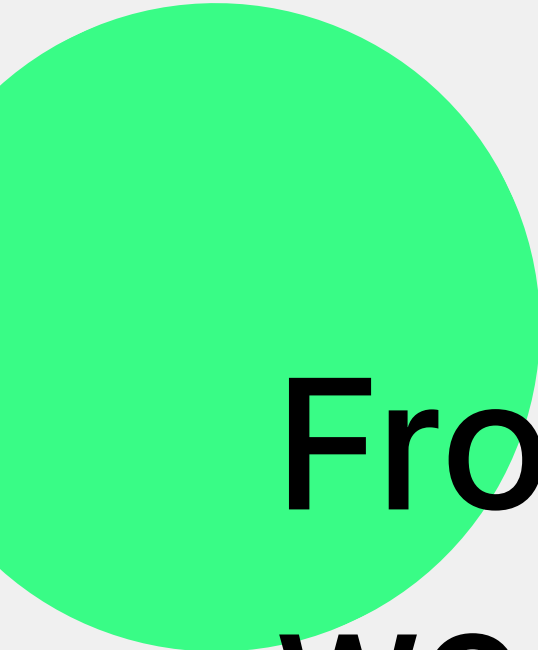


**Creatives for Climate is a
non-profit global intelligence
network of industry
professionals radically
re-skilling for the planet**





**From creatives and communicators -
we are building a powerful collective of
storytellers & solutionists who are
learning, sharing, collaborating and
taking creative climate action.**

Our goal...

To connect and re-skill one million creative and sustainability professionals to tackle greenwashing in their work, and drive collective climate action.

Our focus areas...





1) Collaboration

Through our collaboration hub we are building a global network of storytellers and solutionists sharing, learning, collaborating and taking action.

2) Learning

Through our courses, online events and in-person summits, we provide opportunities to learn new skill sets and mindsets to drive sustainable action in your work.

3) Action!



We issue global creative briefs to harness the power of distributed creativity to drive action in support of activists, NGOs, and solution holders. Results can end up on billboards or on the streets, and we have a track-record of contributing to meaningful policy change.

Our history....

In 2019 Extinction Rebellion put out a rallying cry urging the ad industry to use its power for good.

Creatives for Climate was the response. A once-off summit initiated by Lucy von Sturmer, Founder of impact consultancy The Humblebrag, together with Extinction Rebellion Netherlands and Patagonia.

Targeting 160+ decision makers within the Dutch advertising and marketing industry to hear this message. The Summit caused a stir. Our mailing list grew to 3000+

Global media took notice - we reached over 4m people through press and media mentions.

[Watch the launch here.](#)



The ball got rolling. More people joined us and that one-off event turned into a movement.

We started issuing open briefs.

The first led to the collective declaration of a climate emergency from 20+ leading agencies, including industry body the Art Directors Club Netherlands, as well as driving support for Purpose Disruptor's Create & Strike and Futerra's Creative Climate Disclosure.

In 2020 we supported 10 calls for creative action from grassroots organizations and most notably, two led to policy change in The Netherlands and New Zealand.

This was for our work supporting Reclame FossielVrij and For The Love of Bees (NZ) which in part, also led to the creation of an open database of more than 200+ creative assets.

This database is free for anyone anywhere to download and use.

**PLANET
OVER
PROFIT**





Spurred on by COVID-19, we transitioned from an in-person collective to an online global community. Our first online learning event brought together 100+ bright minds from across the world.

We created an online collaboration hub - a new "home" for our community - and launched a membership along with a series of monthly learning events to bring the community together

We kept gathering to connect, challenge, learn and collaborate to take climate action, together.

After three years of experimentation as a grassroots network, we this reports tells the story of our impact over our first months as a global non-profit foundation....

So, what's next in our story?



Our year in numbers...

We launched a global collaboration hub to connect storytellers and solutionists..

900+

We launched five tools to empower our community to become agents of change...

5

We hosted 19 online and in-person networking and learning events....

19

Over 100 creatives signed up to support our creative call to action....

100+

More than 750 individuals attended one of our events...

750+

We expanded our reach across our channels (LinkedIn, newsletter, instagram)...

10k+

and so much more...

Our growing influence...

All three of our Directors were recognized as industry change-makers, and our work was featured across 10+ major media titles, including the following...



Lucy von Sturmer



Melissa Mbugua



Zoe Red



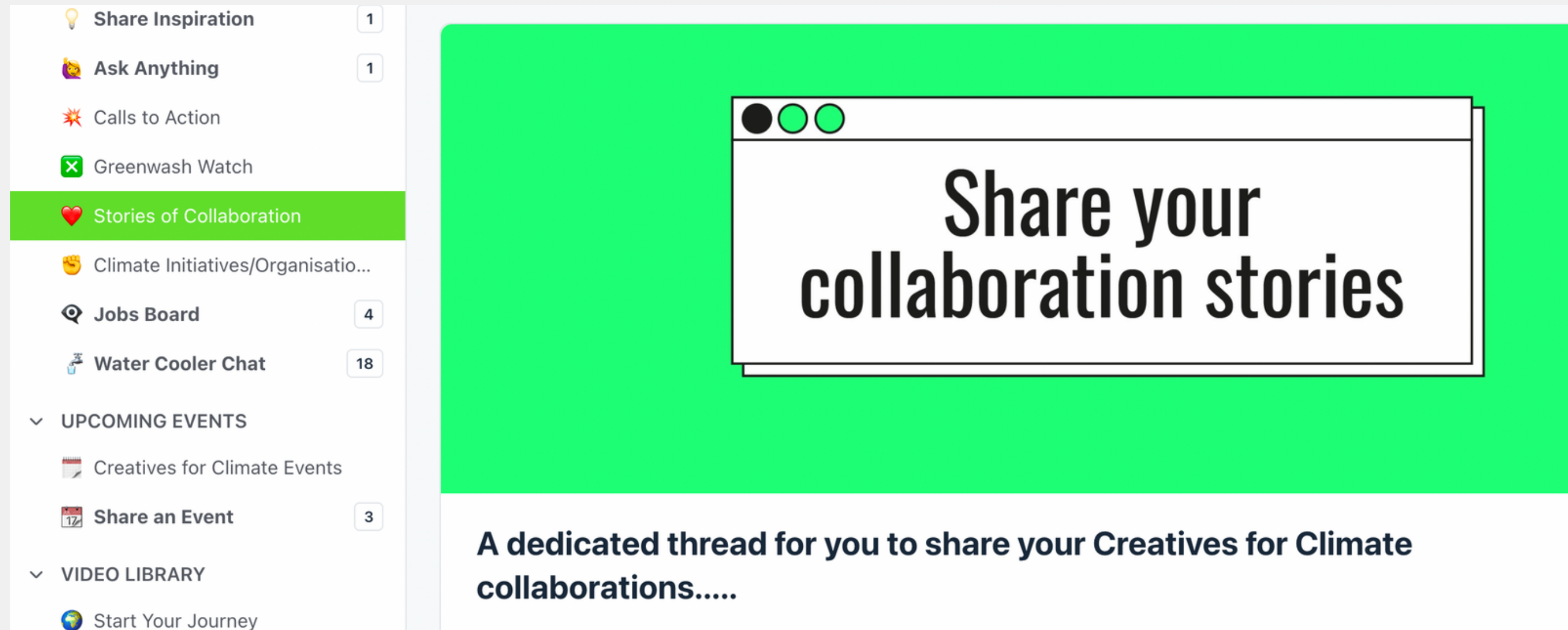
COLLABORATION



In 2022, we enhanced our community so that creatives can strengthen their collective impact by growing our global membership to 900+ members in order to provide more opportunities for connection and collaboration.

The collaboration hub

Over 900 people from 36 countries, and our numbers continue to grow...



The screenshot shows a web interface for a collaboration hub. On the left is a sidebar menu with the following items:

- Share Inspiration (1)
- Ask Anything (1)
- Calls to Action
- Greenwash Watch
- Stories of Collaboration** (highlighted)
- Climate Initiatives/Organisatio...
- Jobs Board (4)
- Water Cooler Chat (18)
- UPCOMING EVENTS
 - Creatives for Climate Events
 - Share an Event (3)
- VIDEO LIBRARY
 - Start Your Journey

The main content area features a large green banner with a white box containing the text: "Share your collaboration stories". Below the banner, there is a white box with the text: "A dedicated thread for you to share your Creatives for Climate collaborations.....".



COLLABORATION



In 2022, we launched the Creatives for Climate Commitment, a set of values all members must commit to guide and shape their behavior as change-agents, as well as The Creative Climate Initiative List, a co-created directory of global creative initiatives for members to find more ways to take tangible action.

Creatives for Climate Commitment



I COMMIT TO...

1) DIVEST

We recognize that "creativity for good" can only exist alongside a commitment to divest from representing and amplifying fossil fuel clients. We encourage our community to take the Clean Creatives, Comms Declare or similar pledges in their community.

2) PARTICIPATE

We are active in our efforts to change the world, and commit to participating in shaping the change we seek. While we may be tempted to criticize the efforts of others, we commit to coming with new ideas, solutions, and energy to support all climate action efforts.

3) COLLABORATE

We commit to sharing our knowledge and being vulnerable with our ideas to accelerate collective learning and action. We commit to practicing radical collaboration to find solutions to challenges that no one person - agency - company - or brand - can solve alone.

4) BE INCLUSIVE

The diversity of our community is our greatest strength. We welcome people of all backgrounds, perspectives, and areas of expertise - and commit to supporting each other as we confront difficult questions — including our own blindspots and knowledge gaps.

5) DRIVE SOLUTIONS THROUGH STORYTELLING

We recognise the power of storytelling to change attitudes and outcomes. We pledge to use our creativity to paint a picture of what we are fighting for, not just what we are fighting against - and to help everyone grasp their role in creating a regenerative and just future.

We welcome agencies, institutes and brands to incorporate these principles as their own.



JOIN THE COMMUNITY

www.creativesforclimate.community



COLLABORATION

In 2022, we launched two global in-person events, one as part of Cannes Festival of Creativity, the other as the Creatives for Climate Amsterdam Summit, bringing together industry activist initiatives Clean Creatives, Futerra, Badvertising and Greenpeace and reaching an in person audience of 250+.





Cannes Climate meet-up

In-person event
60+ attendees



The event utilised the opportunity Cannes presented by bringing together major industry leaders to connect, collaborate and learn.

Supporting the initiatives:



CREATIVES
FOR
CLIMATE





2022 Summit

With guests from: Clean Creatives GREENPEACE badvertising

CREATIVES FOR CLIMATE SUMMIT

10.11.22 | 18.00
EQUALS, AMSTERDAM

FROM AWARENESS TO ACTION: CO-CREATING CLIMATE SOLUTIONS

FREE for C4C members, 10€ for non-members. Free drink with ticket

In-person event
200+ people
Supporting:





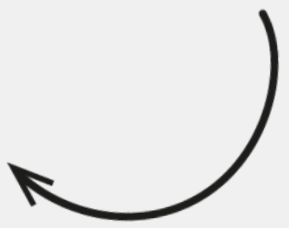
LEARNING

In 2022, we delivered an online learning programme of 16 online events focussed on up-skilling and sharing knowledge - reaching more than 500 industry professionals.



Key Highlights

Greenwash Watch Launch



Online event
180+ attendees

Unpacking the sustainability landscape in the aftermath of Cannes Lions.

In collaboration with:



greenwash
/'gri:nwɒʃ/

noun
a form of marketing spin in which green PR and green marketing are deceptively used to persuade the public that an organization's products, aims and policies are environmentally friendly.




How to be an Agency Activist

Online learning event
140+ attendees
Supporting:

Clean Creatives

**CREATIVES
FOR
CLIMATE**



Clean Creatives | CREATIVES FOR CLIMATE | 

HOW TO BE AN AGENCY ACTIVIST

May 25th, 12 PM ET / 6 PM CEST

Lessons on how to be the most effective agency activist you can be, based on experiences from leaders across advertising and PR.

CLEAN CREATIVES + CREATIVES FOR CLIMATE



27.10.22
Tāmaki Makaurau

USE YOUR _____
_____ CREATIVITY
AS A FORCE _____
_____ FOR GOOD

CREATIVES
FOR
CLIMATE



www.creativesforclimate.co



Auckland Climate Festival

Online learning event
80+ attendees
Supporting the initiatives:



LEARNING

In 2022, we developed the Greenwash Watch Training programme to strengthen the skills of communicators and drive meaningful change in workplaces all over the world. Two pilot courses reaching 35+ global professionals to radically shift the climate action landscape.



The Greenwash Watch Training



The five-week live cohort helps industry professionals to:

1. Challenge briefs
2. Identify greenwashing
3. Craft effective sustainability pitches
4. Deliver projects with real impact



GREENWASH WATCH ACTION at Cannes Lions 2022 - Creatives for Climate



Share

HOW CAN WE KEEP OUR
INDUSTRY UNQUANTIFIABLE?



Watch on  YouTube



By members

CREATIVES
FOR
CLIMATE



Gill Wilson

Brand Sustainability Consultant



Lucy von Sturmer

Founder of Creatives for Climate



Samuel Gosschalk

Actions Coordinator Greenpeace NL



Chacho Puebla

Co-founder of Felicidad



Ioannis Ioannu

Expert in Sustainability & Corporate Responsibility



Safi Graauw

Director & MSc Earth Science



Rick Evans

Brand Strategist



Anna Ohrling

Sustainability Strategist



Isabel Cabtree-Condor

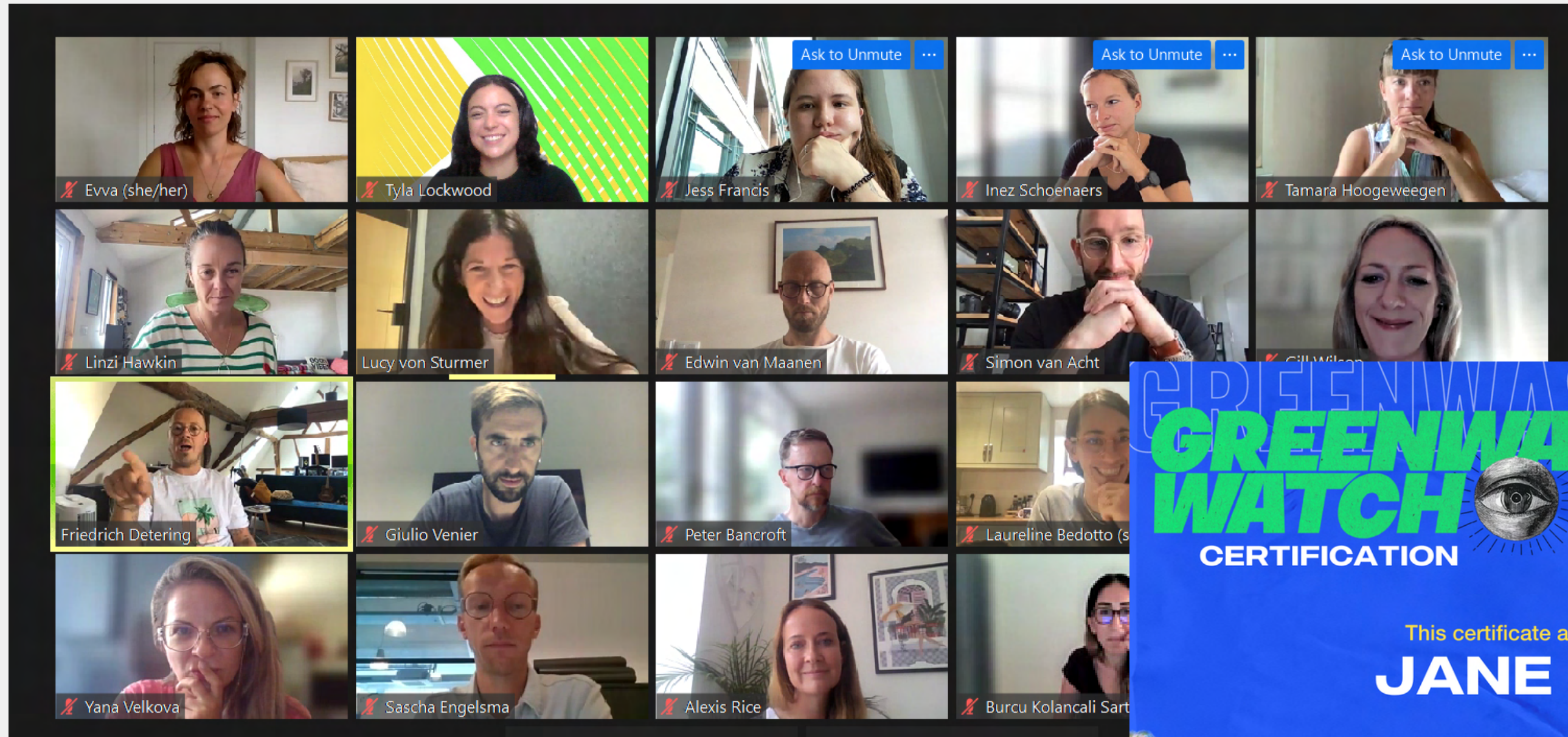
Climate Justice Strategist



Christian Smith

Head of Sustainability at Zalando

For members



GREENWASH WATCH
CERTIFICATION

This certificate acknowledges that:
JANE SMITH

has successfully completed the
GREENWASH WATCH TRAINING

October 2022

CREATIVES
FOR
CLIMATE

LEARNING

In 2022, we licensed The Humblebrag's change-making course 'Positioning for Purpose' to 100% fund the Creatives for Climate Foundation movement. This training, delivered by Directors Lucy von Sturmer (NZ) and Melissa Mbugua (Kenya) offers a blueprint to raising your voice and expands opportunities for re-skilling for our community.



Positioning for Purpose



A training programme by change-makers for change-makers to position and amplify their voice for impact.



Learn to:

1. Position yourself as an expert in your industry
2. Craft a compelling personal story
3. Get clear on your message and values
4. Become confident in your ability to raise your voice
5. Gain the opportunities you deserve
6. Create a career that will help change the world

Taught by diverse change-makers who have built their careers in the business as a force for good movement!



**Melissa
Mbugua**

**Creatives for
Climate Director**



**Lucy
von Sturmer**

**Creatives for
Climate Director**

The modules...



1. Communicating Your Mission

- Establish your overall visibility goals
- Find and define your purpose
- Define your vision & mission
- Craft your clear and unique positioning statement



2. Amplifying Your Values

- Learn the power of values-driven leadership
- Define and unpack your brand values as a leader
- Gain a strategy to bring your values to life
- Get insights from five global values-driven leaders



3. Crafting Your Story

- Define and implement your personal key messages
- Craft a memorable and magnetic personal story
- Create your personal pitch to secure your next big opportunity
- Gain inspiration and insights from global case studies



4. Driving Impact

- Learn strategies to be a more confident and better public speaker
- Learn how have influence decision-makers with your ideas and to get your story heard
- Learn how to deal with disagreement
- Gain a strategy to tackle limiting beliefs

LEARNING

In 2022, we piloted and launched The Creatives for Climate Workshop. This workshop provides people with a clear route to take action at work. It was delivered to the Centre of Innovation and Excellence in The Netherlands (an umbrella organization across five Dutch universities) - and is now ready and set to scale.



Workshop overview...



1. Gain an overview of the creative activism movement
2. Identify the key players to know and actions to take
3. Identify ways to take positive concrete action in your role
4. Gain the confidence to be a leader in this space
5. Hear from your colleagues and open up a safe space for critical reflection, and healthy debate!



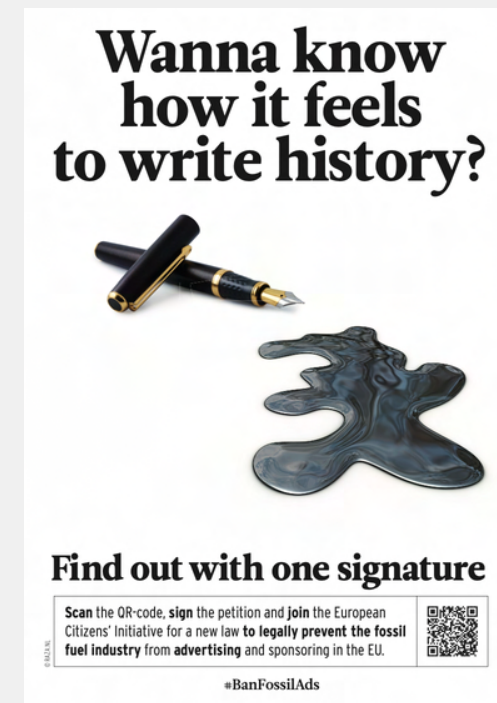
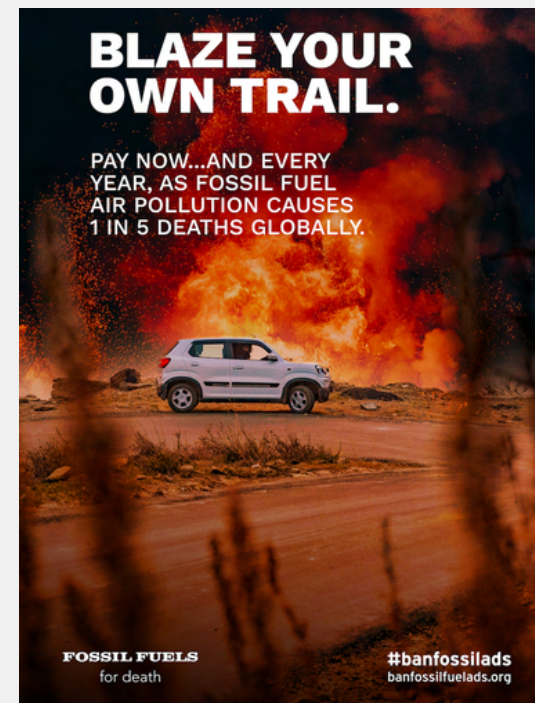
ACTION



In 2022, we issued one major creative call to action to harness the storytelling power of our community to create positive change for the planet. We partnered with Greenpeace International and a coalition of over 30 non-profit organizations and grassroots groups to to ban fossil fuel advertising in Europe, and launched a creative call-to-action to 100+ members of our community.

We teamed up with Greenpeace International and a coalition of over 30 non-profit organizations and grassroots groups, in the fight to ban fossil fuel advertising in Europe.

We drew in a crowd of 100+ creatives to launch an open creative brief to achieve one million signatures to ensure the European Commission was legally required to respond. Our community responded with 20+ creative assets, and many more signatures for the campaign.



We then took the message further, partnering with action group Clean Creatives and NY Climate Week to share this work with an audience of over 1000 attendees.

Clean Creatives

CREATIVES FOR CLIMATE

Creatives for Climate

X

Clean Creatives

Friday, Sep 23, 2022
04:00pm - 05:00pm

the 2022 Marketplace of the Future



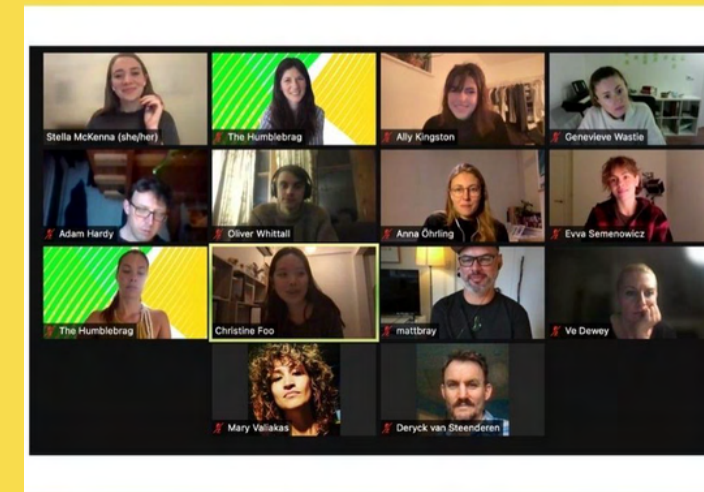
What's next in our story...?



2019
SUMMIT



2020
ACTION



2021
ONLINE
COLLABORATION

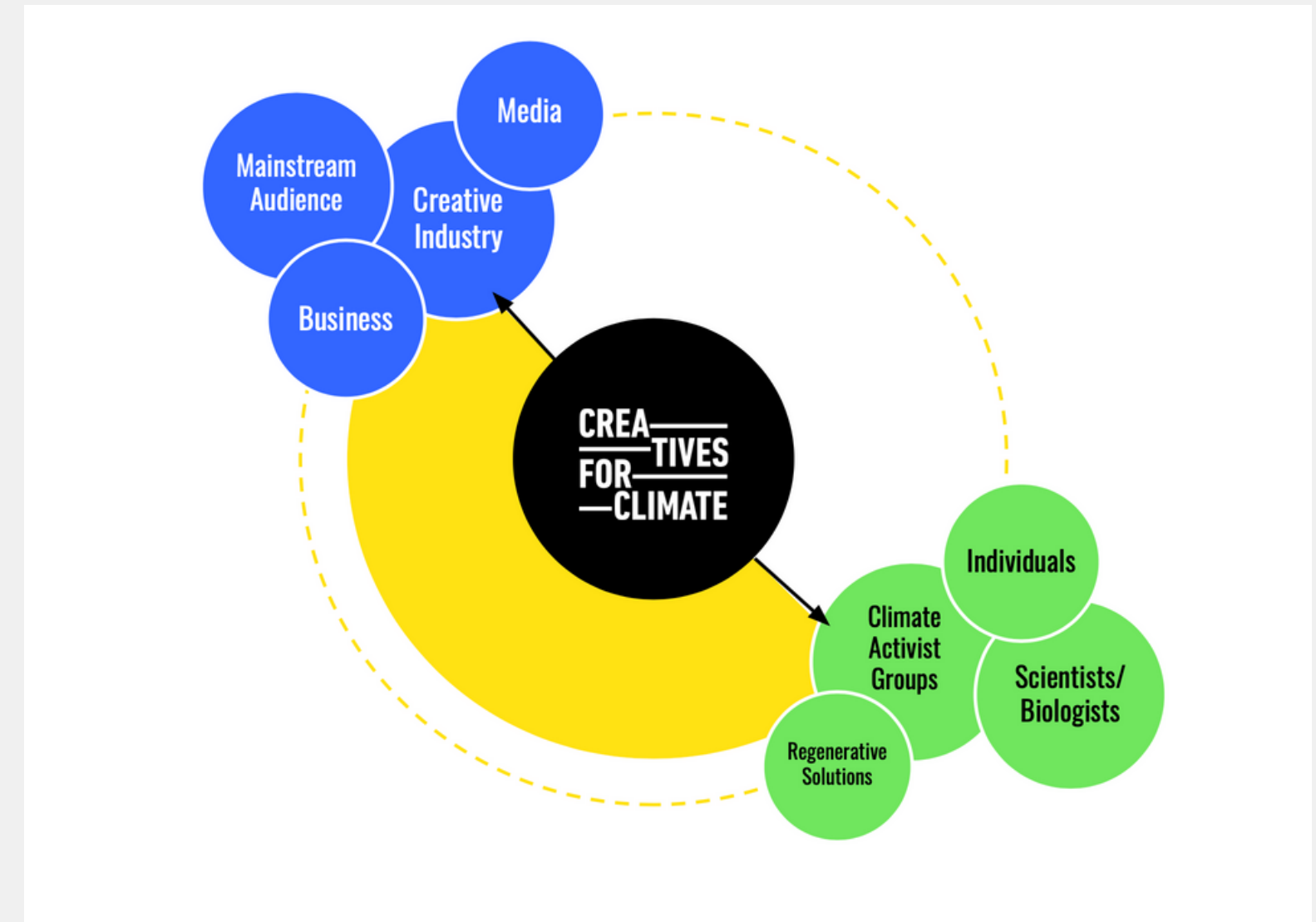


2022
NON PROFIT
ORGANISATION

Going forward...

We are at an urgent, but also exciting moment in history where the potential of the marketing and advertising industries, which have been used to sell us lifestyles of overconsumption and isolation, can be used to reimagine a new economy and world.

Storytelling has emerged as one of the key fundamental tools to drive change, as without effective communications, solution holders are failing to gain traction, and greenwashing is diverting goodwill into delay.



We will be ramping up our work in the following ways:

COLLABORATION

- Launching an annual programme of inspiring online events for members
- Launching global chapters & Summits across Africa, Asia-Pacific, Americas & Europe
- Decentralising our community for more members to drive and shape our agenda

LEARNING

- Up-skilling more individuals to drive climate action in their work - through our Academy
- Launching more resources and tools to tackle greenwashing and drive climate action

ACTION

- Supporting more global causes to reach citizens through creative calls to action
- Launching an alliance of frontrunners to share knowledge & drive collective action



After three years of experimenting, and less than one year as a formalized global non-profit foundation, we are just starting to scale our impact!

We are still looking for more ways to sustain and grow our impact, and ask any potential funders or partners to reach out to partner with us.

We thank our members who have supported us on our journey and are shaping this collective with us, and we hope this report can make them proud to be a part of our growing movement!



What people are saying...



DIRECTOR

**Melissa Mbugua - Director,
Creatives for Climate**

"Creatives for Climate has sparked new conversations, collaborations and connections around the world, showing how much power the creative community has to drive change that the world urgently needs now."



PARTNER ORGANISATION

Duncan Miesel - Clean Creatives

"The Creatives for Climate community is made up of so many passionate, talented leaders. There's no better place to bring a new idea, and figure out how to make it an even stronger tool to enable the climate transition."

PARTNER ORGANISATION

Samuel Gosschalk, Greenpeace

"Our collaboration with the Creatives for Climate community was a great way to actually involving creative in the battle against fossil fuel advertising."



What people are saying...



MEMBER

Mikayla Madigan, Art Director USA
"There is no one textbook, or 'school' for sustainability that can answer all my questions. I've never come across a group like this to learn from before, and with the added bonus of being able to expand my global network - and take action!"



MEMBER

Jess Reynolds, Producer Netherlands
"It's both confronting and inspiring to know there's a community of creatives out there who share the same drive to do something for our planet and its people. The climate crisis can feel at times so huge, it becomes overwhelming. Creatives for Climate has provided a tangible way for people like me, with creative skills to contribute and drive change."



MEMBER

Matt Bray, Creatives Director Australia
"Just after a few weeks of being in this group, I've gained inspiration and connections that are building on ideas I've been thinking about for so long. I've made global connections on projects I'm ready to launch!"

What people are saying...



TRAINING ALUMNI

Valerie Aguiar, Director of Client Strategy

"The Greenwash Watch course was a great opportunity to join like-minded individuals across the world in thinking about how our profession will evolve to combat the climate crisis. I enjoyed the content and examples and felt they were relevant and actionable to my day-to-day"



TRAINING ALUMNI

Ella S, Creative Strategist

"The Greenwash Watch training is relevant, informative, and insightfully educational. Through video modules, assignments, live discussions and course readings, Creatives for Climate approaches the topic of greenwashing with expertise, unpacking communications strategies and prompting thought-provoking questions on how we can do better collectively."

TRAINING ALUMNI

Amelie Haupt, Freelance Digital Marketing Strategist

"I can recommend the Greenwash Watch School for everyone working in Marketing. Communicating sustainability is becoming a must for more and more companies. Skill yourself up, learn to weed out the bullsh*t and know what your company should be talking about!"



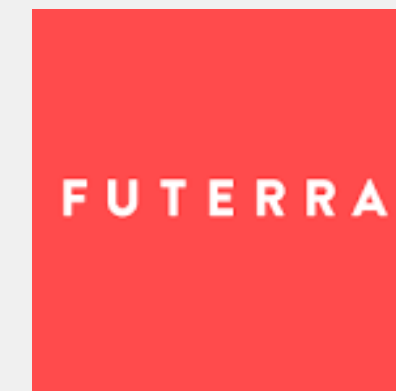
Funding

Born in 2019 as a project driven by change-agent Lucy von Sturmer, founder of The Humblebrag impact agency, in May 2022 Creatives for Climate became an independent global non-profit foundation with its first fund awarded by the KR Foundation.

Creatives for Climate relies on funding and support from its community through memberships and courses to survive, and all proceeds go directly into driving climate action.

We are still looking for more ways to sustain and grow our impact, and ask any potential funders or partners to reach out to partner with us.

Partners in 2022



Partners in 2019 - 2021



dopper.



thehumblebrag

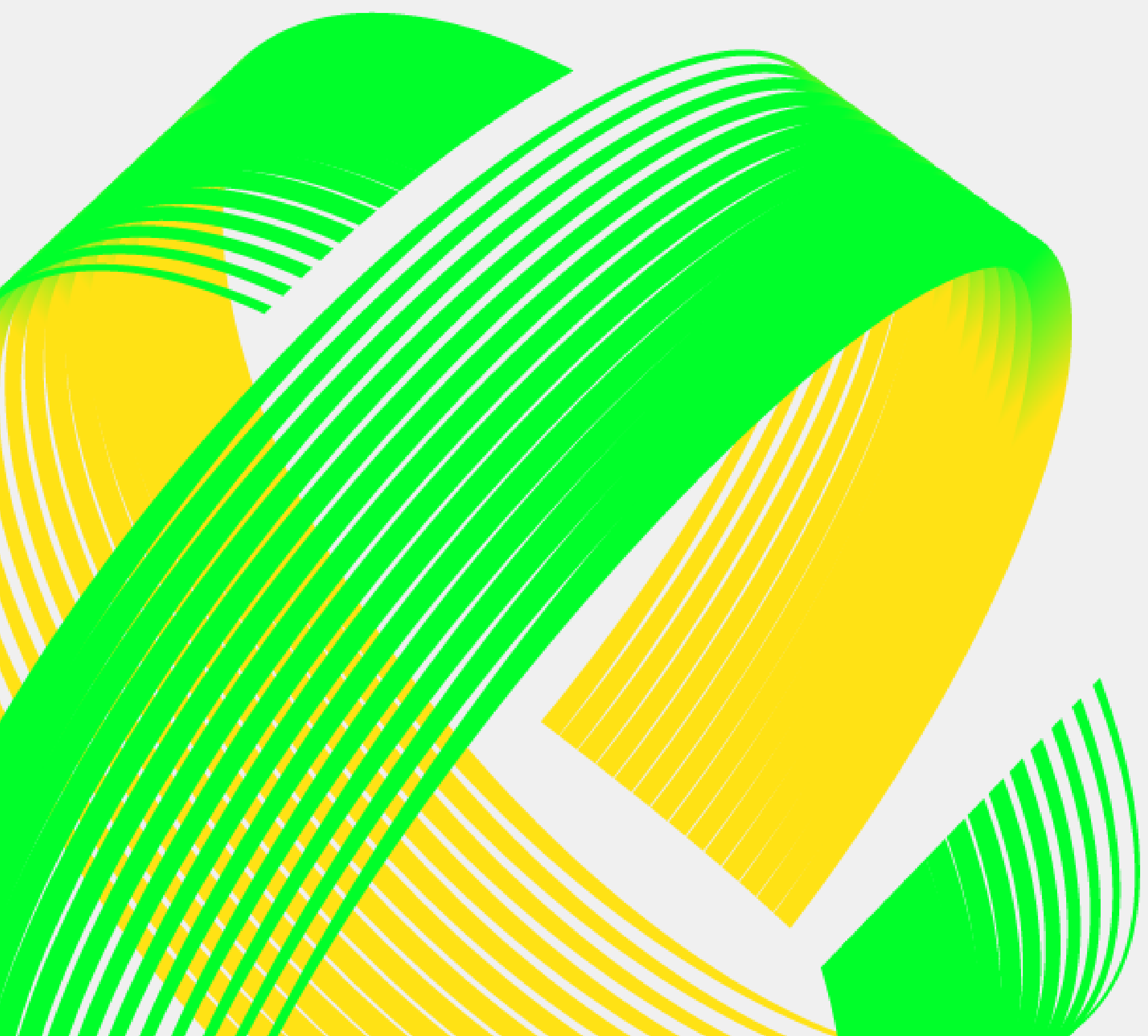


CREATIVES
FOR
CLIMATE

Joining us is supporting us!

We are a fully independent and completely grassroots non-profit — a project born out of passion and commitment to spreading climate action.

All proceeds go into driving climate action!



Reach out:

hello@creativesforclimate.co

www.creativesforclimate.co

**CREA—TIVES
FOR—CLIMATE**