

AN INTRODUCTION TO

wilful
creative

wilful

**WHEN YOU'RE
BUILDING A**

BETTER WORLD

YOU GET THERE FASTER

WITH AN AGENCY

BORN TO DO THE SAME

WILFUL CREATIVE

Visual brand communications.

Wilful Creative brings strategic communications to life, initially as visual identities, applying creativity to web site design and refreshes, brochures, reports, infographics, social media assets, animated videos and explainers and dynamic presentation design, particularly investor decks. WC also helps bridge and co-ordinate with our taskforce of web and elearning developers, UX, videography, photography, illustrators and animators.

BRANDING



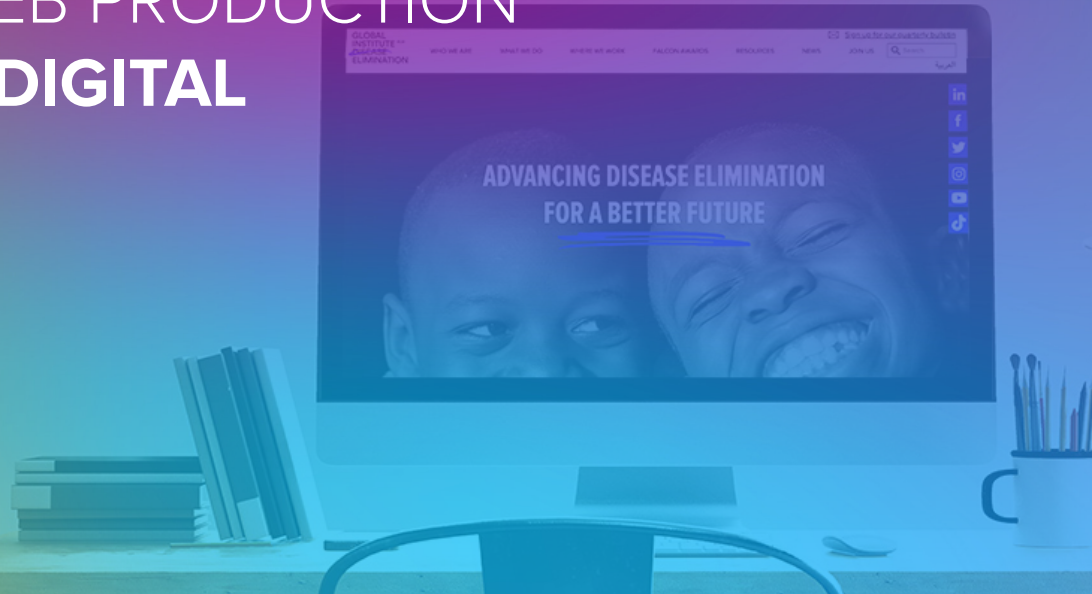
REPORTS



PRESENTATION DESIGN



WEB PRODUCTION & DIGITAL



MARKETING ASSETS



BRANDING

The background image shows a table covered with a dark grey cloth, displaying various promotional items for the 'Dive In' festival. There are several stacks of brochures with vibrant, abstract watercolor designs in shades of blue, pink, and purple. Numerous pens and markers are laid out on the table, some in their original packaging. A white tote bag with the 'Dive In' logo is also visible. In the background, there are stacks of more brochures and a display board with red horizontal lines.

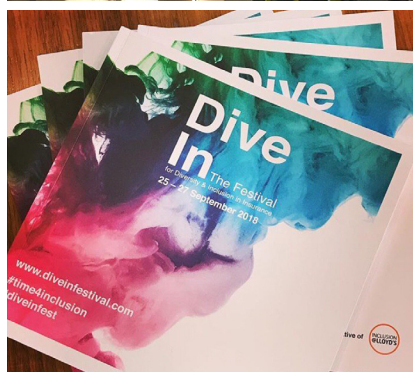
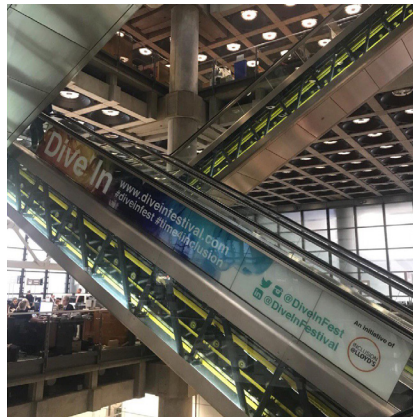
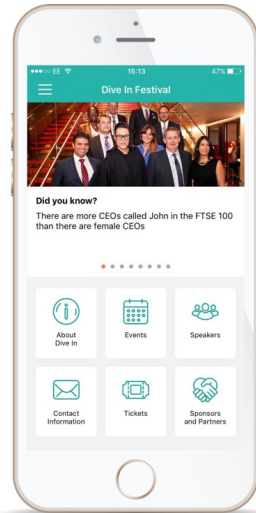
LLOYD'S

When Inclusion@Lloyd's, (a joint initiative of the Corporation of Lloyd's and the Lloyd's Market Association), was set to launch a diversity and inclusion festival, we developed a brand platform capable of convening a global industry.

We developed the name Dive In (Diversity and Inclusion) and created a colourful sploosh to use across the festival merchandise and marketing assets. Among the first things we applied it to was a website which we developed and an app.

Since it was launched in 2015, the Dive In brand has gone global with more than 30,000 annual festival goers from more than 30 countries, all possible thanks to the support of around 25 sponsors from the insurance market. The initiative has won more than 10 awards and continues to be the benchmark for sector-wide D&I best practice.

BRANDING & DESIGN | FORMAT DEVELOPMENT | DIVERSITY & INCLUSION



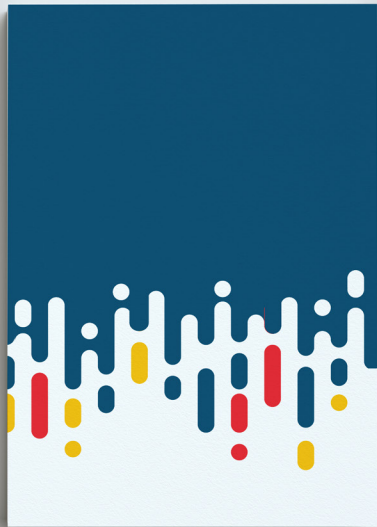
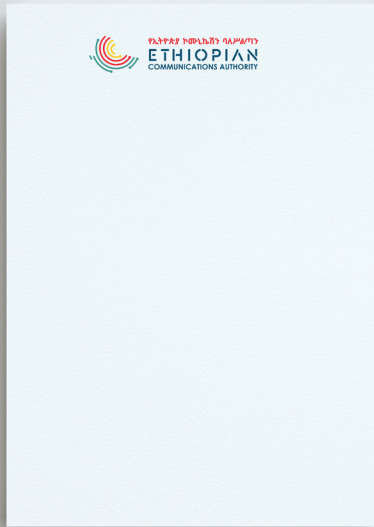


የኢትዮጵያ ኮሙኒኬሽን ባለሥልጣን
ETHIOPIAN
COMMUNICATIONS AUTHORITY

Communications launch strategy, brand identity and messaging for The Ethiopian Communications Authority (ECA) and Ministry of Finance in support of Ethiopia's telecoms liberalisation and international licence auction.

As the official communications partner for this historic, award-winning project we developed the 360 comms strategy, including branding and messaging for the project, working closely with the ECA and Ministry of Finance. As part of our rollout, we created and placed key assets including advertorials, local public notifications, digital assets for our social media campaigns, and a public service announcement video, hosted on the ECA website and featured on local broadcast channels.

MESSAGING & BRANDING | ASSET DEVELOPMENT | TELECOMS



Digital Communications – Introducing Healthy Competition for Improved Services

The world of digital innovation is knocking loudly at our door here in Ethiopia.

As we define the extraordinary challenges of the global Covid-19 pandemic, it was clear that digital connectivity can be a lifeline for good. In recent times, families locked apart under lockdown have been able to reunite in touch, and businesses, unable to trade from their usual premises, have been able to keep going thanks to remote connectivity and the internet.

The social advantages of better connectivity are wide-ranging: from maintaining integrated social security systems, to the linking of our essential public services across the globe; from the growth of telehealth (connecting doctors to patients regardless of location) and online education. With nearly 90% of the world's children out of school for the better part of the year, the AHA to online learning has stepped gaps in connectivity in many parts of the developing world, and Ethiopia is no exception. Stepping distances through improved online connectivity is significant for our vast country with its remote rural communities, providing core services such as healthcare, greater access to education, and more.

There are clear economic benefits, too. Greater connectivity will provide a boost to sectors such as manufacturing, tourism, agriculture, e-commerce and the start-up ecosystem allowing businesses to operate more efficiently, which, in turn, will provide a wealth of employment opportunities – a proportionate to the growth in these sectors.

Supporters of the growth of digital communications point to the economic and social benefits that come from a strong digitalisation at a country level. First, reliable internet services provide a useful framework for business and commerce to accelerating investment and competition in enabling services like online banking, digital payments, and e-commerce. This presents a multitude of new employment opportunities across Ethiopia.

This is why the Government of Ethiopia has committed to a strategy that unlocks the transformational power of the digital economy to build a better future for the people of Ethiopia. How will we do this? The answer is straightforward: harnessing global competition by improving the efficiency of the domestic operator and opening up the telecoms market to allow the best companies to bid for the opportunity to operate here in Ethiopia.

This vision for a more connected future in which we harness and introduce healthy competition for improved services will also ensure that we keep pace with other nations as they rapidly evolve. This will make it possible to trade more easily and further afield. The goal is that Ethiopia as an open, vibrant and dynamic economy will experience more reliable, accessible and better quality of life, faster and more reliable connectivity will support rapid economic growth and transformation, make our country

more competitive to help attract further investment, and create more jobs.

Examples of the benefits of better connectivity:

- Digital banking and payments create more centralised finances.
- Buying and selling goods and services online will open up new markets for local entrepreneurs and make shopping more convenient for consumers.
- The ability to download learning materials and track teachers online will vastly improve access to education.
- Real-time information such as livestock tracing, weather data and connectivity pricing available via mobile phone will improve productivity for farmers.

Healthcare provision expanded and improved through healthcare information distributed via smartphones and online medical consultations.

Global companies reliant on internet connectivity (like Uber, Apple, Zoom, etc.) streaming, online finance, and local delivery will enter the local market creating jobs and stimulating local investment.

Business services (connecting (B2B)), Cloud computing, Education and training services, gig business centers create flexibility and more affordable data storage.

Naturally, there are questions and concerns to balance the optimism. Can we ensure that the successful bidder will offer competitive service? Will their technology be world class? Do we risk the loss of our national license too cheaply? Will the process of awarding the license to investment and fair? These do not prevent our country's needs along with our

Services that will get a boost from new digital services:

- Farming and agriculture
- Financial services
- Manufacturing
- Digital Commerce
- Tourism
- Creative industries
- Health and education

In addition to reviewing the operational status of the new arrangements, there is also a provision to ensure that the services that will be most helpful will be supported. Getting access to telecommunication to the widest number of people.

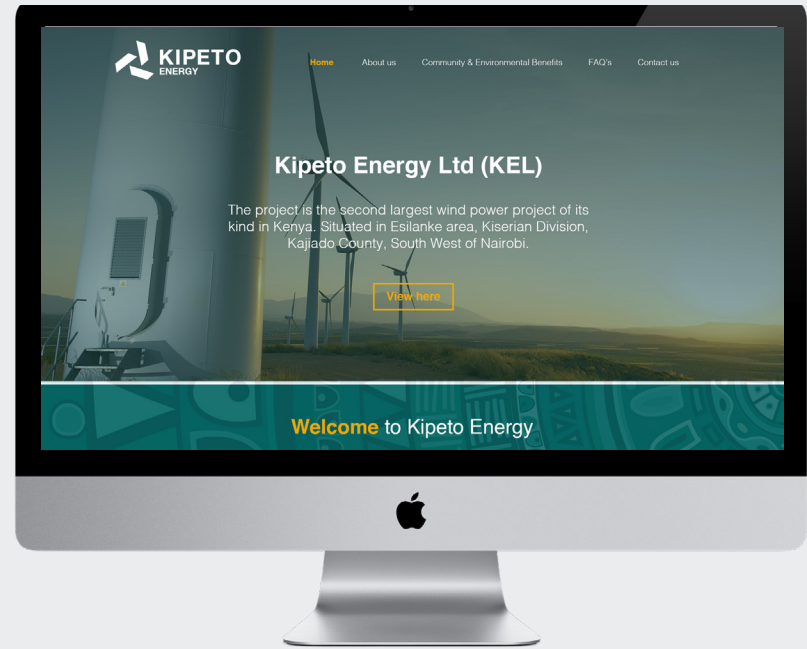
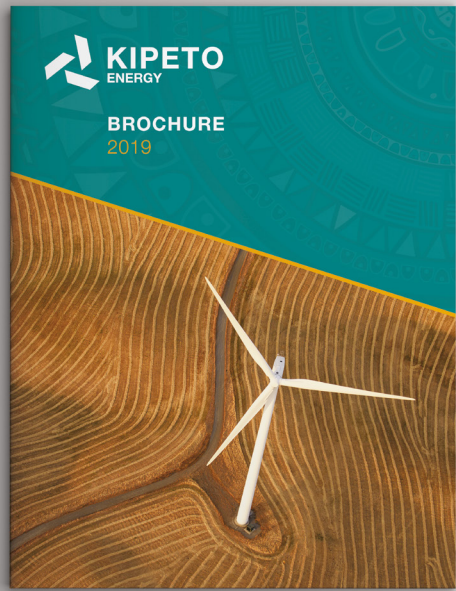
In summary, we are confident that this initiative is the right path to follow. More competition in the telecoms sector will boost our national economy, create jobs, support business development and step up an already new wave of digital connectivity will create more opportunities for everyone in Ethiopia. It will make our nation's potential at the national and the personal level.



Kipeto Energy Limited Company (KEL) is a special purpose vehicle incorporated in Kenya for the development of the Kipeto Wind Power Project. The brief asked for a brand refresh which had 'African heritage' to be a pivotal part of the brand.

An African pattern was created which reflected the new logo and was incorporated onto business cards, letterheads, a company brochure, the website and office space.

BRAND REFRESH | ASSET DEVELOPMENT | SUSTAINABILITY



BRANDING: ECA

with creative



Brand refresh for a leading pan-African business platform promoting trade and investment on the continent.

As the trusted entry point into Africa, Invest Africa connect their network to business opportunities through membership, a dynamic events programme and consult service. They therefore needed a logo that represented this. A wordmark logo was created and the curved elements from the logo were used as a brand asset, these graphics were used across different marketing touchpoints.

BRAND REFRESH | ASSET DEVELOPMENT | PRIVATE EQUITY



REPORTS



Each year, as a certified B Corp, Gong has to produce an impact report on its social and environmental performance as part of its commitment to uphold transparency.

The design team worked alongside internal copywriters and B Corp leaders to create a report that would not only deliver on the B Corp commitments, but which would also be a useful asset in reminding the team of the pledge to continuously improve in the 5 pillars against which companies are assessed: Governance, workers, community, customers and the environment.

IMPACT REPORT

2022

REPORT DESIGN | B CORPS | COPYWRITING

38%

of employees not London based

85%

of employees are female

44%

of employees from minority background

X%

of employees promoted in the last year

13

languages spoken between us

100%

of our employees work flexibly

325

hours spent training

100%

of employees took part in B Corp 101 training

78%

of our employees agree or strongly agree that Wilful's culture is a comfortable and supportive work environment

79%

of our employees are satisfied or happy with our learning and development training programme

60%

of our employees are satisfied with their Salary and benefit package

Worked with BCorp recruiter Ellis Knight, who offset the employees it places and BCorp Escape the City, to meet our hiring needs

PERKS IMPROVING:

3

days extra to take during Christmas office closure period = as a company we gave 84 extra days of annual leave last year

4,000

The team get access to perks and a 24/7 wellness hub offering confidential counselling support for critical incidents and trauma support and 4 free therapy talking sessions a year

COMPANY HANDBOOK

We recently updated our Company Handbook to ensure all policies are in line with any updated employment regulations.

We also launched a digital version of the document to the team, making it more user friendly and very easily accessible for our employees.

THE WILFUL GROUP HANDBOOK

B Corp certified

2017



2018

Made adjustments to reduce our energy usage in our office



Switched our energy supplier to renewable

2020



Commitment to be net zero

B Corp recertified

2021



Eco Verdis certified



Cycle to work scheme introduced

2022

Net zero progress reported on via the SME Climate Hub



Offset emissions with Earthly

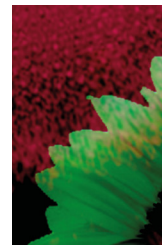
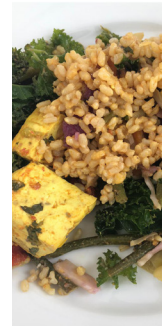


Strengthened our environmental policy

2023



Gong scope three emissions to be assessed



ENVIR

To go

From our taskforce, we assembled a consortium and won the bid to work with Greece's public wealth fund to develop an ESG and communications strategy for 17 state owned enterprises (SOEs).

We delivered a strategy on a page (SOAP), message house and a communications activation plan for 2023. One tactic is to produce a series of Expectation Documents for the companies in Growthfund's portfolio addressing how they are expected to factor risks and opportunities presented by a just and green transition in areas such as such as climate change, the blue economy and accessibility.



Climate Change

Expectations of companies

Building transparent disclosure practices and avoiding greenwashing

“Businesses should disclose their strategy to address **climate change risks** as well as stating their **reduction targets for emissions** over the short, medium and long term, along with transparent reporting of climate scenario analysis.”

Direct/Indirect impact reporting, regulatory compliance and year-on-year improvements

As the transition to more sustainable economies grows, the demand has increased for more specialised and high-quality data to help investors and other stakeholders make informed decisions. Our investees must urgently implement transparent reporting systems which are essential to help level the playing field across all industries and markets.

Importantly, transparency is key to avoiding greenwashing and we therefore expect the following:

- Businesses should disclose their strategy to address climate change risks as well as stating their reduction targets for emissions over the short, medium and long term, along with transparent reporting of climate scenario analysis. National and international emissions reduction commitments, such as the National Climate Law and the Paris Agreement, should be taken into account.
- If there is a role for carbon credits in achieving climate targets, this should be defined and explained. If voluntary carbon offsetting and/or removals are more applicable to offset emissions that cannot immediately be reduced, attention should be paid to the pricing and budgeting for the purchase of carbon offsets. It is worth noting that various methodologies are available from nature based solutions to supporting the scale-up of carbon capture and usage companies.
- All metrics and targets relating to climate change should be anticipated and reported, eg. voluntary carbon offset prices as well as year-on-year improvements.
- Emissions associated with business operations and value chains should be disclosed. Plans should be put in place to measure, reduce and compensate for scope 1, 2 and 3 emissions.
- Direct or indirect impacts of companies on forest conversion and other land use changes should be reported.

Conclusion:

Every company is facing decisions over how best to address the climate challenges for their organisation. Leaders should urgently be looking to Greece’s newly implemented Climate Change Law, as well as international agreements and frameworks, to identify risks within their own businesses. Mitigating these will form the basis for a plan forward which has transparent reporting at its heart. Building for a sustainable future is no longer a ‘nice to have’ on a company agenda, this has become urgent and important work.

Conclusion:

Every company is facing decisions over how best to

LLOYD'S

A diversity and inclusion talent strategy which spawned a multi-award winning, insurance sector-wide festival, which by 2023 comprises 150 events in 40 countries attracting over 30,000 attendees.

Our multi-disciplinary team branded the initiative, organises events, develops D&I reports, has shot more than 50 videos, project manages an international comms campaign, hosts celebrity speakers, sources sustainable branded merchandise and relishes the opportunity to push the boundaries each year with a new theme and focus.



were more likely to believe their visible diversity worked against them during the promotion process than their white counterparts (41% for black and minority ethnic groups compared to 8% of white respondents)

come from the public. Consumers complained, clients listened.

LLOYDS

Ethnic Diversity in the Workplace Report



Ethnic Diversity in the Workplace Report 3

63% of black respondents consider 'visible representation' in an organisation a key factor that increases their likelihood of applying for a role

69% of black and minority ethnic respondents said that they are significantly more likely to apply for a job based on their perception of an organisation's 'commitment to D&I'

71% of black respondents believe they have experienced barriers to recruitment. This is twice as many as their white counterparts

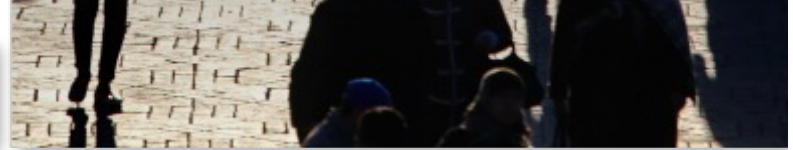
70% of black respondents believe they have experienced barriers in the promotion process which is significantly higher than their white counterparts (45%)

39% of black respondents feel undervalued at work. Black and minority ethnic respondents are twice as likely to feel undervalued at work than their white counterparts

Black and minority ethnic groups

were more likely to believe their visible diversity worked against them during the promotion process than their white counterparts (41% for black and minority ethnic groups compared to 8% of white respondents)

LLOYDS



Ethnic Diversity in the Workplace Report 13

Case study: Trevor Robinson OBE, Creative Director and owner of advertising agency Quiet Storm and founder of CreateNotHate, an initiative to promote the creative industries as a career path to inner city kids



"Only drawing from one source is not good for diversity of thought as there is a limited pool of talent and ideas. When we are casting ads, we still have to insist that we don't want to see the same old faces. A lot of the pressure on advertising to change the stereotypes has come from the public. Consumers complained, clients listened."

I always knew I wanted to do something creative, but I was limited to what I could see so I thought maybe an illustrator or a fashion designer. My first job was in a below the line agency in Richmond doing graphics for medical stuff like pile creams, but me and two others would meet and work on our portfolios together at night knowing it was the only way to get into a West End ad agency. We were called the 'olks' of advertising because we weren't the typical Oxbridge types. It worked and I got hired with AJ, my creative partner. At the time there was only one other black creative working in London - he did a brilliant ad for Speedo and then left for the US. I didn't have any role models, just the work. I was inspired by iconic ads like Carling Black Label, Hamlet cigars, Guinness. And I'm sure I felt their inspiration when we came up with 'You've been Tangoed'.

In terms of advertising's own diversity issues, the industry doesn't realise what it's lacking. Only once you get a sense of what else is out there do you feel the loss. I started CreateNotHate in 2007 when a kid from my old school was stabbed. I wanted to show these kids the creative industries could be for them to give them an alternative to gangs, to prove they could make money in another way. We got them to make an ad to stop kids carrying knives - I learned so much from them. These young people are the future of our industry and they are the ones that will refresh and rejuvenate it. If we don't utilise them and start connecting with people from every background, we're in danger of it becoming stagnant.

"At the time there was only one other black creative working in London..."

Ethnic Diversity in the Workplace Report 3

Ethnic Diversity in the Workplace Report 13

Case study: Trevor Robinson OBE, Creative Director and owner of advertising agency Quiet Storm and founder of CreateNotHate, an

REPORTS: LLOYD'S

with a creative

Ongoing design support

Retained since 2020 by the Global Institute for Disease Elimination (GLIDE), to provide global communications support and brand awareness for the health institute which facilitates knowledge sharing to combat infectious diseases. Wilful creative is regularly called on to meet GLIDE's design needs. From social media graphics and case studies to public facing documents, our designs are sleek, sophisticated and informative, whilst also true to GLIDE's brand identity. We have designed several eye-catching social media graphics. For two years running, Gong has designed GLIDE's annual report, a 24-page document which provides an overview of GLIDE's activities, programmes and initiatives during the year. The report is housed on the GLIDE website and shared via social media. Gong has also designed a high-level, 15-page funding request document which was eventually submitted by the client, and a series of case studies for their external communications.



GHANA

Given the potential for integration between Malaria and NTD programs in Ghana, the **Global Institute for Disease Elimination (GLIDE)** and **Bridges to Development** approached the Ghana Health Service (GHS) with a proposed framework and process for cross-disease integration. GHS implemented the process and workshop in collaboration with Bridges and GLIDE.

25 participants from Ministries of Health (MoH) joined the virtual workshop, all working in areas co-endemic for malaria and NTDs and ensured representation from district, regional, and national levels, as well as equitable geographical representation.

Representatives from partner organizations supporting GHS malaria and NTD programs were also invited to attend the workshop.

Participants prioritized points of integration:

- Joint work planning to identify which activities can be combined or synchronized
- A harmonized community engagement platform
- Coordinate/co-implement health worker trainings for malaria and NTD programmes

From this workshop, the GHS was able to:

- Identify and prioritize impactful and feasible areas, strategies, and approaches for co-implementation and operational integration with MoH.

ZANZIBAR

The Zanzibar Ministry of Health (MoH) identified the potential to integrate a limited number of NTD and malaria activities related to vector control and entomology in its 2022 annual workplan.

In an effort to support the translation of theories about integration into practice, the Global Institute for Disease Elimination (GLIDE) and Bridges to Development developed a framework and process to support programs to identify impactful and feasible win-win integration opportunities.

Developed proceedings where vector management activities were identified for more optimal use of resources.

Documented the planned way forward including the formation of the Technical Working Group and managing outcomes.

From this workshop, the MoH was able to:

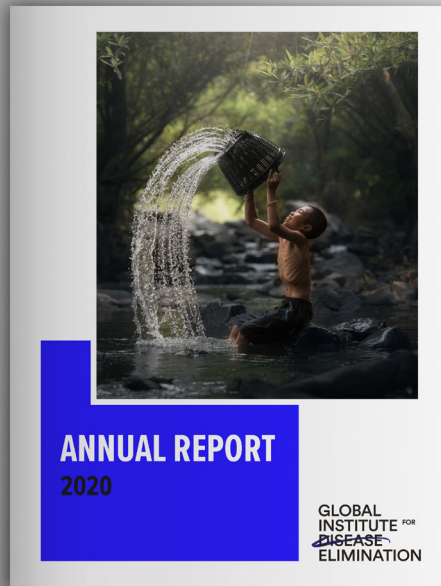
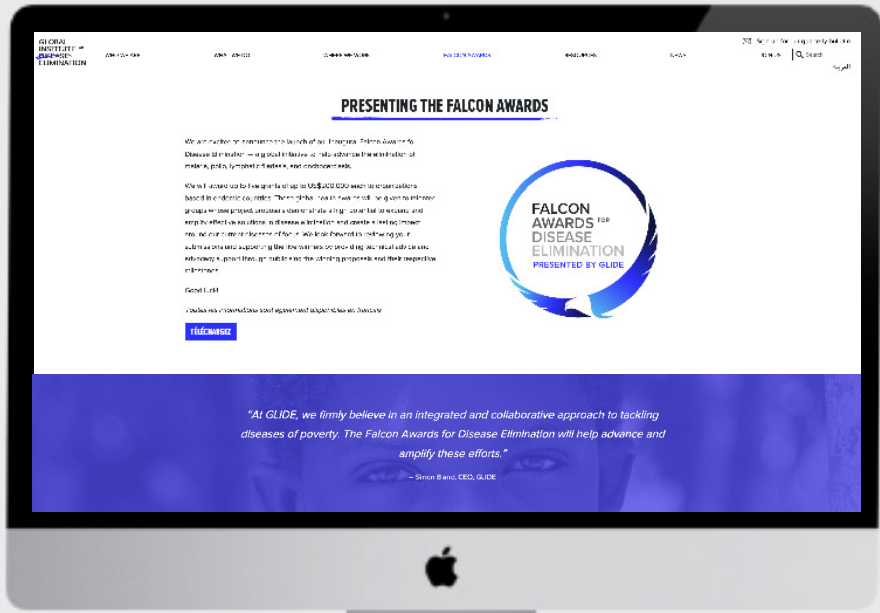
- Identify and prioritize impactful and feasible areas, strategies, and approaches for co-implementation and operational integration with MoH.

Following the workshops, teams:

- Developed proceedings where vector management activities were identified for more optimal use of resources.
- Documented the planned way forward including the formation of the Technical Working Group and managing outcomes.

Opportunities for integration identified during the workshop included:

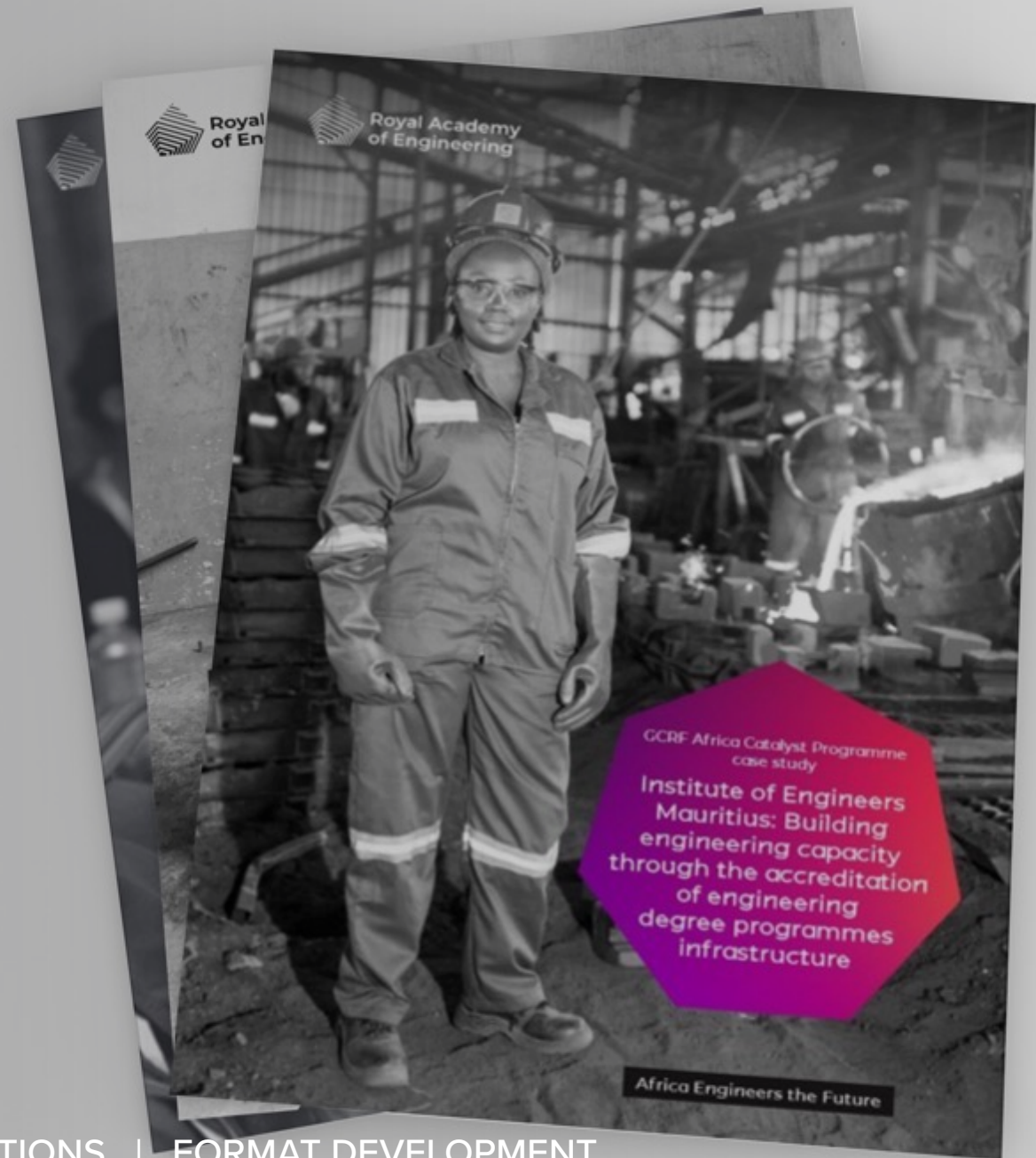
- Merge and develop new Integrated Vector Management (IVM) guidelines
- Joint lab to serve as one for both diseases
- Merge some operational cost for both diseases



Case Studies for Africa Programmes

We developed and designed ten case studies based on a series of interviews conducted with partners and beneficiaries.

The case studies were used to give stakeholders a deeper understanding of the skills and capacity building work addressed by the Africa Programmes.





GCRF Africa Catalyst Case Study:

Federation of African Engineering Organisations

Africa Engineers the Future



GCRF Africa Catalyst Programme
case study

Institute of Engineers Mauritius: Building engineering capacity through the accreditation of engineering degree programmes infrastructure

Africa Engineers the Future

PRESENTATION **DESIGN**

Lens.AI

An investor deck for an ESG reporting-as-a-service 'Regtech'. We used our knowledge of the pain points for companies and the converging Reporting standards landscape to craft a compelling pitch.

We emphasised the team dynamics, two female founders and a generative, ethical AI female lead to nudge ahead of the competition for VC attention.

INVESTOR DECK | TEMPLATE DESIGN | ESG

Lens.ai

Investor deck

2023

Company Purpose

Revolutionising and scaling global ESG reporting and impact beyond compliance to help businesses improve their ESG impact.

We provide an **on-demand, automated ESG reporting platform** tailored to all regulatory global frameworks facing businesses of any **location, size or sector**. Our unique financial return prediction on both social and environmental value investments makes future scenario visualising possible helping businesses to identify best practice recommendations whilst **reducing company resources**.

**D1 (Decision Intelligence) was ranked in the top 10 technology trends by Gartner in 2020, 2021, 2022.

Problem



Mandatory global regulatory reporting obligations are increasing exponentially



Stakeholder expectations are growing



Board focus is intensifying



ESG expertise is scarce and often disingenuous



ESG reporting budgets are being continuously tightened



The compliance burden is a major challenge for global businesses of all sizes and 70% are unable to meet it



Severe penalties for non-compliance are being introduced

Why now?

The ESG reporting landscape is rapidly changing and the need for a global holistic solution is greater than ever:



New global regulations are being introduced, mandating ESG disclosures (CSRD in Europe 2024)



Growing demand for ESG data and insights by stakeholders



Companies are under increasing pressure to report on their ESG performance, regardless of their size or location



ESG/Impact investing is a growing trend with increased potential for companies that are seen as leaders



Risks of non-compliance are severe and increasing



Consumers and investors are increasingly considering ESG factors when making decisions about where to spend their money putting pressure on companies to improve their ESG performance



Rapidly growing market



An investor deck for an an online health and wellness community.

Based on the brand guidelines we designed a 20-page investor deck template in PPT which could be amended and adapted to meet the needs of the company.

INVESTOR DECK | TEMPLATE DESIGN | WELLNESS

GOLDSTER
THE BEST SOLUTION FOR YEARS

**HELPING 100
MILLION
PEOPLE AGE WELL
IN 10 YEARS**



GOLDSTER
THE BEST SOLUTION FOR YEARS

EXECUTIVE SUMMARY

1. TRACK RECORD

20+ years record, driven by a **commercially led** team of clinical researchers, social workers, physicians, using demand to create new innovations in Community Healthcare, UK, China, Singapore. Leading up to the development of a **systematic approach to healthy ageing** for individuals and populations, SWP, a large grid of evidence & data on activities & benefits.

2. GOLDSTER

Launched 2021 - **an online platform** that provides 12+ hours/day of **live social quality wellness** gaining fast traction with personalised streams, attracting customers through targeted marketing around activities people "Like". Goldster uniquely addresses "Needs" by programmes of personalised wellness activities for people to receive benefits, physical, cognitive & emotional, **building deep data** continually on outcomes.

3. EXPLOITS

A persistent marketing opportunity. The cost of accessing & engaging older populations on activities they like is extremely low, through B2C or B2B, as the low intrinsic value in most competitive wellness offerings means they are hugely underserved. Goldster uses this marketing opportunity to find people and pull them into their personalised wellness club.

4. DRIVES

A fundamental arbitrage. A **scale data driven clinical approach** to people's wellness creates trust, and hence big deep fine resolution data on healthy ageing, **driving the creation of wearable applications** with true utility, that has a large in-house market to launch into.

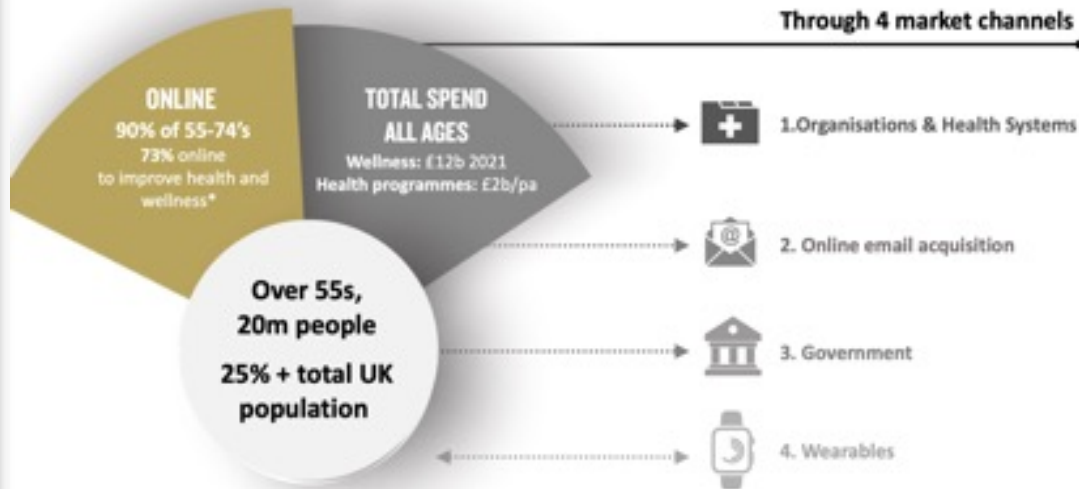
5. DEMAND

This data set is completely unique and has **powerful applications for consumers & organisations.** Health systems, insurers, governments all want a precise personalised wellness solution that keeps populations well. The solution needs to build engagement & adherence, by giving people the wellness they want, when they want.

TARGET MARKETS

GOLDSTER
THE BEST SOLUTION FOR YEARS

Through 4 market channels



MARKET OPPORTUNITY

GOLDSTER
THE BEST SOLUTION FOR YEARS

DEMOGRAPHIC CHALLENGE

60% of over 55s have multiple chronic conditions

Health systems unable to cope with future demand

Covid restricts socialisation, a key driver in healthy ageing

Loneliness, depression, dementia

WELLNESS TREND

Majority are online and just beginning to purchase wellness

Older people taking up wearables

PROBLEMS INTO OPPORTUNITIES

Relative to health, evidence base on wellness is poor - c. 10,000 RCTs on activities globally

Fragmented industry

Accessibility, cost, quality and trust issues

Limited actionable information from wearables

M O R R O W
S O D A L I

**Proxy advisors Morrow Sodali
asked us to help launch their ESG
consultancy service in the UK.**

As part of the campaign, we also produced a brand template which was initially put to work in developing a sales presentation deck for the new service.

ESG | THOUGHT LEADERSHIP | BRAND TEMPLATES

IT'S TIME FOR A NEW APPROACH TO MEASURING SOCIAL IMPACT



CONTENTS

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08	Competitive advantage	15	Contact



WHY SOCIAL IMPACT?

01

Value versus impact

The conversation is shifting from talking about social value – which can be experienced differently by each individual affected – to social impact – which is the measurement of outcomes more broadly. Morrow Sodali is unique in being able to offer a standardised framework that ascribes monetary value to social outcomes. In the absence of a recognised standard, the framework has been built on best practice in public sector procurement.

WHY DOES IT MATTER?

02

Shift the mindset, Own the narrative

Moving from managing risk to creating opportunity. Social impact, when approached strategically, delivers a competitive advantage.

Pro-actively looking for ways to embed social impact to the business model creates competitive difference and allows companies to control the narrative.

EXPERT VIEW



One of the things that is perhaps least mature in social impact reporting is a **consistent framework**

Mark Babington, Executive Director, Regulatory Standards, Financial Reporting Council, speaking at the Morrow Sodali panel event, *Are we being anti-social?*

WEB PRODUCTION & **DIGITAL**

Developing a new website.

We began our engagement with the team with a workshop to help inform the user journey through the website. This was important because of the dual purpose of the site as both a training provider and an information hub.

We designed a new look and feel with Heidelberg creating a strong sense of place and accentuating the links with the university. We worked on the copy and Search Engine Optimisation to ensure that the new website could be easily found by its target audiences.

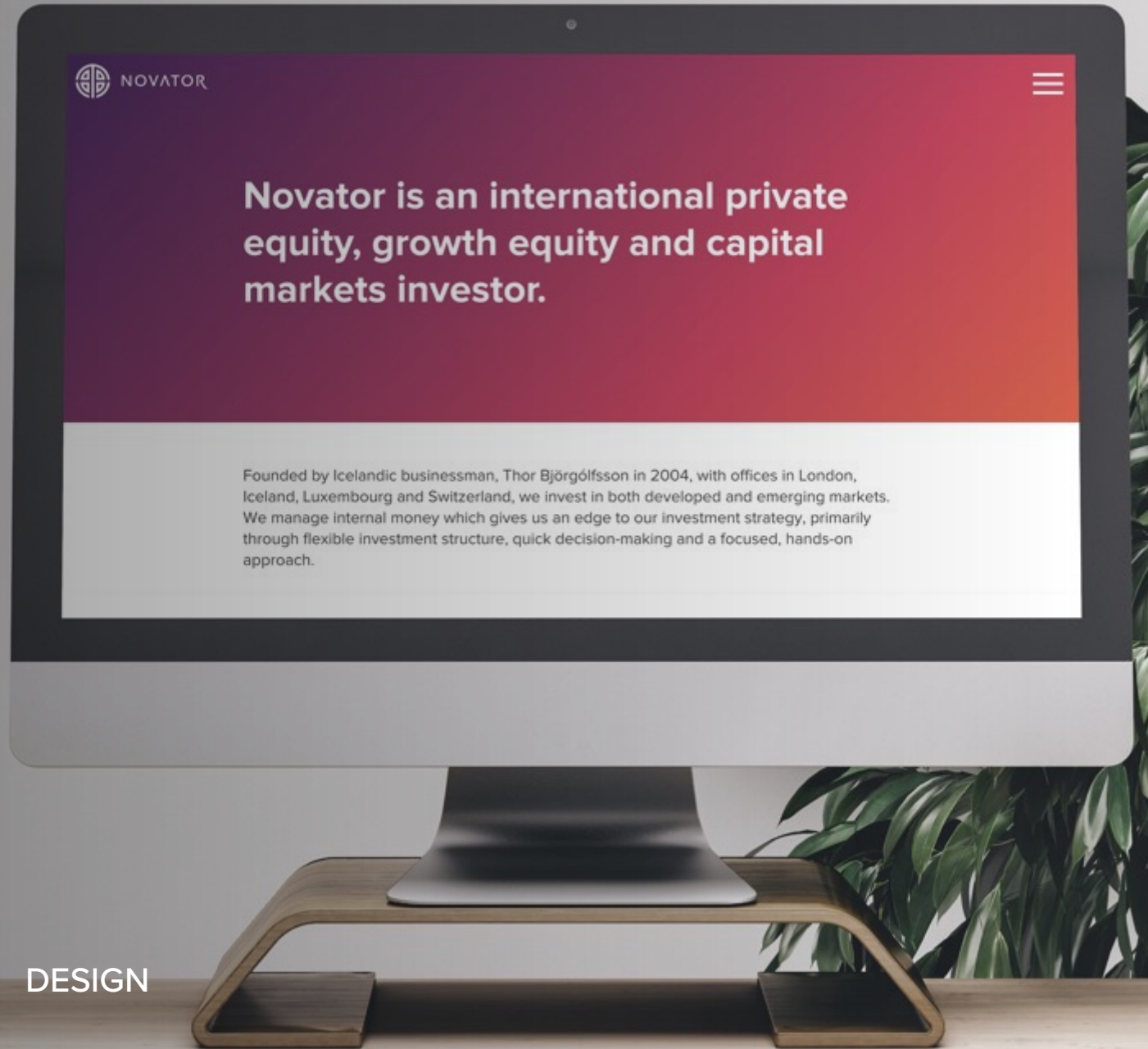




When the VC firm Novator Partners wanted to refresh its website to showcase its investment thesis, track record, portfolio companies and their progress, we created a simple, elegant user interface.

The website was developed to make it easy to update, so that each time there is news to share, the comms team can upload new content. As well as developing the web site, and helping ensure it is always up-to-date, we also provide ongoing maintenance and security services to optimize performance.

WEB PRODUCTION | VENTURE CAPITAL | DESIGN





We helped the founders of an early stage biotech research company to get ready to go to market with a new logo and a website.

The founders already had a name, but wanted a distinctive logo that would help them stand out in a fast moving sector.

The first thing we applied the logo to was a website. To support copy development, our strategy team had run a messaging workshop which helped identify and hone how Curadh would talk about itself and its mission.



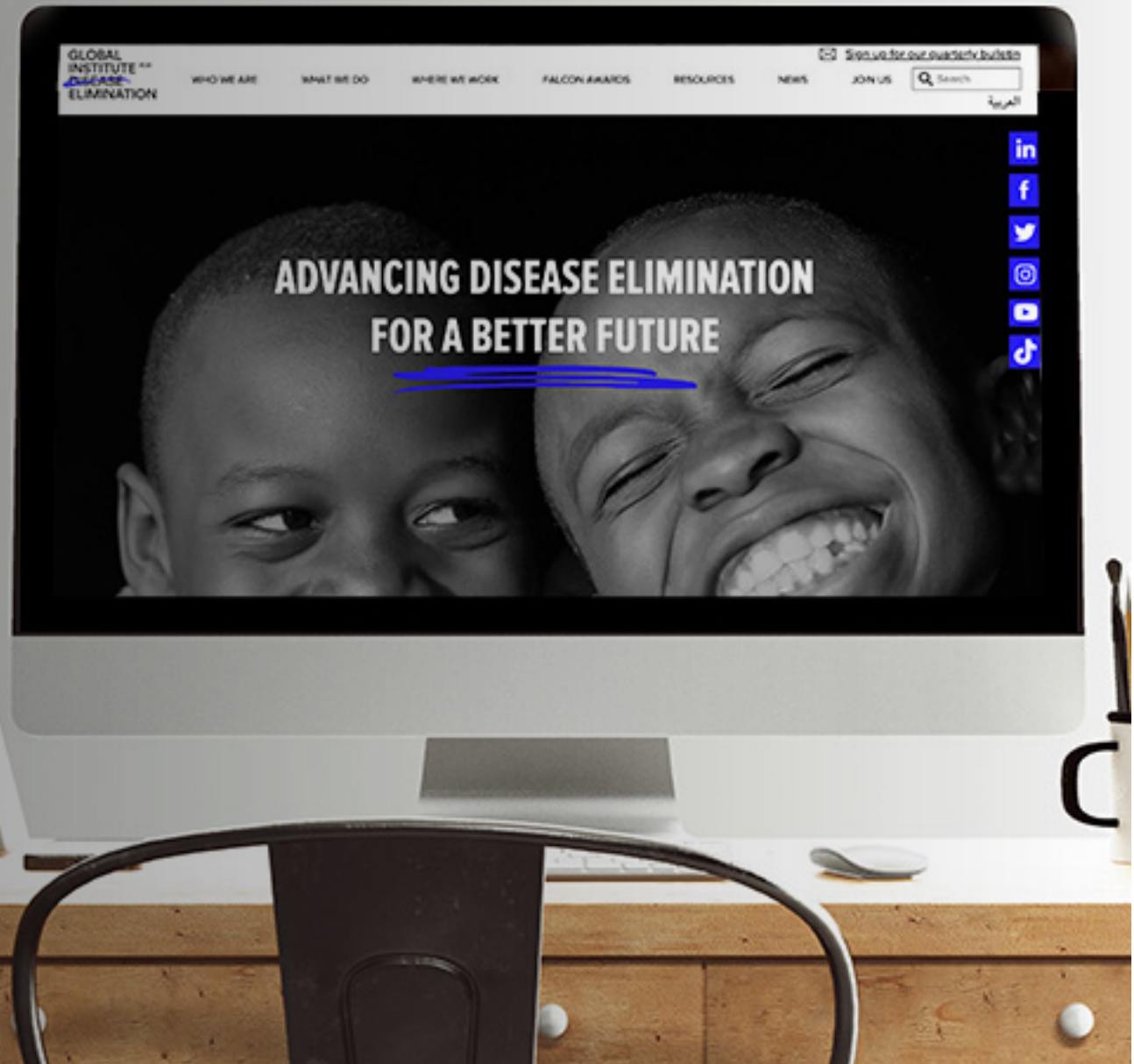
WEB PRODUCTION | BIOTECH | VISUAL BRAND

WEB PRODUCTION: CURADH

with creative

Website redesign, development, launch and day-to-day running.

We redesigned GLIDE's website with the finished product being a sleek and dynamic site which accurately depicts GLIDE's areas of work, partnerships and programmes, whilst also acting as an online resource for global health professionals. Following the launch in June 2021, users and page views to the website rose by 158% and 229% respectively. We were also engaged to develop and launch an Arabic microsite to further increase GLIDE's exposure in the Middle East. As part of our day-to-day activities, Gong was responsible for managing the ongoing SEO efforts to increase exposure and engagement of GLIDE among its target audiences.

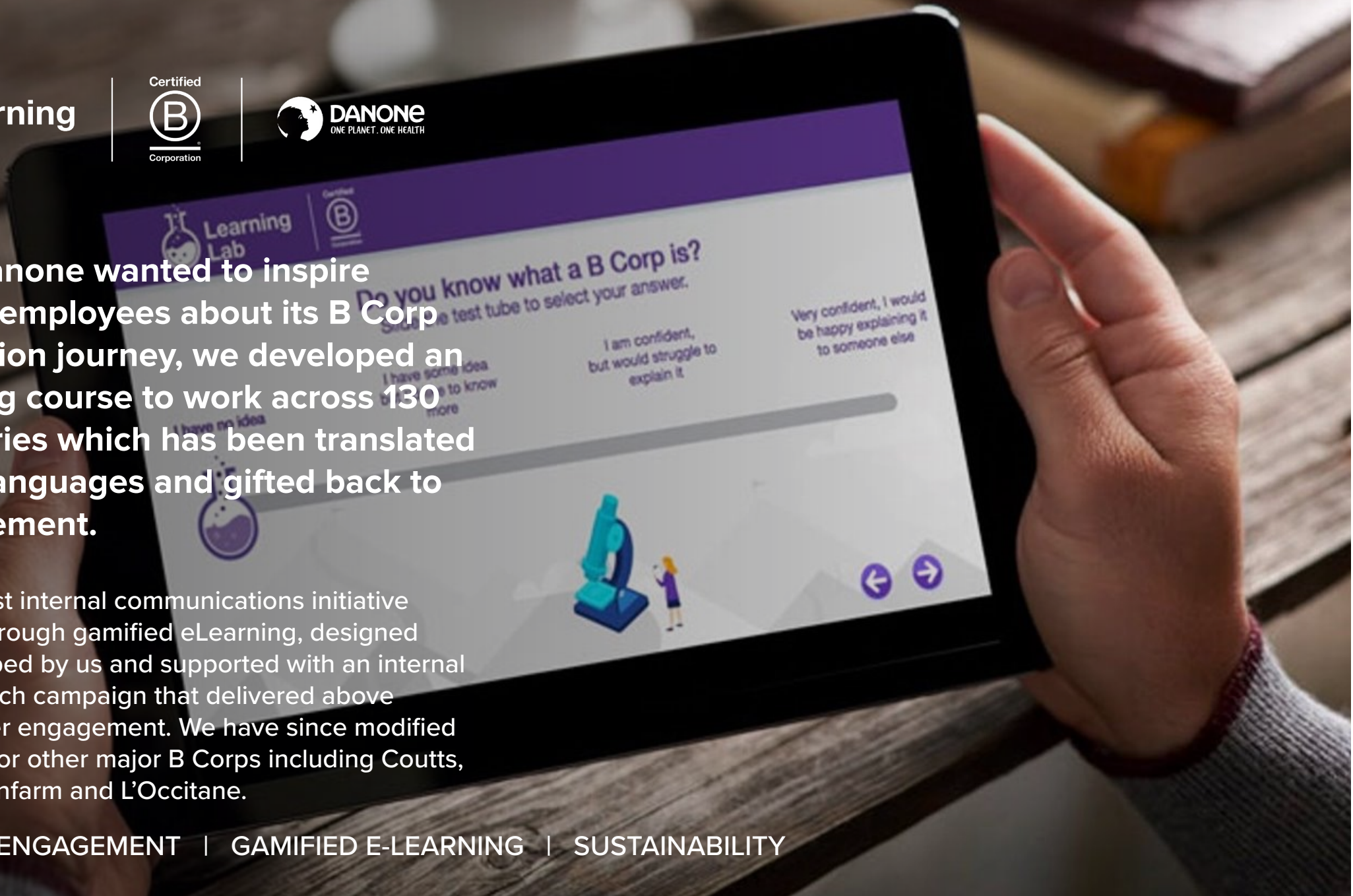




When Danone wanted to inspire 100,000 employees about its B Corp certification journey, we developed an eLearning course to work across 130 subsidiaries which has been translated into 23 languages and gifted back to the movement.

A mobile-first internal communications initiative delivered through gamified eLearning, designed and developed by us and supported with an internal comms launch campaign that delivered above average user engagement. We have since modified the course for other major B Corps including Coutts, Bonduelle, infarm and L'Occitane.

INTERNAL ENGAGEMENT | GAMIFIED E-LEARNING | SUSTAINABILITY





MARKETING **ASSETS**

Ngong Road Forest

Fundraising brochure to secure funds for forest in Nairobi.

We created an eye-catching fundraising brochure to help secure funds for Ngong Road Forest in Nairobi.

Rough sketch style drawings and organic textures illustrated the vital points within the brochure.

BROCHURE DESIGN | FUNDRAISING | SUSTAINABILITY

DIRECT EMPLOYMENT

At present approximately 37 people are employed in the forest. This is an insufficient number to patrol and staff a forest of this size, as security measures are introduced and ecotourism activities grow, the direct employment figure will rise, with associated salary costs.

The rangers currently working in Ngong Road Forest are primarily guards; in time their role will grow and they will be joined by local scouts drawn from residents of Muitalini and Kibera. These rangers and scouts will be trained in different aspects of forest management, visitor guiding and hospitality as well as security, fire prevention and firefighting. One idea is to introduce rangers on horseback in a low-impact way; were this approach to be adopted the rangers would also be trained in horseriding and care of the horses and equipment.

INDIRECT EMPLOYMENT

The forest itself can sustain livelihoods in a sustained and pre-planned manner. Small scale commercial activities in allocated areas and within the plantations zones could include:

- Timber products - for example, controlled Muhugu growing for wood carving, or collection of forest leaf and wood litter to make briquettes
- Non-timber products - collection of fruits, herbs and other medicinal plant nurseries
- Beekeeping and other activities

THE ROLE OF WOMEN

Women living in the slum communities are already involved on a very small scale in commercial activities within the forest. Traditionally, these women collect wood to make into briquettes. A new idea has been the introduction of beekeeping; currently about 20 women work as beekeepers and their honey is sold as Ngong Road Forest Honey. This scheme could be extended so that the women themselves form a co-operative and sell the honey on middle terms, rather than relying on middle men. In this way the Ngong Road Forest becomes a vehicle for women to organise themselves as social entrepreneurs. Similar co-ops could be formed for medicinal herbs or nurseries (see Treepreneurs example). In this way, the livelihood of the local women is tied to the protection of a healthy, productive forest environment; through their business activities they become advocates for a sustainable future for the forest.





GREEN SPACE & THE CITY

A plan to conserve Nairobi's Ngong Road Forest

DIRECT EMPLOYMENT

At present approximately 37 people are employed in the forest. This is an insufficient number to patrol such vast areas of this size, as security measures are introduced and ecotourism figures will grow, with associated salary costs.

The rangers currently working in Ngong Road Forest are primarily drawn from their role will grow and they will be joined by local scouts drawn from residents of Mutitu and Kibera. These scouts are expected to be trained in differentiating between forest management, visitor education and security. The idea is to provide protection to the forest in a low-cost and sustainable way. The approach to provide protection to the forest in a low-cost and sustainable way. The approach to provide protection to the forest in a low-cost and sustainable way.

INDIRECT EMPLOYMENT

The forest itself can sustain livelihoods in a sustained and pre-planned manner. Small-scale commercial activities in allocated areas and within the plantation zones could include:

- Timber products - for example, controlled logging, growing for wood collection or collection of forest and agricultural waste to make briquettes
- Non-timber products - collection of wild fruits, herbs and other medicinal plants, also plant nurseries
- Beekeeping, butterfly farming and selling
- Bird watching/animal watching guides



Figure 6: Testing the new briquette making machine

THE TREE-PIONEERS - LEARNING FROM A SOUTH AFRICAN EXAMPLE

The 'Tree-pioneers' 'Tree for Life' programme was established by the Department of Forestry in South Africa to help people plant trees in their own backyards. The programme was successful in planting over 100 million trees in the country. The programme was successful in planting over 100 million trees in the country. The programme was successful in planting over 100 million trees in the country.



WHAT HAPPENS NEXT?

The fundraising campaign in support of the two-stage plan has a finite end. Its aim is to help set Section 4 of the Ngong Road Forest to a point in 2-5 years where it becomes self-sustaining and able to support its own future. The size of Section 4 means if these efforts are a success in this segment, the rest of the forest should follow.

ACTIS: A FOUNDER SPONSOR

Actis is a private equity firm investing in the emerging markets. Its CIO heritage and current investment portfolio means over the years it has forged a strong track record of backing Kenyan businesses.

Nairobi Business Park, an Actis development, is located beside the Ngong Road Forest and the staff at Actis understand the day-to-day challenges of the forest. As Michael Turner, Managing Director of Actis East Africa of the forest, remarks: "We only have to look out of the windows of Nairobi Business Park to see the current state of the forest and to see the potential as a safe space for the citizens of Nairobi. We hope other corporates and interested parties will join us in this plan and conserve something which is in danger of being lost forever."



ABOUT THE NRFA

In the past, different parts of the Ngong Road Forest have been managed by the most different community associations, the most of which has been the Ngong Road Forest Sanctuary Trust which established a set of popular nature trails and the highly respected, Inna Lodges Education Centre. In response to the 2005 Forest Act, a Community Forest Association was established called the Ngong Road Forest Association (NRFA). NRFA recently partnered with the Ngong Road Forest Sanctuary Trust. Implementation of the plan to save the Ngong Road Forest is being led by the NRFA, in partnership with the Kenya Forest Service (KFS).

UNTIL NOW THERE HAVE BEEN AD HOC ATTEMPTS TO IMPROVE CONDITIONS IN THE NGONG ROAD FOREST. THE SCALE OF THE CURRENT THREAT MEANS A MORE CONCERTED AND WIDE-SCALE PLAN IS REQUIRED.

THE PLAN TO SAVE THE NGONG ROAD FOREST CONSTITUTES TWO STAGES.

STAGE 1

Forest security & basic infrastructure. End the violent, criminal activity currently plaguing the forest by establishing a secure perimeter fence and by implementing basic farm security measures.

STAGE 2

Set up community and visitor activities. Establish Ngong Road Forest as a going concern by implementing four self-sustaining public programmes:

- i. Environmental conservation
- ii. Community engagement & employment
- iii. Education
- iv. Recreation



GREEN SPACE & THE CITY

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Going beyond to protect global ecosystems.

AXA IM are committed to protecting ecosystems and acting on biodiversity loss. Their journey began in the 1980s, over four decades ago. Today they own and responsibly manage over 84,000 hectares of certified forests worldwide.

AXA IM asked Wilful Creative to create an evergreen asset showcasing key biodiversity milestones. This graphic was added to the website and converted into social assets to share on various platforms.

Biodiversity in action: going beyond to protect global ecosystems

Alongside our parent, AXA Group, we are committed to protecting ecosystems and acting on biodiversity loss. As an asset manager, there are two key ways we feel we can make a difference; by **consciously channelling capital** to companies or assets helping to **protect ecosystems and biodiversity loss**, and in our **stewardship activities** – where we wield our influence as active shareholders to ensure biodiversity concerns are addressed. However at AXA IM, we are **committed to going beyond** what is expected of us, to help overcome the world's sustainability problems.



Policy and stewardship

We use our influence as an asset manager, applying exclusion policies that are continuously updated to guide what we can and cannot invest in. As active shareholders our engagement and stewardship activities help to ensure biodiversity concerns are addressed.



Channelling capital

We invest for what matters, create biodiversity strategies for clients that consciously channel capital to companies or assets helping to protect ecosystems and restore biodiversity.



Acting with others

2019

July

Launch of **Impact Investing Climate & Biodiversity Strategy**

2014

December

Implements **palm oil exclusion policy**

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Our biodiversity journey began in the 1980s, over four decades ago. Today, we see and measure progress via **14 key milestones** of our biodiversity milestones.

Our biodiversity journey is detailed in the timeline below.

- 2019**
 - July** Launch of **Impact Investing Climate & Biodiversity Strategy**
- 2020**
 - November** Publish **Research and guidance for sustainable timber use & job-creation**
 - January** Launch of **Biodiversity Pledge**, creating working group on biodiversity impact metrics
 - July** Invests in **ClimateSEED**, a platform facilitating carbon avoidance and sequestration via nature-based projects
- 2021**
 - December** 100% of managed forests achieve **PEFC or FSC certification**
 - October** Inaugural **AXA IM Research Award** recognises a **Biomass & Biodiversity project**
 - September** Takes a stake in **Iceberg Data Lab**, which provides biodiversity impact measurement tool for investors
 - July** Launch of biodiversity engagement programme informed by **Carbon Disclosure Project & WWF collaboration**
 - June** Invests in **ClimateSEED**, a platform facilitating carbon avoidance and sequestration via nature-based projects
 - February** Publish **the guidance for Biodiversity Pledge**, creating working group on biodiversity impact metrics
 - February** Extends **palm oil exclusion policy** to Ecosystem Protection and Deforestation Policy
- 2022**
 - December** 100% of managed forests achieve **PEFC or FSC certification**
 - October** Inaugural **AXA IM Research Award** recognises a **Biomass & Biodiversity project**
 - September** Takes a stake in **Iceberg Data Lab**, which provides biodiversity impact measurement tool for investors
 - September** Launch of biodiversity engagement programme informed by **Carbon Disclosure Project & WWF collaboration**
 - July** Invests in **ClimateSEED**, a platform facilitating carbon avoidance and sequestration via nature-based projects
 - June** Commits to biodiversity **footprint for Core funds**
 - April** Launch of **biodiversity strategy**, part of ACT range
 - February** Partners with **ENBIE & The Shared Wood Company**
- Today**
 - October** Becomes a launch investor of the **Nature Action 100+** group, a collaborative biodiversity engagement initiative
 - September** Launches **'AXA Forests for Good'** with AXA Group
 - September** Launches **Biodiversity strategy** in the form of an Active ETF
 - September** Launches a **Natural Capital strategy** as part of AXA Group commitment to Forestry Protection
 - June** Commits to biodiversity **footprint for Core funds**
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Marketing assets for residential property developer in Kenya.

Mi Vida, which means 'my life' in Spanish, is a Kenyan residential property developer. A joint venture between Actis, a leading growth markets investor and Shapoorji Pallonji Real Estate (SPRE), the real estate arm of one of India's largest conglomerates, Mi Vida was created to address the shortage of quality middle income housing in Kenya.

We have created various pieces of marketing collateral to promote Mi Vida's first project in Nairobi.



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