The data in this report is based on income to Long Run Works Ltd (trading as Stronger Stories) 2019-2020.
THIS YEAR WE HAVE HELPED CREATE:

1024 GOOD IDEAS WITH STRONGER STORIES

629 PURPOSEFUL STORY ACTIVISTS
For us, stories are the cornerstone of change. It can be a single story that’s inspiring someone to do something different. It could be thousands of stories aligning to challenge a narrative that shaped our beliefs, behaviour and culture.

2020 has shown us again and again, and in the starkest terms, that story can be both the biggest accelerator and greatest barrier of change. When we need to, we can act decisively together, buying into a story of collective action for the benefit of us all. It’s also revealed how deeply entrenched the narratives are that underpin our broken systems and are responsible for gross racial, social, economic and environmental injustices.

We’re stubbornly optimistic about the radical transformations that have to take place over the next decade. We wholeheartedly believe in the powers of creativity, empathy and cooperation that we have evolved as a species. This is why we want more voices and ideas to be heard, and why our particular mission is to help democratise storytelling power.
In 2020, we did this by:

- Launching an online story accelerator to help people with good ideas, find the right story.
- Creating a digital story catalogue to capture, share and learn from stories about change.
- Providing story-as-strategy consultancy to help organisations inspire and equip people for change.

Change comes in many forms; from a collective awakening to a groundswell of demand, or from the push of necessity to a pull of new opportunity. We believe that change needs to come from many places, from actors within the old systems as well as the champions of revolution and renewal.

Our client disclosure report represents our journey in 2020. How we’ve helped people and organisations - by developing their know-how and bringing in new voices - find new ways to use their story to make positive change.

From the Stronger Stories team
OUR MISSION IS TO DEMOCRATISE STORYTELLING POWER, WITH LOVE, TO HELP DELIVER ENVIRONMENTAL, SOCIAL AND ECONOMIC JUSTICE.
ABOUT STRONGER STORIES

As a social enterprise, we use 100% of our profits to find ways for storytelling power to be shared more fairly through digital learning, tools and events.

We do this by thinking about how we can:

HELP PEOPLE TELL A STRONGER STORY
HELP PEOPLE BECOME STRONGER STORYTELLERS
HELP PEOPLE CREATE STRONGER STORY SYSTEMS
Our support is focussed on seven areas of systems and culture change:

STRONGER
CLEAN GROWTH ACCESS TO EDUCATION
NATURE AND BIODIVERSITY RESILIENT
COMMUNITIES HEALTH AND WELLBEING
SUSTAINABLE LIFESTYLES DIVERSITY AND INCLUSION
STORIES
ETHICAL CLIENT CRITERIA

We carefully consider the organisations we work with by using three key questions as a filter:

1. **Do they work within the seven culture change areas we believe are needed to deliver on the UN Sustainable Development Goals?**

2. **Could they have a potential impact at a systems change level, with the ambition for a just transition?**

3. **By living our values, can we help them use their storytelling power to make a difference in the race to shape a better world?**

All new business opportunities are openly discussed between all members of the team, to ensure transparent and inclusive decision-making against our client criteria. We also ensure the same process is upheld when entering into new supplier relationships.

Everyone at Stronger Stories use our behaviours to guide the way we work with each other, and how we advise and challenge our clients and suppliers. By living our behaviours, we’re proud to have been awarded The Blueprint diversity mark in recognition of our work supporting social, economic and environmental justice. We will continue to fearlessly challenge and dismantle structural racial inequality anywhere and everywhere we see it.
2019–2020 Revenue by...

**Organisation Type**
- 17.5% Government Departments
- 26.1% NGOs
- 12.9% IGOs
- 31% Ltd Companies
- 12.5% Charities, Foundations & Trusts

**Sector Type**
- 18.5% Nature and Biodiversity
- 2.3% Manufacturing and Materials (Clean Growth)
- 11.8% Energy (Clean Growth)
- 19.5% Construction (Clean Growth)
- 26.8% R&D and Innovation
- 18.5% Education and Skills
- 0.9% Research and Publishing
- 0.9% Health
- 0.4% Water (Sustainability)
- 0.4% Agriculture (Sustainability)
Our work

The 7 largest briefs we worked on in 2020

Accelerating net-zero stories and collaborations

We ran an overseas entrepreneur mission and story acceleration programme with the UK’s innovation agency, for some of the UK’s most exciting and promising early stage clean growth startups.

- CLEAN GROWTH
- SUSTAINABLE LIFESTYLES

Innovating for COVID-19 resilience

Funded by the UK’s innovation agency, we created a Story School for entrepreneurs, from community arts to manufacturing and healthcare, with innovative products and services developed in response to COVID-19. This helped them build their profiles, win customers and secure funding with exciting visions of a post-COVID future.

- CLEAN GROWTH
- ACCESS TO EDUCATION
- RESILIENT COMMUNITIES
- HEALTH & WELLBEING
- DIVERSITY AND INCLUSION
Nature at the heart of the human development story

With a global intergovernmental development network, we revealed new ways to place nature at the heart of the human development story, and contribute to a post-COVID green recovery narrative.

- NATURE & BIODIVERSITY
- SUSTAINABLE LIFESTYLES
- RESILIENT COMMUNITIES
- HEALTH & WELLBEING

Cascading change in the construction sector

We worked with the UK’s research and innovation department, using story-as-strategy to showcase change in the construction sector by capturing and sharing stories about the social, environmental and economic impact of low carbon innovation, using our digital story catalogue.

- CLEAN GROWTH
- SUSTAINABLE LIFESTYLES

Creating a mobilisation narrative

With a global network empowering citizens, cities, companies and countries to become stewards of climate, water, biodiversity, ocean, and land; we created a mobilisation narrative to encourage stakeholders to call for action and systems change by adopting science-based targets.

- NATURE & BIODIVERSITY
- SUSTAINABLE LIFESTYLES

Transforming energy systems

In collaboration with a world-leading innovation centre specialising in transforming energy systems, we ran a series of story accelerator programmes to improve the storytelling skills and confidence of engineer, scientist and technologist-founder CEOs.

- CLEAN GROWTH
- SUSTAINABLE LIFESTYLES

Placing innovative sustainable infrastructure at the centre of their story

We worked with a global engineering and construction company to develop their innovative sustainable infrastructure story, after they signed up to the United Nations Global Compact. We equipped them with the skills and tools to have more impactful conversations with their clients about how to achieve their sustainability goals together.

- CLEAN GROWTH
- NATURE & BIODIVERSITY
# CONTROVERSIAL SECTORS & CLIMATE CONFLICTS

## Percentage of revenue from clients involved in controversial sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coal</td>
<td>0%</td>
</tr>
<tr>
<td>Arms</td>
<td>0%</td>
</tr>
<tr>
<td>Non-Renewables</td>
<td>0%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>0%</td>
</tr>
<tr>
<td>Politics</td>
<td>0%</td>
</tr>
<tr>
<td>Religion</td>
<td>0%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>0%</td>
</tr>
<tr>
<td>Gambling</td>
<td>0%</td>
</tr>
</tbody>
</table>

## Percentage of revenue from clients involved in climate conflicts

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Renewables</td>
<td>0%</td>
</tr>
<tr>
<td>Private Cars</td>
<td>0%</td>
</tr>
<tr>
<td>Trucking &amp; Shipping</td>
<td>0%</td>
</tr>
<tr>
<td>Iron, Aluminium &amp; Steel</td>
<td>0%</td>
</tr>
<tr>
<td>Concrete &amp; Cement</td>
<td>6%*</td>
</tr>
<tr>
<td>Aviation</td>
<td>0%</td>
</tr>
<tr>
<td>Chemicals &amp; Petrochemicals</td>
<td>0%</td>
</tr>
<tr>
<td>Timber, Pulp &amp; Paper</td>
<td>0%</td>
</tr>
<tr>
<td>Meat &amp; Dairy</td>
<td>0%</td>
</tr>
<tr>
<td>Plastics</td>
<td>0%</td>
</tr>
</tbody>
</table>

*BRIEF ACCEPTED FROM CONCRETE & CEMENT CLIENT*

We worked with a global engineering and construction company to develop their innovative sustainable infrastructure story, after they signed up to the United Nations Global Compact. We equipped them with the skills and tools to have more impactful conversations with their clients about how to achieve their sustainability goals together. This is the only client we have worked with who directly impact any of the controversial sectors or climate conflicts.
This year we’ve been lucky enough to work with...

Consultancy Clients

[Logos of various consultancy clients]
STORY ACCELERATION PROGRAMME PARTICIPANTS

ACS Clothing
ACT Blade
ARR Rail Solutions Limited
Aceleron Energy
Advanced Infrastructure
Aerocare Aviation Services
AirEx
Airponix
Alchemie Technology
AmpX
Animal Vegetable Mineral
Aseptika
Atamate
Bankenergi
Bays Consulting
Blockdox
Boost Innovations
Bright Idea Education
CEPRO
Caretek Medical
Carnego Systems
City Science
Connected Response
Curtain Call
De-C02
Digital Engineering
draperBIOTECH
eClouds
EcoSync
Empiribox
Equiwatt
Extreme Low Energy
Feed Your Community
CIC
Fernhay
Grid Duck
Grid Edge
Hiiroc
Hydrolize
Intrinsic Energy
iPower Energy
LatchAid
Management Networking
MyPocketSkill
Naked Energy
Neuville Grid Data
Nudge Reality
Onorach Innovation
Plasma App
Pyrocore
Q-Bot
Ripple Energy
Rotaheat
SEAB
SERO
Sage Qualifications
Scene Connect
Seamach Energy
Senergy Innovations
Social Energy
SolarisKit
Stevenson Astrosat
Studio Victoria
Surple
Tekihealth Solutions
Tepeo
The Hub Company
The Shellworks Group
underthedoormat
VeeLoop
Ventine
WOMAD
Wananchi
Wondrwall
YoYu
YourTour
Zeigo

WORKSHOP BENEFICIARIES

1.5 Degrees Live
Archaeology Scotland
Assynt Wildlife
East Methil 50
Environmental Funders Network
Extinction Rebellion Scotland
Fife Coast and Countryside Trust
Friends of the Earth
Friends of the River Kelvin
Glasgow Repair Cafe
Granton Community Gardens
Kids Gone Wild
National Trust for Scotland
RSPB
Scottish Badgers
Scottish Communities Climate Action Network
Scottish Environment Link
Scottish Wildlife Trust
Summerhall
Surefoot
Sustaining Dunbar
Sustaining Kirriemuir
The Hidden Mill
The Royal Zoological Society of Scotland
Transition Edinburgh
Trees for Life
WWF
Woodland Trust
Stronger Stories give people the belief that they can make a difference in the race to shape a better world.

Help good ideas get heard

strongerstories.org
hello@strongerstories.org
@strongerstories