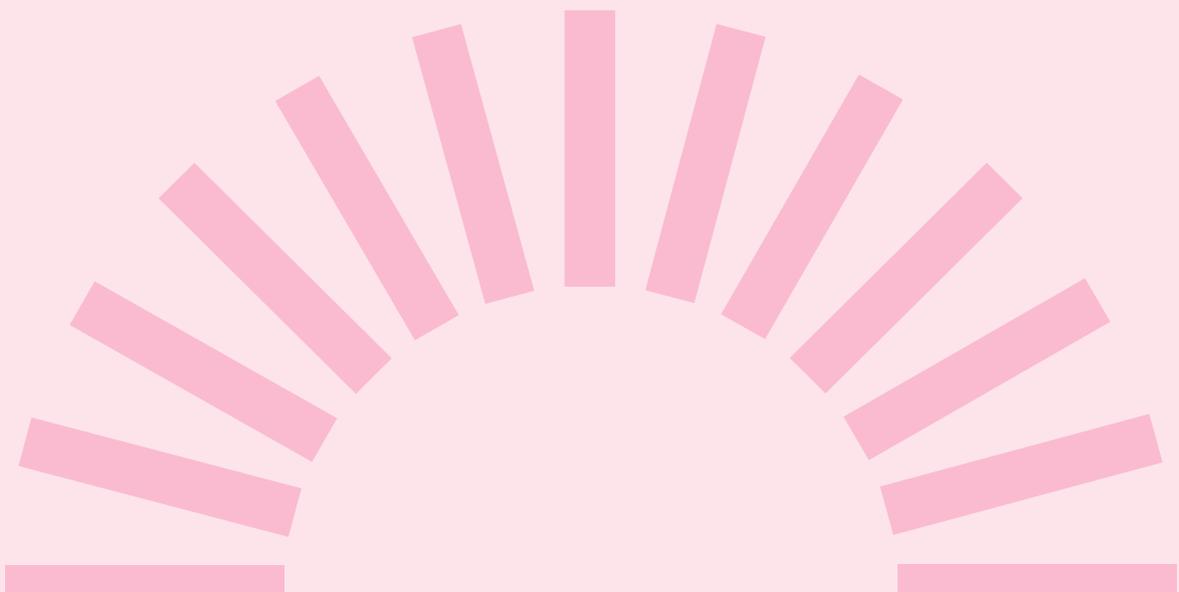




**Limelights**

Do Good Agency

# Impact Report



# Who are we? Limelights; the Do Good Agency.

When all parties are aligned to achieve the same purpose, an invisible energy is unleashed and flows through the veins of the whole organisation.  
We call this energy...

## Do Good Power

### Vision

We believe in Do Good Power, an unstoppable force generated by common cause.

### Mission Brand

To make every company on earth run on Do Good Power.

### Promises

We supercharge your Do Good Power. We spark results, turning insight into ideas. We are your best experience this year ;-)

In 2019, we contributed to different SDG's for clients, but as an agency we contributed to:



1.4 ton CO2 compensated = 100% of corporate traveling.



In 2019 we contributed to SDG's 4, quality education (4.7 to be precise) with our life long learning, and pro bono work opportunities. In the office we contribute to SDG 12: Ensure sustainable consumption and production patterns. Our company is located in a Sustainable Office with low footprint too.

### How do we make impact as limelights?

We believe that all companies have the power to change the world — the power to Do Good. Together, we can unlock that potential and accelerate positive impact!

### More taa-dow. less pooh-ha!!

Change only happens through less (big) talk and more (small) actions. Our philosophy is to cut the crap and work together on building the business case of doing good. We shoot straight, work fast, and have fun along the way. It starts with consumers and professionals investing their time, energy and skills in changing the world - together with these brands. We are skilled in activating and engaging these people for the GOOD projects of our clients.

## Impact Services:

# We help our clients to make positive impact

What we actually do can be divided into 3 different categories. We work according to several scientific methods, combined with our knowledge, experience and enthusiastic do good mindset!

- 1. We co-create ideas for positive change in energetic workshops and design sprints.**  
Based on the Design Thinking Methodology, we developed several workshops, co-creation sessions and a 5 week design sprint, to help our clients make a positive impact. We use human based approaches such as Employee & Customer Journey Mapping and the SUE Influence Framework.
- 2. We develop impactful communication strategies, identities, formats and campaigns.**  
Every client has different needs and asks. Therefore, we customize our way of working. For setting up the strategy we make use of the Strategic Communication Framework, and internally we mainly look at employee engagement. We translate this into strong visual identities, formats and communication campaigns.
- 3. We create original content: videos, animated videos, GIFs, infographics and more ...**  
To really reach the target group and make them experience what doing good means, it is important to communicate in an aligned way. Therefore we create content in line with the strategy and campaigns, making use of the Hero, Hub and Hygiene model by making a content calendar.



**Clients:**

# The work we do for our clients, help them to make positive impact

**We co-create ideas for positive change in energetic workshops and design sprints. We are proud that more than 60% of our work in 2019 can be considered Do Good Work.**

In 2019 we helped 24 clients with their communication strategies in order to make a positive impact in the world. With every project, we challenge ourselves to answer the following questions positively:

**1.** Is the higher goal of the client's brief related to the Sustainable Development Goals (= GOOD projects)?

**2.** Is the scope of our work focused on activating employees/ consumers for GOOD Projects of the client?

18 of the projects that we did, were Do Good projects within big corporate organizations, 6 of the total amount of Do Good projects were focused on helping NGO's and social enterprises, for these. client we work at a reduced rate and support with non-billable hours.

**We worked in five different themes:**

**Learning**

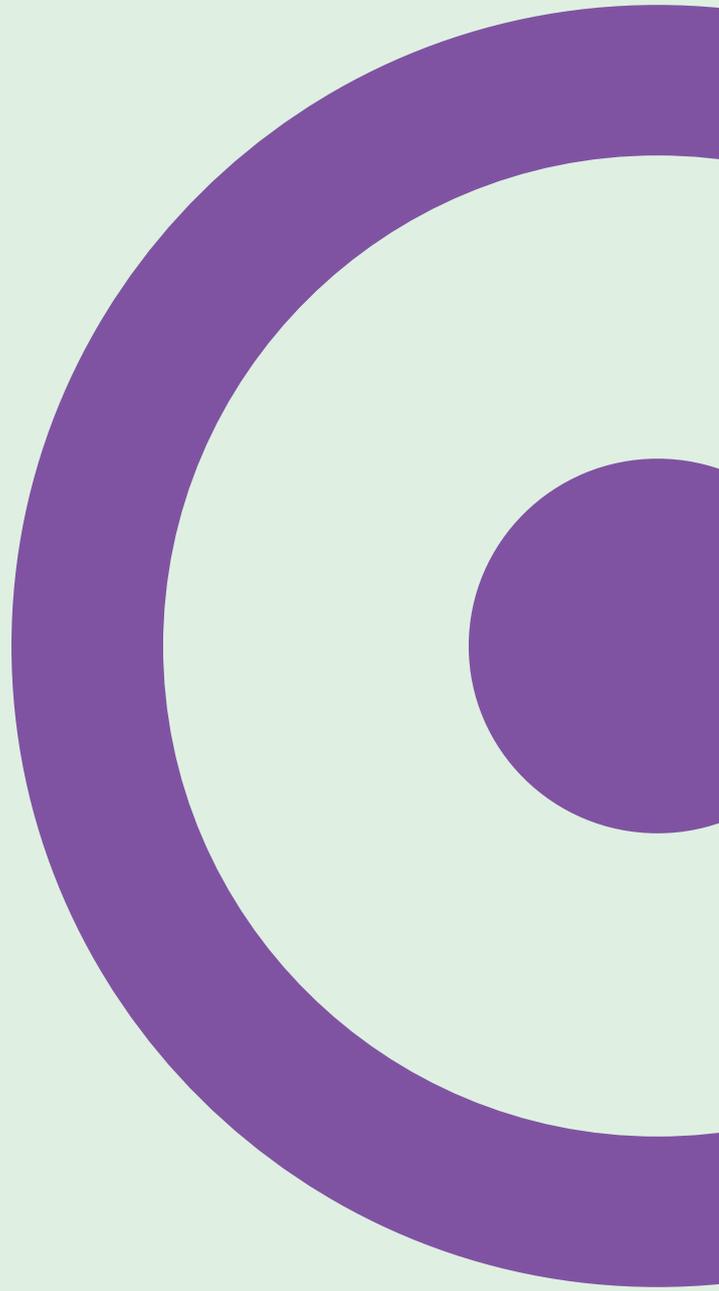
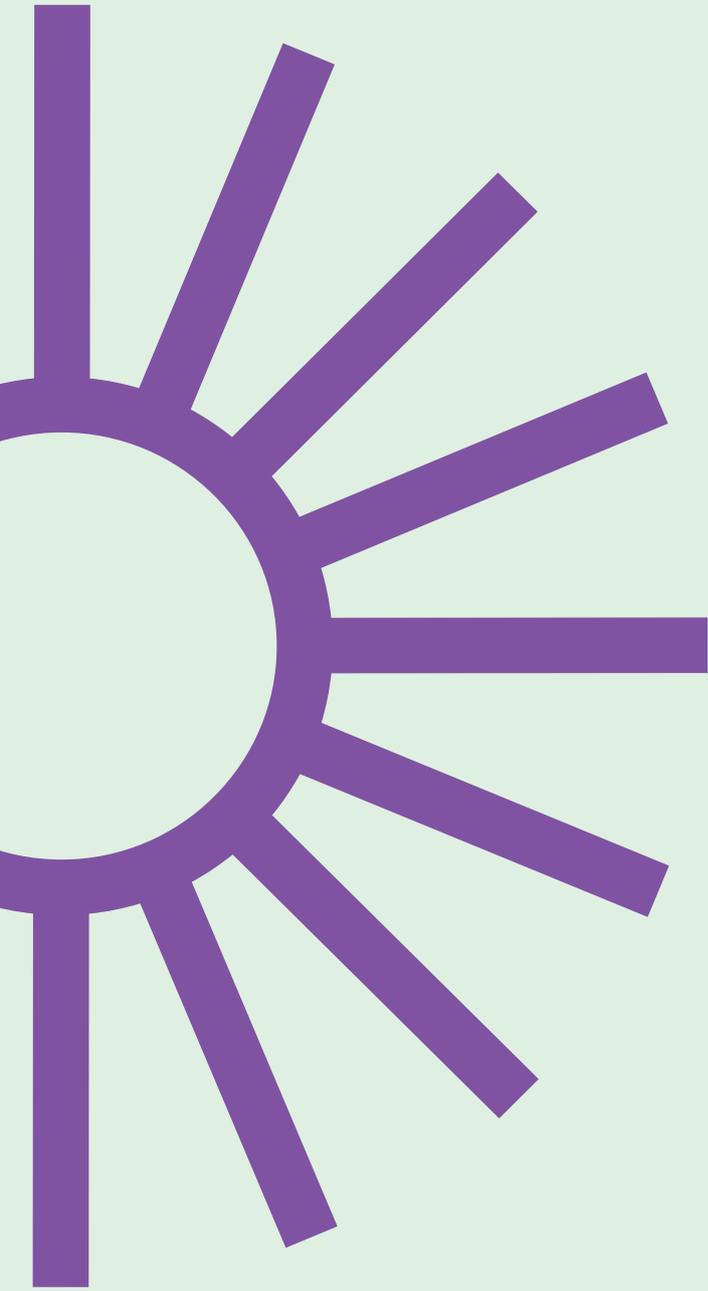
**Sustainability**

**Decent work**

**Societal impact**

**Corporate social responsibility**

# Clients Learning



# Learning Impact Case: Booking Discover Learning Platform

## Booking.com



In co-creation with Booking.com, we have set-up a recognizable style to launch their new learning platform. We created a visual identity and visual roll-out plan including toolkits for all of the different departments, who all have a different learning path in the platform.

The outcome is that all employees now have more online and offline opportunities for lifelong learning. With this project we contributed to Sustainable Development Goal 4 to ensure an inclusive and quality education for all and promote lifelong learning.

We measured the outcomes by setting goals in the beginning of the project and measuring it after three months.



### Actual Goal

**80%** Employees login within first 3 months.

**40%** Return visitors of those logging in

### Achived Goal

**93%** Employees login within first 3 months

**71%** Returning visitors

**Brief**

Create awareness around Manager development and create a peer-to-peer community

**Output**

- Video of different managers telling their story
- A social intranet community building plan
- Visual identity

**Outcome**

The awareness around how managers can develop within Booking improved. The community got their own visual identity, it became recognizable and the peer community is set-up with a content plan.

**Brief**

Help with how employees within Booking learn new skills; such as giving feedback and expectation management to create future skills they can use within their daily work life.

**Output**

- Co-creation session to set up the strategy
- Visual identity
- Roll-out of several communication campaigns
- Mapping the employee journey

**Outcome**

- 1 pager strategy 2019
- 3 videos
- 1 infographic roadmap
- 1 employee journey map

**Brief**

How can we engage employees more with all of the internal HR changes constantly happening?

**Output**

- 5 week sprint to set up:**
- Message house
  - Visual identity
  - Create communication tools (GIFS/Images)

**Outcome**

- Made daily working life of Booking employees easier
- Engaged employees around the changes

**Brief**

How can we engage employees to live our new company values

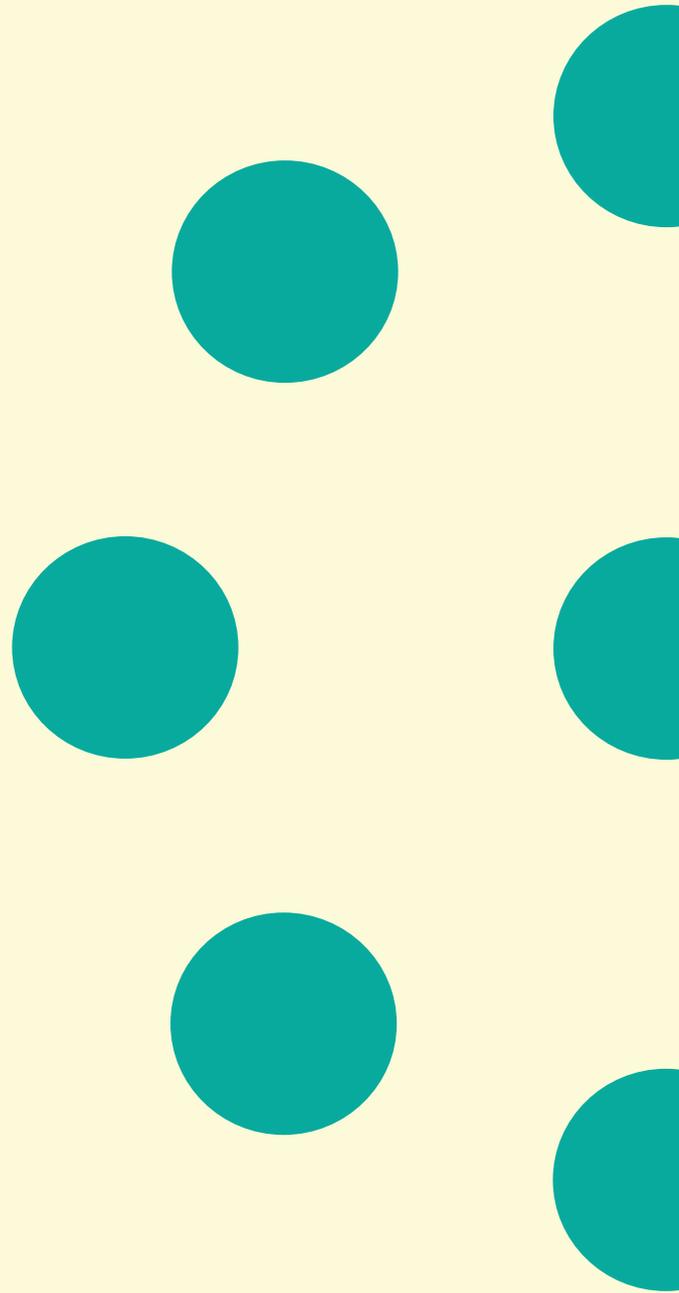
**Output**

Activation of the Booking Values by creating several communication materials. This was a long term project where we supported in the execution of it.

**Outcome**

- Brandbook
- Internal Activation materials
- Intranet
- Office screens
- Posters etc.
- 1 voxpop video

Clients  
**Sustainability**



# Sustainable Impact Case: Heineken International



Frontrunners from six countries (Belgium, Portugal, UK, Mexico, France and the Netherlands) came together in Amsterdam for a design sprint on circular plastic use at festivals. One challenge: “from bar to bin”.

We facilitated a design sprint with all of the international Heineken teams together and created a new visual identity.



WeMakeThe.City

We Make The City



**Brief**

Create awareness around Heineken and circularity at the WeMakeTheCity Amsterdam event.

**Output**

Facilitating a Lego Serious Play session with 20 participants from the government, various companies, and NGO’s in Amsterdam.

**Outcome**

Together with Heineken we supported awareness around circularity in the city of Amsterdam. This contributes to SDG 11 and 12, as well as the long term commitment of Heineken to help improve and create sustainable cities.

★ Heineken

Heineken NL brand circularity team



**Brief**

Heineken asked us to create an international 360 communication campaign around circularity and to facilitate a Design Sprint.

**Output**

- Workshops and co-creation sessions
- Communication framework
- Event execution consulting

**Outcome**

We gave them focus to make more impact on this important topic and helped them to really start with making long term commitments to circularity for the Heineken NL Brand.



**Brief**

Bluemovement asked us to set-up their communication and execution strategy for Q4 2019 / Q1 2020 with a focus on circularity.

**Output**

- One pager strategic plan with background document around all the choices we made
- Content Planning to start communicating the new strategy

**Outcome**

- Circularity became embedded in the corporate story.
- Increased communication on social platforms which leads to education on the benefits of leasing a washer/dryer vs. buying one.



**DMEC** | Dutch Marine Energy Center



**Brief**

Tasked with updating the branding and overall identity.

**Output**

Created new branding and identity to help increase recognition.

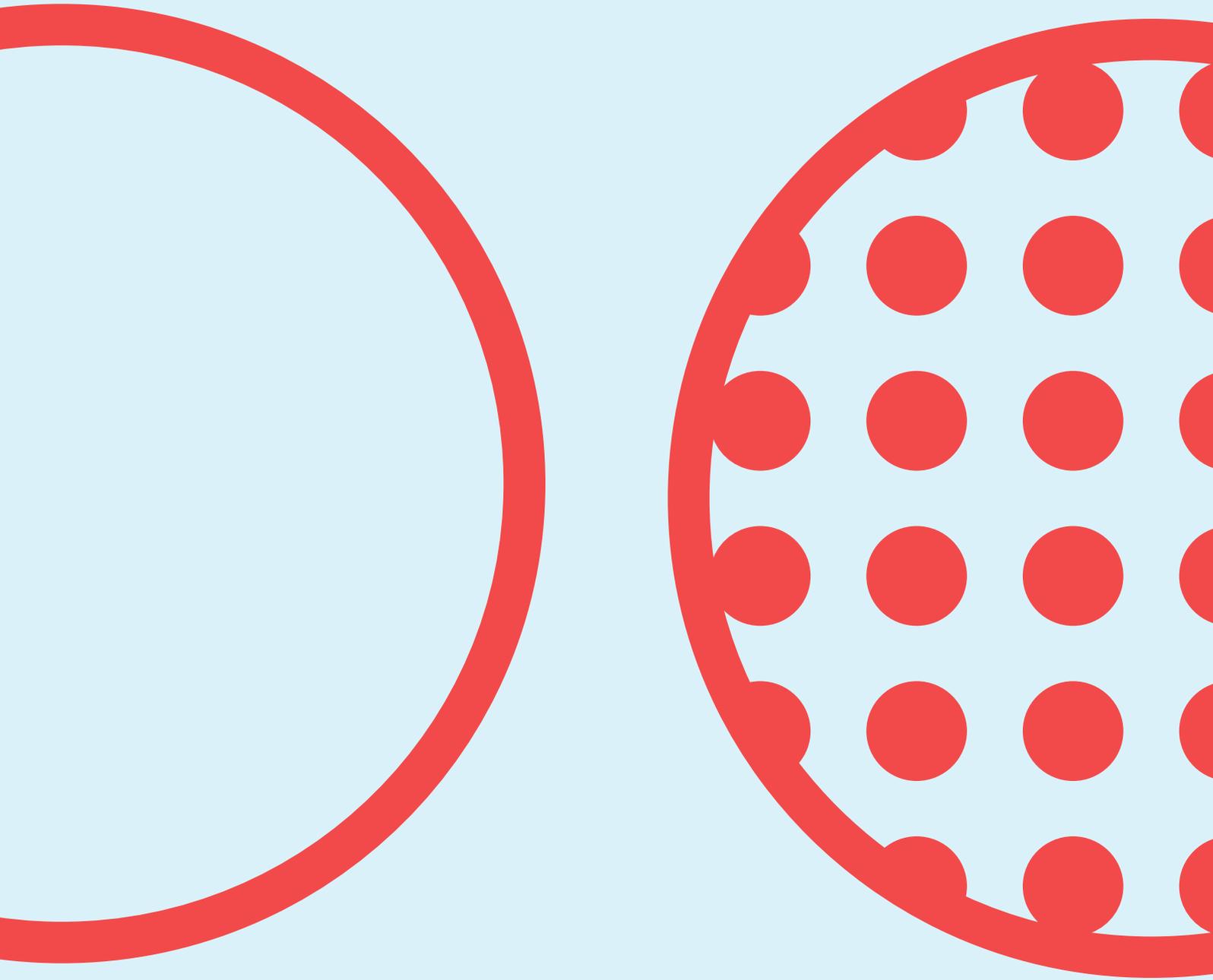
**Outcome**

More awareness around their blue energy initiative, which contributes to the longlasting impact on energy the company aims to make.



Clients

# Corporate Social Responsibility



## CSR Impact Case:

# Deloitte Impact Foundation NL

## Deloitte.



Together with the Deloitte Impact Foundation we have set-up a summer campaign to encourage employees and internal teams to make a positive impact on society and to foster exposure within Deloitte NL on the Impact Foundation. To do this, we created a campaign plan, several communication tools, an intranet campaign, GIFS for narrowcasting, a Do Good personality test and a video raising awareness on the Ocean Cleanup.



## Results

- 1.** The goal that was set before the start of the campaign was to improve the number of project requests of teams with at least 10. At the end of August when the campaign finished, there were 6 new projects started and 10 draft projects and ideas created on the impact platform.
- 2.** 675 views on the first intranet summer campaign
- 3.** 830 views on the second summer campaign
- 4.** 593 employees took the Do Good Personality Test
- 5.** During this period, there were 1027 employees that visited the platform, of which 740 were first time visitors. The campaign page on the GoodUp platform received 431 views while the homepage received 2027.

# CSR Impact Case: Accenture



Accenture would like to tell the stories of employees that have made a positive impact on the world both internally and externally. The goal of the campaign was to create awareness and inspire a wider audience.



## Activities

- We created an on- and offline campaign at the headquarter in the Netherlands.
- We designed and printed 7 billboards
- We produced 7 GIF's for social media
- Phase 2 is currently ongoing and we are actively supporting Accenture in this.

## Outcome

- Showcased these people and projects, which inspired other colleagues to make an impact on the world.
- 3 of the 7 stories were shared in 2019.
- Average views: 2722
- Average likes: 91



**Brief**

Help EY to communicate about CSR and really tell stories of how they build a better working world. Top-down and bottom-up.

**Output**

- Impact stories spread across video, photos, and social media. One of the stories was for example about people with a distance to the labour market.
- 3 Office activations at regional offices in NL to create awareness around CSR

**Outcome**

We created internal awareness and employee engagement in the Dutch regional offices and deployed ambassadors to empower other employees to use their skills to create an impact.



**Brief**

Co-create the communication strategy for CSR to improve internal engagement and activate employees to use their knowledge for society around the defined themes: Digital Inclusion, Tech for humanity, Sustainability, Diversity & Inclusion

**Output**

- Overall CSR Communication Strategy
- Communication campaigns with videos, offline activations and other communication tools.

**Outcome**

- Desired outcome (end of 2020)**
- An improved eNPS score
  - More employees using their skills to better society
  - T-Mobile CSR reputation improved



### Brief

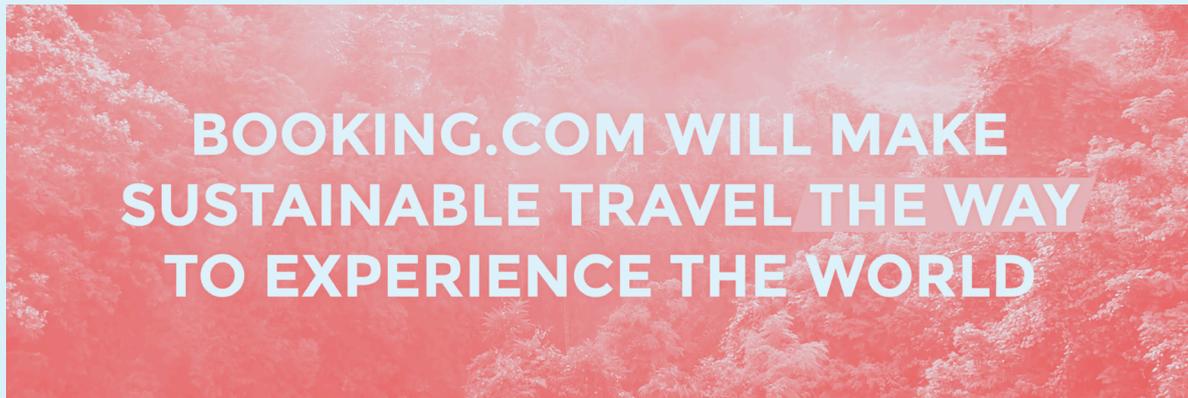
As the long term communication partner of the Booking Cares team (CSR department), we were assigned to help them with several projects throughout the year.

### Output

- 2 videos around the Booking Boost start-up program
- Communication strategy handbook
- 1 statement video

### Outcome

Engaged and brought awareness to employees and customers alike on Booking's mission towards more sustainable travel & practices.



### Brief

Tasked with creating a campaign to garner awareness around their CSR strategy and fundraising project to donate bicycles to underprivileged students in Zambia

### Output

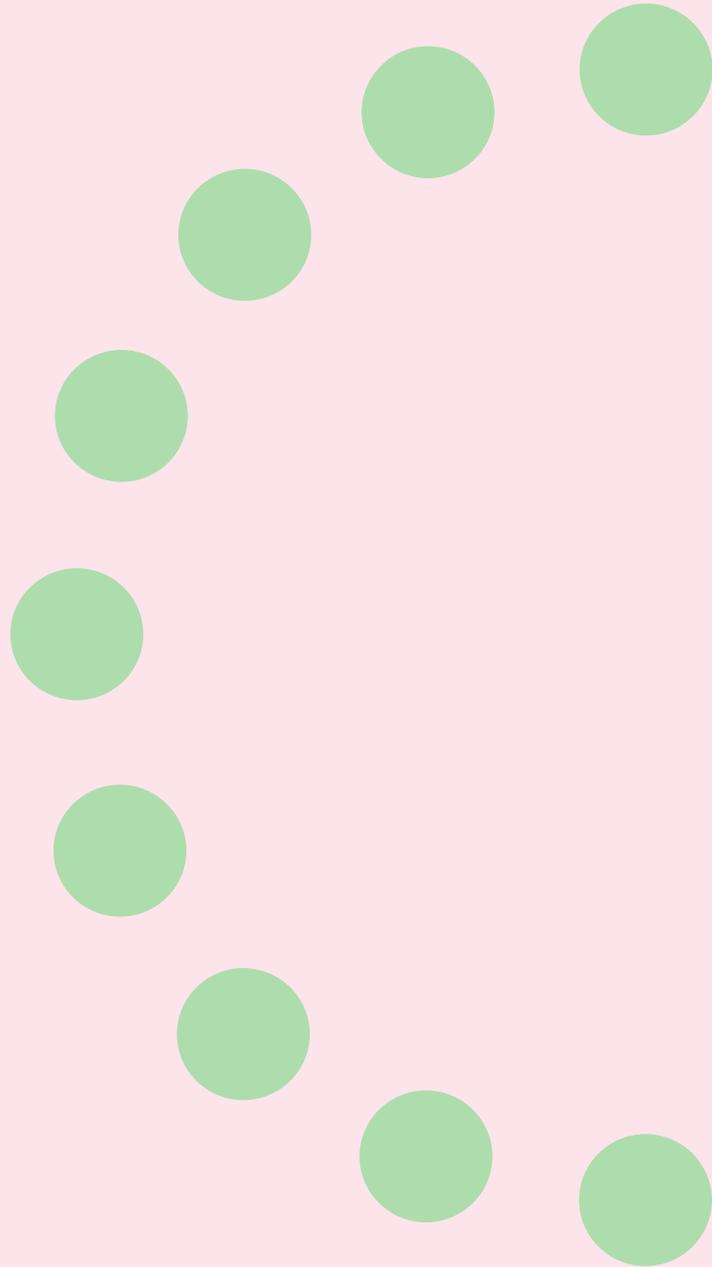
- 1 video concept
- 2 videos

### Outcome

- Promoted fundraising to support World Bicycle relief
- Promoted education by increasing mobility for students in Zambia



Clients  
**Decent Work For All**



# Decent Work For All Impact Case: Booking Inclusion & Diversity

## Booking.com



Booking.com is an example of an international organization which values inclusion highly and in which the diversity of all the employees is their strength!

We worked together with Booking to show and tell stories of their employees and how they have faced challenges regarding inclusion and diversity. The video was first for internal purposes, but due to the positive reception and outpour it was also launched as an external video.

This video reached and inspired Booking employees and customers alike. On LinkedIn the video garnered 22.699- views and will now be used internally and externally for the long term.





**Brief**

Tasked with launching and promoting the first Booking Wellbeing program and Wellbeing week. The start of a long term program that will focus on the wellbeing of Booking employees.

**Output**

- Created campaigns for the B.well program and the global wellbeing week
- Activated colleagues to join a wellbeing activity

**Outcome**

Raised awareness on employee wellbeing and made it a topic of interest within Booking.com



**Brief**

Tasked with launching and maintaining the communication channel, (italic) The Rabobonden (/Italic). Which is the main channel for the 3 labor unions within Rabobank.

**Output**

- Create and update the branding and identity of the rabobonden
- Set up and maintain the website and several social media channels
- Create and post social media content : 3 vox pop video' s (with average 10.000 views on FB ), give-away posts (Books in theme of campaign (with average 90 likes, 3 shares on FB)

**Outcome**

- Raise awareness amongst Rabobank employees about their rights and the benefits they can get through the unions
- Inspire Rabobank colleagues on how
- Let Rabobank see the employees view and improve their way of working.



Clients  
**Societal Impact**



# Societal Impact Case: Aflatoun



Aflatoun offers social and financial education to millions of children and young people worldwide, empowering them to make a positive change for a sustainable future. As Limelights, we helped Aflatoun to create awareness around their impact, we created 24 educational videos for the Aflatoun program and we made the impact they are making more visible to increase the amount of partners and funding.

**With the aflatoun program, they reach**  
8.6M children annually in 101 countries and trained  
122,802 teachers.



## With this we contributed to the following sustainable development goals:

1. Ensure healthy lives and promote well-being for all at all ages
2. Ensure inclusive and quality education for all and promote lifelong learning.
3. Make cities inclusive, safe, resilient and sustainable
4. Ensure sustainable consumption and production patterns
5. Take urgent action to combat climate change and its impacts

# Societal Impact Case: Drawdown Europe



Project Drawdown is one of the world’s leading sources of viable climate solutions. It is a living research and communications organization that maps, models, and analyzes the potential implementation, climate impacts, and financial costs and savings of solutions to achieve drawdown and begin the process of reversing global warming.

As their communication partner, we hosted strategy sessions to role out their communication program and create their identity and branding. We designed their website, produced a 70 page research report, and provided infographics.

We made an impact by creating more visibility for DERA, which in turn will attract more partners, funding, and support. By advising them on a communication strategy we enabled them to create more time to work towards their goal which will help their organization grow faster and better. With this we contributed to the SDG 13: Taking urgent action to combat climate change and its impacts.

**DRAWDOWN EUROPE RESEARCH ASSOCIATION**

Drawdown is an ambitious global community collectively enabling business, finance, policy and other stakeholders to dramatically speed up the implementation of climate solutions. The community strives to reach drawdown: the point in time when the concentration of greenhouse gases in the atmosphere begins to decline on a year-to-year basis. It is the prerequisite for restoring our natural carbon cycle and reversing global warming, and thus the survival of most of life on earth.

**Climate Solutions**  
Drawdown is a global research and communications community that assesses, maps, models, and describes the potential of the most substantive solutions to achieve drawdown over the next 30 years. It is a collaborative effort of over 200 researchers, policymakers, businesses, thought leaders, and organizations developing a model to enable action and implementation throughout the world.

**Drawdown - book, model platform and data commons**  
In 2017, the results of our initial study were published in Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming. Drawdown operates through the Drawdown Model Platform, Data Commons and Research Collaborative, based on open source principles of Creative Commons and collective impact. Solution modellers, researchers and users are collaborating in an open Model Platform and Data Commons to support a living climate solutions research ecosystem, hosted online and developed as open source software.

**Figure 1: Stakeholders, model, data and interface layers**

The diagram shows a multi-layered structure. At the top, stakeholders include CITIZENS, POLICY MAKERS (local-national, regional), FINANCIALS (financials, insurance, banks), and ENTREPRENEURS (startup, industry). Below these are three main layers: 1. Open User Interface and Community Tools (interfacing with MOJO WOMEN and LEARNERS/ EDUCATORS), 2. Scientific Collaboration Tools (interfacing with RESEARCHERS and SPECIALISTS/ DEVELOPERS), and 3. Model Framework and Datasets (interfacing with DATA MODULES). Arrows indicate bidirectional flow between these layers.

**Models**  
Since launching the effort in 2014, Project Drawdown has produced models for 100 solutions to reverse global warming such as refrigerant management, food production, family planning, energy production, transportation, etc. These models are implemented as a collection of Microsoft Excel files, which are in the process of being converted to an online, web-hosted platform. The Drawdown models together form the first integrated systemic climate solutions modeling effort in the world.

**System Architecture Diagram:**  
This diagram illustrates the interaction between different roles and data. It features a central 'BACK END' and 'FRONT END' interface. 'CONTRIBUTORS' (people or organizations that interact with the back end for modeling, data, software management, other) feed into the BACK END. 'END USER' (people or organizations that interact with the platform through the front end interface and does not interact with the back end) interact with the FRONT END. 'STEWARDS' (official steward person or organization, quality control) manage the system. 'DATA' flows between all components.



### Brief

Help with creating branding and identity for the initiative: FarmGrow. This is a digital service to prepare, manage and monitor conditions for Ghanaese Cacao farmers to increase their yield. The tool combines agronomy, economics and family aspirations.

### Output

- Set up a branding and identity
- A website design including animated content

### Outcome

Help promote and inform about an agricultural coach/ data system that helps farmers in Ghana increase their yield and have a better socio economic life and be better providers for their families.



### Brief

Help to communicate to young Afghan entrepreneurs to gather capital to kick start their business

### Output

- A mixed-media animated video

### Outcome

- This video adds value to the mission of Crosswise Works to grow the economy and create jobs in Kabul
- It aims to increase equality by empowering young entrepreneurs (female/male) to start their own business.

\* Video is spread face to face / in real life when visiting the entrepreneurs.



### Brief

Help with explaining and promoting a mobile learning system amongst health care providers in Kenya

### Output

An animated video

### Outcome

Raised awareness on Cash Advance Enabling health care institutions financially in Kenya.

## Sneak Peak into 2020

# 2020 has already started and this is what we are going to achieve this year.

### Our social and environmental goals 2020

Next to all the things we do for our clients, we have also set our own social and environmental goals for 2020. As a Do Good Agency, we thrive to set a (do) good example. In 2030 Limelights wants to be known as the number one Do Good Agency in the world and by this time we'll have at least one globally known impact case.

#### Social Goals

- Everybody gets 1500 euros training budget for lifelong learning
- We spend 1% of our revenue on pro bono projects where we use our skills to make a positive impact on society
- 1% of our time is skill based pro bono projects
- Every Limelighter has 24 hours paid time off for volunteering
- Minimal employee NPS and freelance NPS score of 8,5 to feel satisfied and happy at work

#### Environmental Goals

- In 2020 we aim to be carbon positive, which means we compensate more than 100% of our CO<sub>2</sub> emission
- We reduce CO<sub>2</sub> emission with 50% for commuting
- We reduce CO<sub>2</sub> emission for corporate traveling with 75%
- 50% of all of the office and workshop materials are made of sustainable materials
- We will set up non meat weeks for our shared lunch in the office
- 1% of our company profit we will spend on helping the planet (for example planting trees)

#### Clients

- We would like to have customer satisfaction of at least 8,5
- We would like to have more than 75% of our clients to be do good projects

# SUSTAINABLE DEVELOPMENT GOALS





**Limelights**

Do Good Agency