

soap.

AGENCY

SOCIAL VALUE



The act of giving is a gift to oneself



Our social value statement

Everyone matters

Every person on this planet has purpose and we all have the right to express our individuality and pursue our personal ambitions. We support diversity and inclusion and, we support people in pursuit of being their authentic selves. We promote the importance of taking time to think about personal well-being – when we are well, we are better positioned to look after ourselves and to look after others.

Every person on this planet has an impact on others. We, in our behaviours and actions, support all people in being mindful of others and invite all, to consider how together we can create a fairer society. We advocate the act of being kind and, at times but not always, putting others first. We promote recognising that the act of giving is in fact, a gift to oneself.





Our social value statement

Everything matters

Every one of us has an impact on our local environment and the wider world. We can all make a vital contribution in supporting our communities and improve the world for us today and for future generations who will continue to improve the standards and values that we set today.

We support cleaner, smarter technologies that mitigate the risk of climate change. We promote taking time to think about a need or a want, allowing ourselves time to consider our consumerist behaviours means we are all able to make powerful decisions on how we, as individuals, can reduce waste, improve our natural world, our natural habitats and our beautiful landscapes.



Social projects we support

Today what brands do is more important than what brands say they will do.
We are a brand that stands by our promises.

We are committed in supporting work that will directly improve lives and our environment and as such, each year we fund social projects that we believe will make a real difference to people and our planet.

We donate our time, our experience and our skills – by doing this we not only make a significant difference to the people involved who may not have the funds to undertake a piece of work, but it makes us feel good too.

Please read on to learn more about some of the projects we have supported.

*We believe in the benefits of supporting
Social Value projects, for communities, for everyone*



Bristol Dementia Action Alliance

<https://soapcreative.co.uk/work/bdaa/>

BDAA aims to make Bristol THE dementia friendly city in the UK. It's a big ambition and one soap is helping the charity to realise.

The charity works to educate people to the impact of dementia; and not only to those living with the disease, but also those caring for them but also, how to live well with dementia. The charity is already working hard to fulfil its ambition, with public bodies, large corporates, schools, colleges and community groups receiving dementia training.

soap creative has been supporting the charity for over 4 years by donating design and artwork services in the production of its newsletter, and securing additional support from print companies in the printing of collateral.

One of soap's co-founders was a trustee for the charity for a number of years and each member of the team is a dementia friend.

Services:

- Consultancy
- Brand development
- Graphic design
- Illustration



Bristol Dementia Action Alliance



Bar of Hope

<https://soapcreative.co.uk/work/bar-of-hope/>

Brief: Brand creation and implementation. Create a brand that would convey this organisation's ethics, and importantly promote the importance of protecting the environment and supporting local sustainability initiatives.

We loved the dedication and commitment of 11 year old Amber who, single handedly created A Bar of Hope. We heard about her work and her passion but she could not afford to launch a new brand or build a website that met the needs of her growing business and her target audience. We wanted to support this initiative by donating design and digital services free of charge.

Her soaps and other products are made from ethically sourced ingredients and where possible sourced locally, all profits go towards forestry sustainability projects. A very small cottage industry business operating from her home in Warwickshire. We are proud of Amber and her work and we can't wait to see what she does next.

Services

- Consultancy
- Brand development
- Graphic design
- Illustration
- Digital (UX/UI & Dev)



Bar of Hope

MAKE A DIFFERENCE



FCN

The Farming Community Network

<https://soapcreative.co.uk/work/fcn/>

Charity, The Farming Community Network (FCN) exists to be the first port of call for pastoral and practical support to those in need in the farming community, with a particular focus on farmers and farming families.

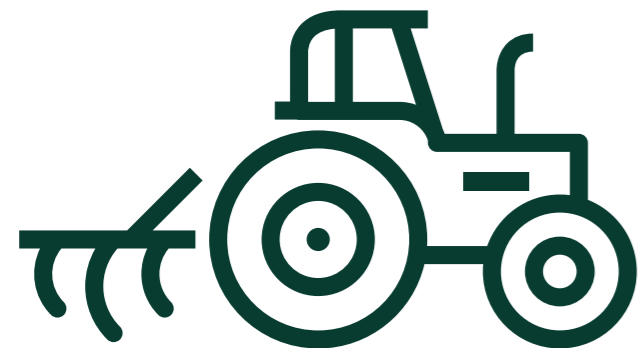
The farming landscape can be an isolating place for farmers, farm workers and their families. The industry itself has faced, and continues to face, many challenges and FCN needed to raise the profile of the services it provides.

soap creative donated its time in creating a series of icons that would quickly resonate with the farming community and the charity used them in awareness activity.

soap also sponsored the charity with promotion across its farming community magazine, Farm & Country.

Services

- Consultancy
- Graphic design
- Illustration
- Iconography



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Doing the right thing



THANK YOU



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