



Communications: Getting the Messages Right

www.futerra.co.uk

about futerra



PR & media / strategy / advertising & brand
employee engagement / visual & digital





MAKE
SUSTAINABLE
DEVELOPMENT
SO DESIRABLE
IT BECOMES
NORMAL



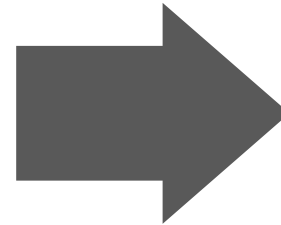
HAVE MORE FUN
THAN 'THEY' ARE

*(and let them know
while we're doing it)*



...THE AGENCY THAT GIVES A SHIT

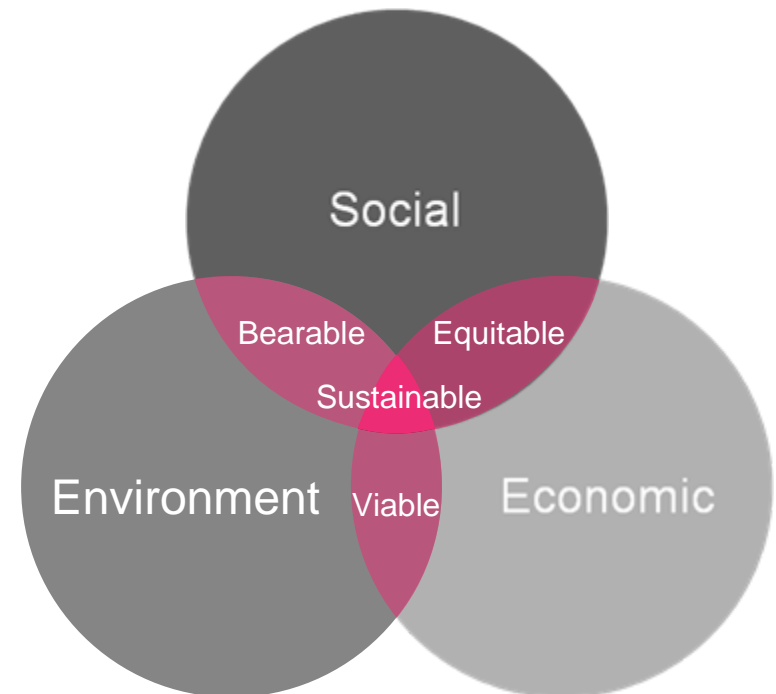
age of problems



age of solutions

- Poverty and inequity
- Epidemics and health crisis
- Climate change
- Biodiversity loss
- Financial crash
- Security threats

- Sustainable development

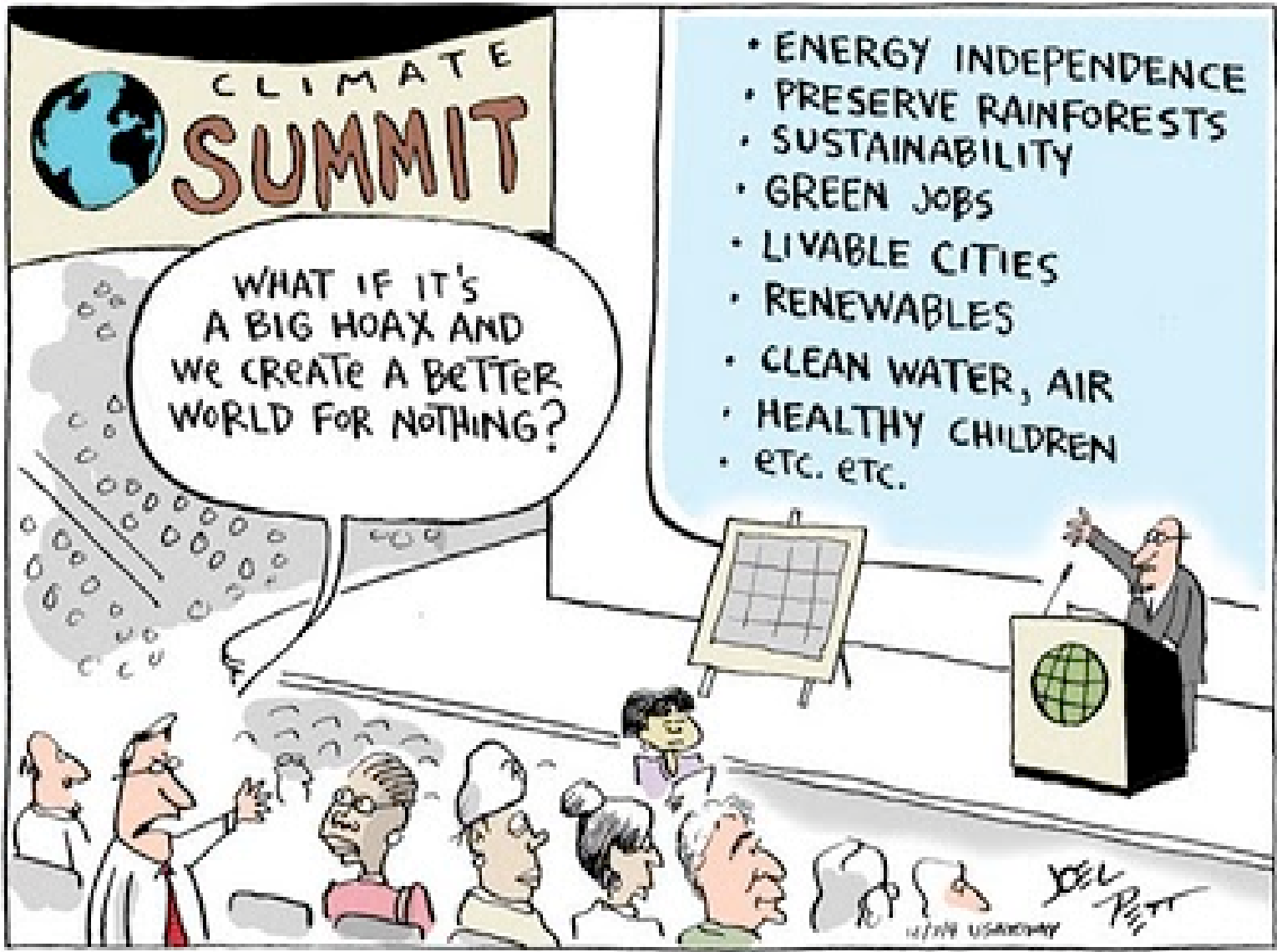




SAVE THE PLANET
EAT YOURSELF.



"This isn't a gentlepersons debate, its a street fight against well-funded, merciless enemies who play by entirely different rules."





“The irresponsible face of capitalism?”



Beware

The bystander effect





new logo
same shit company

“Make stuff that doesn’t suck”

Jimmy Wales, Founder Wikipedia





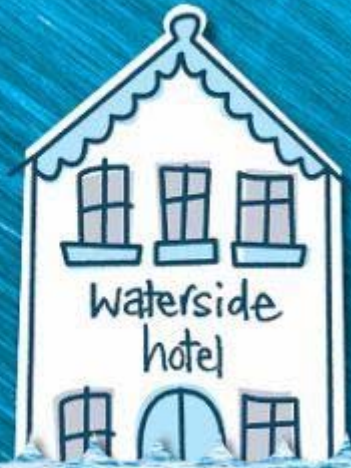
**KEEP
CALM
AND
CARRY
ON**



Don't let your
hard work get
washed away!

*Prepare for the challenge
of extreme weather*

Visit
www.climateprepared.com



Risk or opportunity -
it's your choice!

*Prepare for the challenge
of extreme weather*

Visit
www.climateprepared.com





Don't take a gamble with your business!

Prepare for the challenge of extreme weather

Visit www.climateprepared.com



Don't let your profit dry up!

Protect your business against extreme weather

Visit www.climateprepared.com



An illustration of a person with a yellow head and a green body with white stripes, standing on a weather vane. The weather vane has several horizontal blades in blue, red, and yellow. The background is a dark blue sky with white clouds and a bright sunburst effect.

The weather's
changing,
are you?

*Protect your business
against extreme weather*

Visit
www.climateprepared.com

The logo for ClimateSouthWest, featuring a stylized blue and white wave icon to the left of the text "ClimateSouthWest" in a sans-serif font.

ClimateSouthWest



GET
EXCITED
AND
CHANGE
THINGS

Thank you....

