CREATIVE CONSCIENCE

England & Wales · Charity number 1170093

Details

Status	Registered
Legal form	CIO
Registered	2016-11-09
Register	View on the Charity Commission register

Contact

Address	Unit 308 Screenworks 22 Highbury Grove London N5 2ER
Phone	07947065467
Email	hello@creative-conscience.org.uk
Website	https://www.creative-conscience.org.uk/about-us/

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Activities

Objects: 1) FOR THE PUBLIC BENEFIT TO ADVANCE THE EDUCATION OF YOUNG PEOPLE STUDYING, AND PEOPLE WHO HAVE STUDIED, IN THE CREATIVE DISCIPLINES (INCLUDING, BUT NOT LIMITED TO, ADVERTISING, ARCHITECTURE, FASHION & TEXTILE DESIGN, FILM & PHOTOGRAPHY, GRAPHIC DESIGN, ILLUSTRATION AND ANIMATION, AND PRODUCT & STRUCTURAL DESIGN), DEVELOPING THEIR CREATIVE TALENTS AND MORAL CAPABILITIES BY:• ORGANISING AND PROMOTING AWARDS FOR PROJECTS IN THE CREATIVE DISCIPLINES THAT ARE PROMOTING SUSTAINABILITY, FREEDOM, SOCIAL HEALTH AND WELL-BEING. • ORGANISING AND PROMOTING AWARD CEREMONIES THAT SHOWCASE THE WINNING PROJECTS AND BRING YOUNG PEOPLE INTO CONTACT WITH LEADERS IN THE CREATIVE INDUSTRIES, BUSINESSES AND THE THIRD SECTOR, THUS INSPIRING THEM AND EXTENDING THEIR CREATIVE IMAGINATIONS.• PROVIDING MENTORSHIP FOR THE WINNERS AND OTHERS OF MERIT, SUCH THAT THEIR EDUCATION AND FUTURE PROFESSIONAL DEVELOPMENT WILL BE ENHANCED.• HELPING BRING THEIR PROJECTS TO IMPLEMENTATION.2) TO PROMOTE FOR THE BENEFIT OF THE PUBLIC THE CONSERVATION AND PROTECTION OF THE ENVIRONMENT AND TO ADVANCE THE EDUCATION OF THE PUBLIC IN CONSERVATION OF THE ENVIRONMENT THROUGH HELPING THE IMPLEMENTATION OF PROJECTS IN THAT AREA.3) TO PROMOTE SUSTAINABLE DEVELOPMENT FOR THE BENEFIT OF THE PUBLIC BY THE PRESERVATION, CONSERVATION AND THE PROTECTION OF THE ENVIRONMENT AND THE PRUDENT USE OF RESOURCES AND TO ADVANCE THE EDUCATION OF THE PUBLIC IN SUBJECTS RELATING TO SUSTAINABLE DEVELOPMENT AND THE PROTECTION, ENHANCEMENT AND REHABILITATION OF THE ENVIRONMENT THROUGH HELPING THE IMPLEMENTATION OF PROJECTS IN THAT AREA.SUSTAINABLE DEVELOPMENT MEANS “DEVELOPMENT WHICH MEETS THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS.”4) TO PROMOTE HUMAN RIGHTS (AS SET OUT IN THE UNIVERSAL DECLARATION OF HUMAN RIGHTS AND SUBSEQUENT UNITED NATIONS CONVENTIONS AND DECLARATIONS) THROUGHOUT THE WORLD BY HELPING THE IMPLEMENTATION OF PROJECTS THAT INVOLVE:• RAISING AWARENESS OF HUMAN RIGHTS ISSUES;• PROMOTING PUBLIC SUPPORT FOR HUMAN RIGHTS;• PROMOTING RESPECT FOR HUMAN RIGHTS AMONG INDIVIDUALS AND CORPORATIONS;• INTERNATIONAL ADVOCACY OF HUMAN RIGHTS.IN FURTHERANCE OF THAT OBJECT BUT NOT OTHERWISE, THE TRUSTEES SHALL HAVE POWER TO ENGAGE IN POLITICAL ACTIVITY PROVIDED THAT THE TRUSTEES ARE SATISFIED THAT THE PROPOSED ACTIVITIES WILL FURTHER THE PURPOSES OF THE CHARITY TO AN EXTENT JUSTIFIED BY THE RESOURCES COMMITTED AND THE ACTIVITY IS NOT THE DOMINANT MEANS BY WHICH THE CHARITY CARRIED OUT ITS OBJECTS.5) TO PROMOTE EQUALITY AND DIVERSITY FOR THE BENEFIT OF THE PUBLIC THROUGH HELPING THE IMPLEMENTATION OF PROJECTS IN THOSE AREAS.6) TO PROMOTE SOCIAL INCLUSION FOR THE PUBLIC BENEFIT BY PREVENTING PEOPLE FROM BECOMING SOCIALLY EXCLUDED, RELIEVING THE NEEDS OF THOSE PEOPLE WHO ARE SOCIALLY EXCLUDED AND ASSISTING THEM TO INTEGRATE INTO SOCIETY THROUGH HELPING THE IMPLEMENTATION OF PROJECTS IN THAT AREA.FOR THE PURPOSE OF THIS CLAUSE ‘SOCIALLY EXCLUDED’ MEANS BEING EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF ONE OF MORE OF THE FOLLOWING FACTORS: UNEMPLOYMENT; FINANCIAL HARDSHIP; YOUTH OR OLD AGE; ILL HEALTH (PHYSICAL OR MENTAL); SUBSTANCE ABUSE OR DEPENDENCY INCLUDING ALCOHOL AND DRUGS; DISCRIMINATION ON THE GROUNDS OF SEX, RACE, DISABILITY, ETHNIC ORIGIN, RELIGION, BELIEF, CREED, SEXUAL ORIENTATION OR GENDER RE-ASSIGNMENT; POOR EDUCATIONAL OR SKILLS ATTAINMENT; RELATIONSHIP AND FAMILY BREAKDOWN; POOR HOUSING (THAT IS HOUSING THAT DOES NOT MEET BASIC HABITABLE STANDARDS; CRIME (EITHER AS A VICTIM OF CRIME OR AS AN OFFENDER REHABILITATING INTO SOCIETY).7) TO PROMOTE PHYSICAL AND MENTAL HEALTH AND WELL-BEING THROUGH HELPING THE IMPLEMENTATION OF PROJECTS IN

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THAT AREA.

Activities: Creative Conscience is a global movement that aims to improve the communities we live and work in, helping to transform the wider world. We promote socially valuable, human centred design that enables and inspires people to change their lives and the lives of those around them for the better.

Classification

- **How:** Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Disability, Arts/culture/heritage/science, Environment/conservation/heritage, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Scotland
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-05-31	£24,268	£39,723	-	-
2024-05-31	£56,232	£54,093	-	-
2023-05-31	£46,731	£48,018	-	-
2022-05-31	£59,594	£15,625	-	-
2021-05-31	£61,403	£57,286	-	-

Trustees

Name	Role	Appointed
Nicole Yershon	Chair	2000-01-01
Paul Barlow		2025-01-27
Professor Lawerence Zeegen		2021-10-01
Roxanne Houshmand-Howell		2025-05-01
Simon Paterson		2025-05-01

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CREATIVE CONSCIENCE

England & Wales - Charity number 1170093

Accounts

CREATIVE CONSCIENCE



13th

Years ...

... OF CREATING POSITIVE SOCIAL + ENVIRONMENTAL IMPACT

01.06.24 - 30.05.25

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INTRO

Overview of Creative

Conscience + our mission

Chairman’s + Founder’s statements. Key areas of work and focus.

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PEOPLE

The amazing individuals who make up this community-built organisation.

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03

AWARDS + OUR WORK

Facts + Figures about our global awards scheme, events, educational connections, talks, presentations, workshops, partnerships and other activities undertaken throughout the year.

Page 17-40

04

DIGITAL / WEBSITE + SOCIAL NETWORKS

Numbers and channels through which we reach the world with our messages of hope.

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05

IMPACT

Events and projects we’ve worked on that have positively impacted the people we reach and connect with though our community and network

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We’re all about...

...IMPACT

INTRODUCTION

Creative Conscience is a charity that empowers the next generation of creative thinkers and the design industry to apply their talents to socially valuable projects.

Promoting sustainability, freedom, social justice, health and well-being.

We change the world for the better by:

- Empowering and supporting young creative people
- Inspiring them to create purpose-driven, socially-valuable projects, both now and in the future
- Training and supporting creative thinkers to use their talents to build a better world
- Engaging with leading creative thinkers and organisations to realise the best of these projects
- Delivering positive social benefit and change, through the projects we inspire and support

CHAIRMAN



TIM BOURNE

Our mission at Creative Conscience is to harness the power of creativity to help build a better world—through empowerment, hope, and meaningful action.

We're not just here to make the world look better—we're here to help make it work better. Since 2012, the Creative Conscience team has been an unstoppable force for good, using creativity in all its forms to drive positive social, societal change, and global impact.

Through our Change Maker events, education initiatives, mentoring programs, online courses, and community support, we equip and empower a global creative network to create a fairer, healthier, regenerative, and more sustainable future for all.

A highlight of our year is The Creative Conscience Awards – now in its 13th year.

Once again, we've received hundreds of inspiring entries that demonstrate radical, progressive thinking across a wide range of issues, from mental health and equality to conscious consumption and the climate crisis.

The Awards allow us to celebrate and amplify the voices of emerging creatives. We hope the Awards recognition fuels confidence and commitment to pursuing a conscious, purposeful creative journey.

Our mission remains steadfast: to engage more educators, industry leaders, and commercial partners so we can grow our impact and support even more young people. It's a tough time out there, and we know the future demands adaptability and resilience. This past year has been one of reflection, restoration, and reimagining as we evolve our services for a changing world.

Collaboration is at the heart of everything we do.

It's key to navigating tough times, reaching new audiences, engaging diverse communities, and creating real, lasting impact on the issues that matter now—and for generations to come.

A huge thank you to our passionate team, our education partners, generous advisors and ambassadors, and our global network of creators and change makers. Your energy, creativity, and commitment bring our mission to life every day.

KEY AREAS



Our five key areas of support and inspiration:

01. Advancing the education of young people

02. Conservation, sustainability and the protection of the environment

03. Equality, diversity and social inclusion

04. Physical + mental health and wellbeing

05. Promoting respect for human rights



Themes

- CLIMATE CRISIS
- COMMUNITY
- CONSCIOUS CONSUMPTION
- ENVIRONMENT
- HEALTH
- HUMAN RIGHTS
- EQUALITY
- EDUCATION & LEARNING
- IMPACT
- MENTAL HEALTH
- RACIAL JUSTICE
- SOCIAL JUSTICE
- WAR & CRISIS

Disciplines

- ADVERTISING
- ANIMATION
- ARCHITECTURE & INTERIORS
- DIGITAL & TECH
- EXPERIENCE
- FASHION & TEXTILES
- FILM & PHOTOGRAPHY
- GRAPHIC DESIGN
- ILLUSTRATION
- MOTION GRAPHICS
- PRODUCT & STRUCTURAL DESIGN
- SERVICE DESIGN
- TYPOGRAPHY

PEOPLE

The people who make Creative Conscience work. Our passionate team, trustees and ambassadors.

Change-makers who can spot a great idea. An idea that has the potential to go on and make real impact.

We wouldn't exist without this great community of individuals who make this organisation work year after year.

Creative Conscience wouldn't be what it is today without its team, all of whom share the passion of making positive change in the world through creative thinking. The names to the right summarise some key members of the team, but our real team is much bigger.

Thank you to our community of passionate volunteers, judges and speakers who often give their spare time to help us empower and grow, whether that be helping us to run our social media platforms, assisting at our events or simply being an advocate of our cause.

















Barlow
Director

Linda McDonagh & Jeffrey Tribe
Head of Partnerships

Eddy Altmann
Training + Web Tech

Aleksandra Wasacz
Events + Marketing Manager

David Hensley
Director

Chrissy Levett
Co-Founder + Creative Director

Libby Collar
Designer + Social Media Manager

TRUSTEES



Raoul Shah
Co Chair

CEO of Exposure



Tim Bourne
Co Chair

CEO and Co-founder of
The Casbah Group



Rifa Thorpe-Tracey

Trustee

Award-winning Tech +
Creative Consultant



Nicole Yershon

Trustee

Founder NY Collective



Professor Lawrence Zeegen

Trustee

Independent Creative
Education Consultant

JUDGES
















SAVENA SURANA
EMMA SØGAARD
ISLAM ABOUSH
CAROLYNE HILL
NENE PARSOTAM
RICCARDO SAI
SIMONE GIAMPAOLO
TYLER J. EDWARDS
KHUTINA GRIFFITHS
CHRISOTFFER VEJLØ
ELOISE SMITH-FOSTER
CHARLES BARGUIRDJIAN

SEVRA DAVIS
SHANA TUFAIL
MATT HOCKING
ROBERT GELB
JO GODDEN
BEN AKERS
ARDA AWAIS
DAN BURGESS
CAROL ROSE
TARA HANRAHAN
MERLIN NATION
ANDREA MALONEY

FACTS + FIGURES

OVER **700**

APPLICANTS
entered the 2023/24 awards

68

NATIONALITIES
took part

Nationalities of applicants include:

MEXICO
BRAZIL
SAUDI ARABIA
GERMANY
ARGENTINA
CHINA
PERU
NORWAY
MOZAMBIQUE
SWITZERLAND
JAPAN
AUSTRALIA
EGYPT
ICELAND
RUSSIA
VENEZUELA
INDIA
UK
SOUTH KOREA
NIGERIA
DENMARK
SINGAPORE

AWARDS

The Creative Conscience awards welcomes projects from students and graduates (of up to two years) from any creative discipline. The awards are the perfect opportunity for creatives to push their curiosity and create the change they want to see in the world.

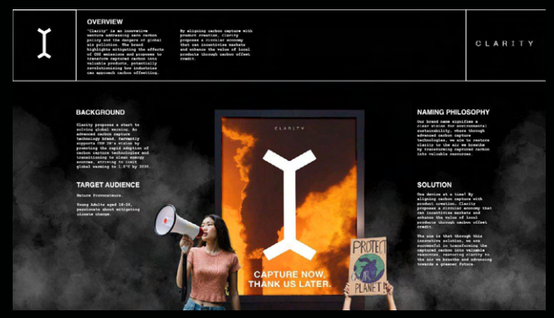
By entering, applicants will be directly supporting our work as a charity, helping to build a fairer, healthier, more sustainable and regenerative world.



“I’ve been reflecting on that project and how much I genuinely enjoyed working on it. It made me realise how passionate I am about creating meaningful campaigns, especially for charities.”

Millie Inwood - Creative Conscious Gold Award Winner, Nottingham Trent University.



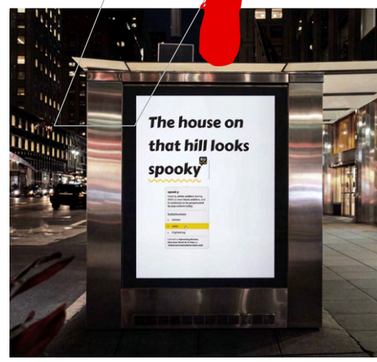


“Thank you so much for everything you do, and for genuinely caring about, and nurturing, young people’s education and development.

David Collins - Course Leader, Leeds Art University







“It’s really cool for people working on ideas like this to feel there is a place for them. In our world, it is so hard to make money doing the right thing. Encouraging those who set out with that intent is really important.

You helped me keep pushing and I am sure you continue to help others.”

Daniel Baldwin - Film Maker, CC Judge

AWARDS NIGHT

We were thrilled to host a celebration of the hundreds of people and projects submitted for the Creative Conscience Awards 2024.

The event brought together inspirational speakers, past award winners, and creative change-makers from across the industry. It was an evening full of purpose, connection, and creative energy.

Our line-up of speakers included environmental activist and icon Sir Jonathon Porritt, our Charity Co-Chair Raoul Shah, our dynamic MC and long-time supporter Mark Shayler, the brilliant Carol Rose, and Creatives for Climate Founder, Lucy von Sturmer.

Together, we recognised and celebrated the next generation of creative thinkers—those brave enough to take positive action and pave the way toward a more conscious, impactful future. Their ideas, projects and passion exemplified what it means to use creativity as a force for good.

By joining us, attendees supported and shared in our vision of a fairer, healthier, more sustainable, and regenerative world—powered by creativity and community.

We welcomed award winners, their friends, families, tutors, industry peers, and partners to honour the incredible work and achievements submitted this year.

As a charity, Creative Conscience directed 100% of the funds raised from this event straight back into our mission: providing education, training, and support for socially valuable projects. Through this work, we continued to promote sustainability, freedom, wellbeing, and positive social impact across creative industries and beyond.

Over...

850

...participants took part: the next generation of creative thinkers taking action from more than 68 nationalities

We continue to push and support these projects, to help realise ideas so they have a positive, social impact on the world.



2024

Watch the live event recording **HERE**

As a charity, Creative Conscience directed 100% of the funds raised from this event straight back into our mission: providing education, training, and support for socially valuable projects. Through this work, we continued to promote sustainability, freedom, wellbeing, and positive social impact across creative industries and beyond.

LIVE EVENTS

24

Throughout 2024-25 we attended, spoke at and hosted, various events as an advocate for positive social and environmental change. At these events, we engaged, empowered, inspired and trained audiences, institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

This last year has seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world.

We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

Including:

‘Making a Difference’ Royal Society of Arts (RSA) London with Amlitude - May 2023

The Psychology of Climate Inaction - on line with Creatives for Climate.

BBC Radio Nottingham - Creative Change Makers 12.06.23

Creative Change Makers 2023 Nottingham - 15/16.06.2023

Creativity for the Health of People and Planet interview UAL 19.06.23

New Designers 2023 - 2 weeks 05/12.7.23

UK Creative Festival - talks and workshops 12/13.07.23

‘How to fix Parliment’ Royal Society of Arts (RSA) London - 25.10.23

Collective Imagination Session - on line 15.11.23

TOPICS INCLUDED:

EQUALITY + DIVERSITY MENTAL HEALTH CLIMATE CRISIS SOCIAL JUSTICE AI FOR GOOD + DEMOCRACY

25

Creative Change Makers 2024 London LinkedIn HQ in partnership with Alliance of Independent Agencies - 21.02.2024

Creative Change Makers 2024 Nottingham - 21.02.2024

CHEAD Women in Leadership - 21.03.2024.

Link to CHEAD 2023 talk **HERE**

SOCIAL MEDIA

ccchangemakers
Creative Conscience
ccchangemakers
Creative Conscience
Creative Conscience

Our social media following increased, we shared empowering work, stories + reels.

INSTAGRAM:

7,293

Increased online community on LinkedIn, Facebook, YouTube, Instagram, TikTok + The Dots.

LINKEDIN:

5,246

BLOGS

We also published many news stories to inspire our community to support action for positive change. These included:

- Interviews with winners
- Interviews with judges and industry experts
- Guest articles from our sponsors, and other advocates for the cause
- Posts supporting social entrepreneurs & start-up projects with shared values

FACEBOOK:

2,300

YOUTUBE:

385

THE DOTS:

18,024

As a charity, we have collectively made the decision to remove ourselves from X (formerly known as Twitter), as the platform's direction and values no longer align with our own.

... we're all about

IMPACT

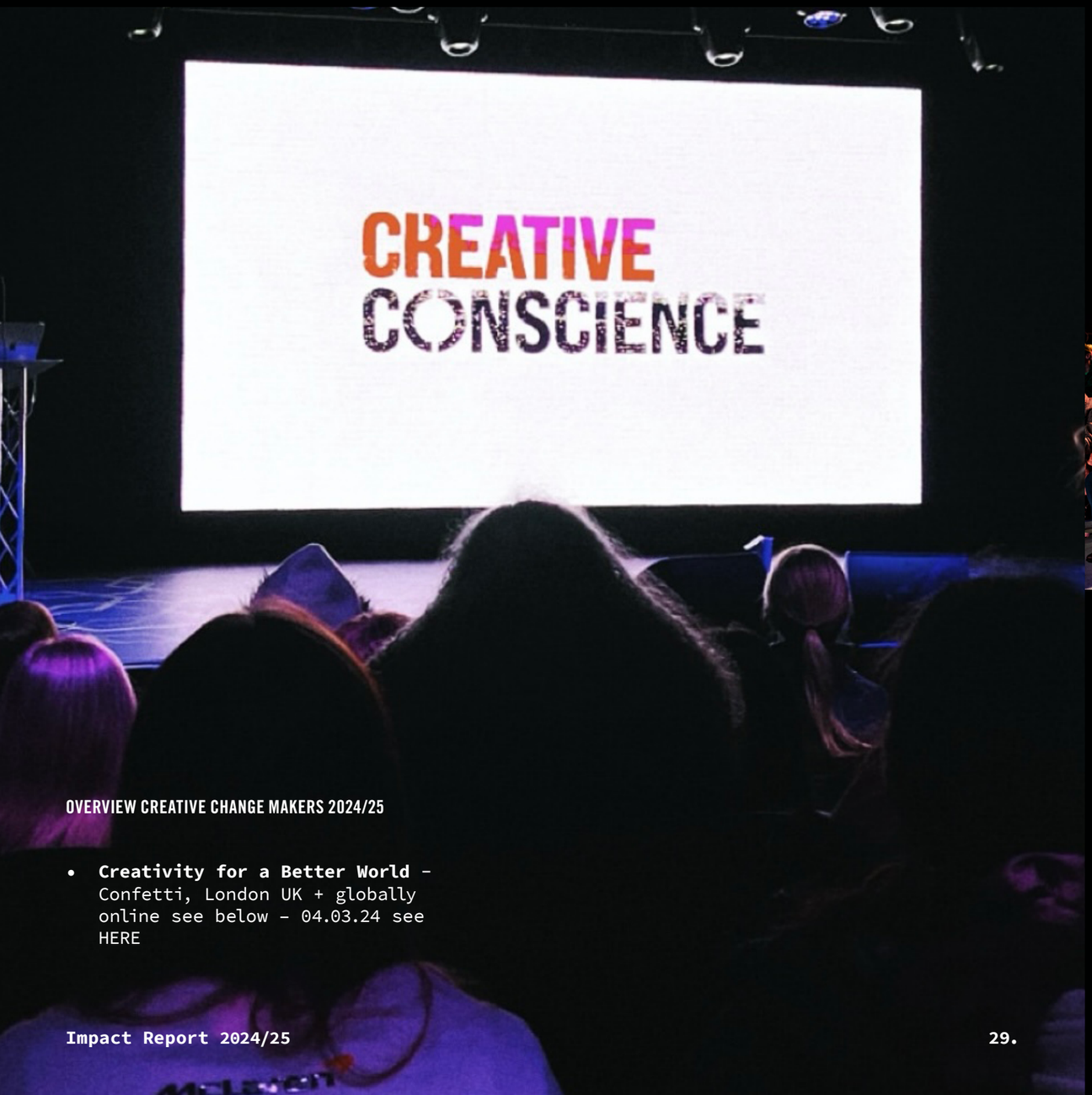
Beyond the awards, Creative Conscience helps to support, and bring to life some of the brightest and most imaginative projects from our community.

By providing the tools, contacts and advice, we empower creative thinkers to build better, helping to create real, tangible impact in the world.

We create events, workshops and programmes focusing on behaviour change to influence society and, consequently, the future of our planet. These empowering events and workshops train groups and individuals to build impact in their world and the world around us.

See our 'Call to Action' film **HERE**

CREATIVE CHANGE MAKERS



OVERVIEW CREATIVE CHANGE MAKERS 2024/25

- **Creativity for a Better World** – Confetti, London UK + globally online see below – 04.03.24 see HERE

“It was a fantastic experience with **so many inspiring speakers** – I definitely **learned** a lot about **creativity** and how we can **leverage it to our advantage.”**

Odelia Leon – Account Executive

“ There was **tremendous value** in your **social and environmental impact** talks. Thank you.”

George Smith – Ingeneus fashion brand start up

CREATIVE CHANGE MAKERS

CREATIVE CHANGE MAKERS LONDON

04.03 .2025

Creative Conscience hosted yet another powerful Creative Change Makers event, this time, hosted at Confetti, London. A day with over 20 speakers and panellists, with TED style talks, connections, commitment to actions and great conversations. An event focused on Creativity for Social + Environmental impact. Empowering and transformational, designed to build a fairer, healthier, more sustainable + regenerative world, through the power of creative thinking - city by city + community by community.

Watch an event summary HERE and read the blog post HERE



> It was just so inspirational... you shared the imporance of building relationships”

Leleese Francis-Lewis -
Ravensbourne University Graduate

On March 4th, 2025, Creative Change Makers, in partnership with Confetti Media Group - part of NTU and SheSays London, brought together an inspiring community of creatives, educators, and industry professionals for a powerful day of talks, presentations, and discussions. Held at Confetti London, this groundbreaking event focused on leveraging creative thinking to drive positive social and environmental change.

The event kicked off with an electrifying morning session hosted by Creative Conscience. As doors opened at 9:30 AM, attendees eagerly gathered, networking over coffee before settling in for a series of TED-style talks and presentations. By 11 AM sharp, the stage was set for an exhilarating lineup of speakers from various creative disciplines, including content creation, digital marketing, graphics, and music.

MC Eddy Altmann set the tone with his dynamic energy, followed by an outstanding presentation from HAM the Illustrator—Creative Director, Illustrator, and Music Producer, as well as Co-Founder of Munkination. Iris Garavito, Head of Exposure Earth at Exposure London, inspired the audience with her insights on creativity and regeneration, while Robin Chowdhury, COO of Dupe VFX, shared his vision for the future of visual effects and storytelling. Chrissy Levett, representing Creative Conscience, reinforced the power of creativity in shaping a fairer, more sustainable world.

Creative Change Makers 2025 proved to be a resounding success, leaving attendees inspired, informed, and equipped with actionable insights to drive change in their respective fields. The event reinforced the power of creative collaboration in shaping a healthier, more sustainable, and regenerative world. With an impressive lineup of speakers and a community eager to make a difference, the event set a new benchmark for impactful creative gatherings.

> I've never attended a conference like this before, **it was joyful!"**
>
> **Penney Poyzer** - Chair of Nottingham Good Partnership

Special thanks to all our crew, friends and supporters who bought tickets and made a collective commitment to positive change, individually and within their organisations.

Watch the recording HERE

IMPACT

NEW DESIGNERS

In July 2024, for the fifth year running, we partnered with **New Designers** at the Business Design Centre, London N1 . This was our largest collaboration with them to date. We set briefs and a competition for over 2,000 graduate designers and makers, all heading out into the creative industries. We worked across both weeks with two panels of judges. Thanks to Paul Barlow, Linda McDonagh, Andrea Maloney, Sally Costen, Chrissy Levett, Ian Lambert, Annabel Totty, Charlotte Brandon and Cate Grundy.

It's always a privilege to work with partner organisations who are supporting and promoting design and creativity. New Designers have given us the platform to bring social and environmental impact into the conversation.

We ran live talks as part of the event, to empower more young creatives to get involved in solving the world's most pressing challenges.

New Designers website HERE

Learn more about the partnership and outcomes **HERE**

...what we have to grapple with now, and **Creative Conscience has been really good at** this, is the **reality of how we sustain our energy, our love, our compassion** through times which are really difficult"

Sally Bent –
Event Director Immediate



IMPACT

CREATIVE IMPACT PROGRAMME

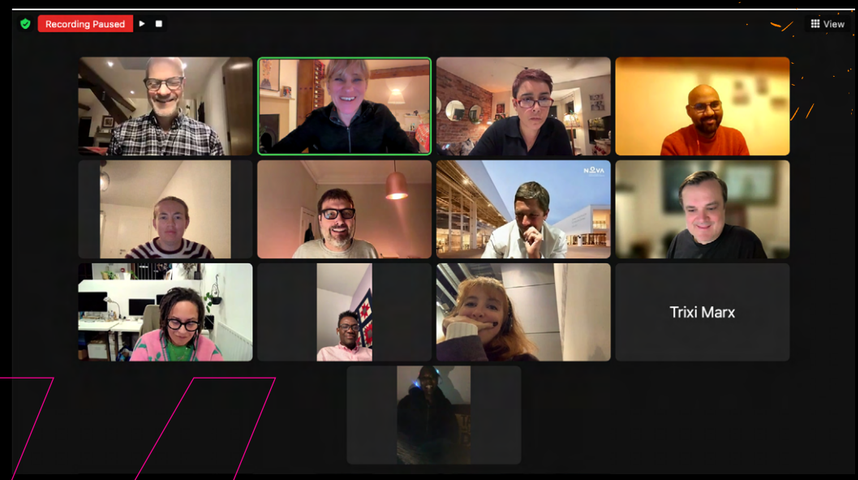


This time, using pre-recorded content hosted on Thinkific, an educational platform that sat alongside live bi-weekly coaching calls. All candidates worked with accountability partners. Course details and testimonials can be seen HERE.

We designed, built + delivered two 3-month programmes.

24 participants from around the world took part in the programme during 2023-24, with some great results. The programme also involved live sessions with guest industry speakers.

> The programme gave me **the most warm, positive, expert guidance and support,** I didn't realise I had been looking for."
>
> The Creative Impact Programme **enabled me to pinpoint my true passion and purpose and to regain my confidence.** To dare to dream and make it happen"
>
> **Sarah Cromwell** – Head of Art TK Max



> It has been a genuinely **transformative experience**. With the support of the mentors and the wider community, I felt **encouraged**, **challenged**, and held **accountable** in all the right ways.
>
> I can't recommend Creative Conscience enough. I'm incredibly grateful to the team for their support and excited to see where this new path takes me."
>
> **Will Kinchin** – Designer & Entrepreneur

LONDON DESIGN FESTIVAL











In 2024, we were proud to promote, support and partner with three incredible emerging designers – all graduates of our Creative Impact Programme. Two of them were also recipients of Creative Conscience Awards in 2023: Trixi Marx, Gigi Cooke, and Libby Collar.

As part of the London Design Festival 2024, these talented creatives showcased projects that championed sustainability, innovation and collaboration.

Trixi Marx, founder of Sugar Studio and a biophilic designer, presented Growable Graphics – a striking exploration of living typography that combined biophilic design with modern visual communication. Her work demonstrated a powerful synergy between nature and design, pushing the boundaries of what sustainable creative practice can look like. Visitors had the opportunity to meet Trixi in person and experience her unique approach, including The Green Gallery, a vibrant space featuring plant-based artwork and souvenirs by local artists – a true celebration of eco-conscious design.

WATCH SUGAR STUDIO REEL HERE

UNDER ONE ROOF

Gigi Cooke, a product designer and founder of Under One Roof Collective, curated an immersive interior installation at Shoreditch's Perseverance Works. This platform spotlighted early-career UK designers, placing emphasis on collaboration, empowerment and ethical commerce. The collective's dynamic showcase provided a bold vision for the future of design, and the launch event held from 18th–20th September was a festival highlight.



Supporting the collective's cohesive presence was graphic designer Libby Collar, who developed the brand identity for Under One Roof Collective. Her contribution brought the project's values and visual language together seamlessly, embodying the collaborative ethos fostered through the Creative Impact Programme.



London Design Festival 2024 proved to be a standout event in the creative calendar, and we were thrilled to see our alumni leading with purpose and innovation on such a prestigious stage.

WATCH UNDER ONE ROOF REEL HERE

When it comes to something as important as the need to vote, powerful campaigns that really catch the eye and the mind can really make a difference”

ALASTAIR CAMPBELL - The Rest is Politics
Creative Conscience #WHYVOTE? Judge

Watch Alastair Campbell’s interview with us **HERE**

IMPACT

#WHYVOTE FREE COMPETITION + CAMPAIGN LAUNCH 23/24

In August 2023 we partnered with the Politics Project (TTP) and The Democracy Classroom to launch a new and powerful initiative ‘WHYVOTE?’ a campaign to engage and empower young people across the UK and beyond to register to vote and have their voices heard.

We first designed and launched a social media campaign, employing Libby Collar, a CC award winner from the 2023 awards, who had created a project focused on democracy + politics. The project enrolled young creatives from across the UK and around the world in a free design competition that would be developed and used across the UK as a real campaign ahead of the UK general election.

Read the launch story HERE

The competition opened in October 2023, in the run up to the UK general election (July 2024), with two age categories: one for 16-18 year olds and one for 18+. Judging took place in January 2024 and we are thrilled to announce that Alastair Campbell was one of our judges, along with other high-profile experts from the world of politics, design + education.

IMPACT

#WHY VOTE CAMPAIGN

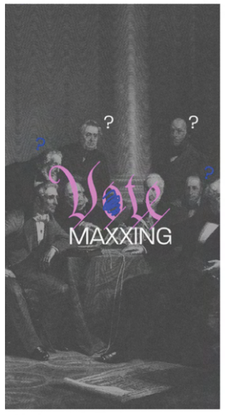


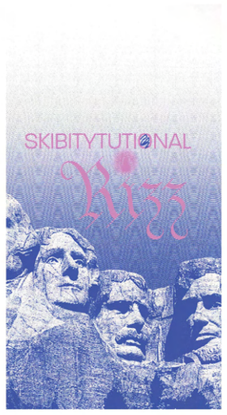
The aim of #WHYVOTE is to encourage political participation and educate young people on the importance of their vote. And what better way to do this than through creativity and reaching out to our own creative community?

See the brief **HERE**

We were keen to be involved as we know that the UK is far behind most European countries when it comes to getting the youth vote. In the 2019 General Election, less than half of young people aged 18 to 24 voted. This compares to 75% of 65+ year olds. Meanwhile, trust in politics is at an all time low. When surveyed, 49% of the UK population said they did not trust the government (ONS 2022).

Many young people have never been told that their voice matters. This competition aims to amplify their voice. Young people will get involved in the political process by educating themselves and their peers on democracy and its importance, meanwhile, having the opportunity to get creative and design with a purpose. Campaigns which are youth-led are much more attractive and engaging to young people. A successful voter engagement campaign could play a huge role in encouraging young people to vote. We are delighted to work with so many educational institutions across the country to get these voices amplified.







> **The more young people are confronted with messaging which underlines the power in their hands, the better.”**
>
> **Alastair Campbell** – Author + Political Commentator

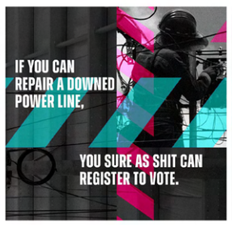
Politics: A Challenging Arena

Bill Clinton’s former political strategist, Paul Begala, once said that “politics is show-business for ugly people.”

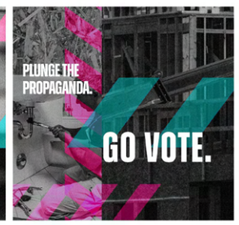
The unprecedented scale of threat of murder, violent attack, personal abuse that Diane Abbott MP receives on a daily basis is powerfully illustrative of a deeply threating ‘political’ culture that singles out and attacks Black leaders, across the political spectrum. British politics needs urgent and radical reform.

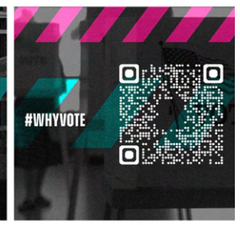
See the results **HERE**











IMPACT

ETHICAL MARKETING IN ACTION

CHAMPIONING PURPOSE-DRIVEN CAMPAIGNS AT MAD//FEST 2024









In a world saturated with advertising, ethical marketing became more crucial than ever in 2024. Independent advertising agencies played a vital role in shaping this evolving landscape. Unlike larger corporations often constrained by stakeholder demands, these agencies had the freedom to prioritise authenticity, creativity, and social responsibility over profit.

Over the past year, the value of independent agencies in today's creative ecosystem became increasingly evident. Their ability to develop campaigns that championed inclusivity, sustainability and meaningful social impact deserved recognition and celebration.

In 2024, we proudly partnered with the Alliance of Independent Agencies to present the Best Purpose Driven Campaign Award at the Independent Agency Awards, held during MAD// Fest. This event honoured the outstanding contributions of independent agencies across the UK. By spotlighting purpose-led campaigns, we aimed to raise industry standards and encourage more agencies and brands to embrace ethical, values-driven communication.

A standout moment was celebrating Distillery for their campaign 'Queer Joy' created for the Albert Kennedy Trust (AKT). This project demonstrated the transformative power of creative, purpose-led advertising. It tackled critical issues of representation and mental health among queer youth, offering visibility and hope through a poignant content series.

As Chrissy Levett, Creative Conscience co-founder and creative director, remarked:

"On a really small budget, it had the scope for societal change. Mental health and societal inclusion pose a very real danger to queer teens. With a lack of elder representation on social media, when you're young and queer, it's hard to see what the future holds."

The campaign addressed this gap by featuring underrepresented queer elders sharing life advice and messages of resilient joy through YouTube Shorts. Using donated YouTube ad credits and AI-powered media targeting, these powerful messages reached the right audiences with impressive impact.

Recognising independent agencies through initiatives like the Independent Agency Awards not only celebrated their work, but also set a new benchmark for ethical, impactful communication. These achievements served as a reminder that creative work with purpose can—and should—lead the way in driving positive change across the industry.

READ THE BLOG HERE

AOP AWARDS

JUDGING PURPOSE-LED CREATIVITY AT THE AOP AWARDS

As part of our commitment to championing socially and environmentally conscious creativity, Creative Conscience was invited to judge the 39th Association of Photographers (AOP) Awards—an event often described as the “Oscars” of photography.

One of the standout projects recognised was Samuel Hicks’ Silver Award-winning series, which explored the theme of rewilding in urban spaces. Through evocative imagery captured in forgotten corners of East London, Samuel imagined a world where individuals reclaim and green their surroundings, blending city life with wild nature. His work was a powerful visual commentary on environmental stewardship and the human connection to nature—even in the heart of concrete landscapes.

Samuel’s series also demonstrated thoughtful sustainability in practice: real flowers used on set were later gifted to the crew, underscoring his ethical approach to creative production.

As a judge, Creative Conscience was proud to support and spotlight work like Samuel’s—creative storytelling that not only captures attention but inspires action. His work was further honoured with a Spotlight Award and inclusion in Archive Magazine’s ‘Best 200 Photographers.’

Through our involvement with the AOP Awards, we continued to amplify the role of creative professionals in shaping a more sustainable, compassionate world.













Among the standout work was Ian Kirby’s Environment Gold-winning series for The Cycle—a charity transforming lives through sustainable sanitation and menstrual health education in India.

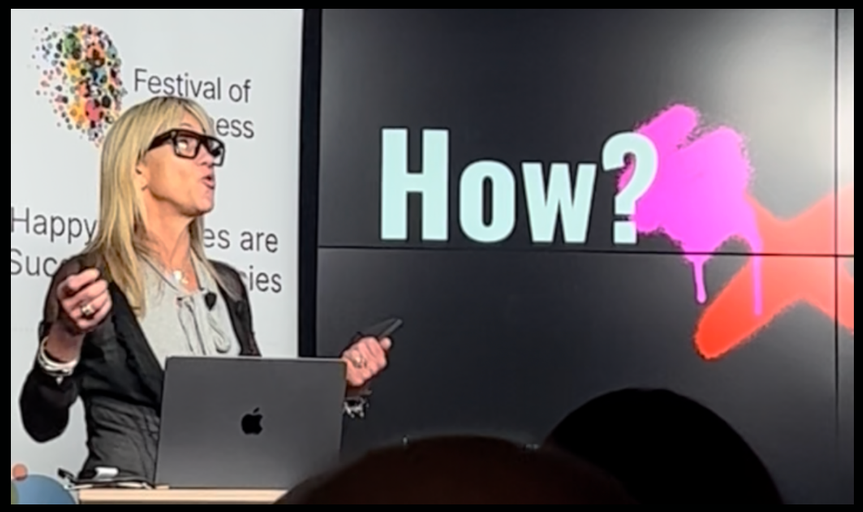
The project powerfully highlighted the impact of community-led WASH solutions and the resilience of those affected by environmental and social hardship. It exemplified the role of photography in inspiring change and elevating underrepresented voices—values we at Creative Conscience champion in all we do.

Being part of the judging panel allowed us to spotlight purpose-led creativity on a national stage, reinforcing our belief in the power of visual storytelling to drive meaningful change.

FIND OUT MORE HERE & HERE

IMPACT

FESTIVAL OF HAPPINESS



FESTIVAL OF HAPPINESS 2024: PUTTING PEOPLE FIRST FOR HIGH PERFORMANCE

Last summer, over 250 agency leaders gathered at Google's stunning King's Cross conference facility for the Festival of Happiness 2024 – a day dedicated to exploring the powerful link between employee wellbeing and agency success.

We were proud to partner with the Alliance of Independent Agencies to bring this event to life, united by a shared belief: to build high-performing agencies, leaders must invest in the happiness and wellbeing of their people.

The agenda was packed with energy, insight, and inspiration. One highlight was our talk on "Why Embedding Creative Purpose into a Business Adds Happiness, Value, and Ultimately Higher Success Rates" – a conversation that resonated deeply with leaders looking to align purpose with performance.

Throughout the day, attendees moved between interactive breakout and workshop rooms, a live podcast studio capturing real-time reflections, and a spacious networking area where meaningful conversations flowed as easily as the coffee.

By the end of the event, agency leaders left not just with notes and business cards, but with a renewed sense of purpose: to create environments where people flourish – and performance follows.

IMPACT

GREEN TECH FESTIVAL

CELEBRATING INNOVATION AND SUSTAINABLE FUTURES



READ THE BLOG HERE

Creative Conscience had the pleasure of attending the Green Tech Festival (GTF) Connect in London—an energising event that brought together innovators, changemakers, and industry leaders united in their commitment to building a sustainable future. With over 700 attendees and more than 40 speakers, the festival became a vibrant hub of meaningful dialogue, collaboration, and cutting-edge ideas aimed at addressing some of today's most pressing environmental challenges.

One of the standout moments of the event was the chance to engage with influential figures such as Dale Vince, Tony Burdon of Make My Money Matter, and Elissa Brunato—a past Creative Conscience Award winner. Elissa shared her remarkable journey, having raised £1.2 million for her pioneering venture Radiant Matter, which aims to transform the materials industry by offering sustainable alternatives to harmful substances used across fashion and manufacturing sectors. Her work stood as a testament to the power of creativity in driving real-world impact.

During the event, Radiant Matter won the London leg of the GreenTech Start-up Slam, further affirming Elissa's bold vision. Reflecting on her Creative Conscience journey, she said:

"Winning a Creative Conscience Award felt amazing. When you're doing something that's never been done before, getting validation is vital. It meant everything—it helped me take the next step forward, to keep going. It told the wider world that what I was doing was valuable and important. It meant a lot."

Another key highlight of the festival was the Green Awards ceremony, which honoured individuals and organisations leading the way in sustainability. As part of the wider Creative Conscience community, it was incredibly rewarding to witness so many changemakers being recognised for their contributions to a greener world.

Held on the 4th and 5th of September, the Green Conference delivered a rich programme of talks, panels, and showcases featuring new technologies and imaginative solutions. Topics ranged from sustainable fashion and the circular economy to green finance and renewable energy, all contributing to a shared vision for a low-impact, regenerative future.

Our time at the Green Tech Festival reaffirmed what we believe at Creative Conscience: that creativity is one of the most powerful forces for change. Being part of this inspiring community of thought leaders and innovators strengthened our commitment to empowering creatives to harness their talents for social and environmental good.

We are immensely grateful to the organisers, speakers and participants of GTF 2024 for creating such a thought-provoking and hopeful space. As we look to the future, we remain inspired to continue pushing boundaries, nurturing new ideas, and championing creative solutions for a sustainable and just world.

THANK YOU!



LEAD SPONSORS & PARTNERS

L&Co Exposure NEW. DESIGNERS NTU Nottingham Trent University Alliance of Independent Agencies

Designed by Creative Conscience & L&Co

CHARITY COMMISSION FOR ENGLAND AND WALES

Charity Name	No (if any)
Creative Conscience	

Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01.06.2024		31.05.2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Charitable activities: Award Entrance Fees	18,300	-	-	18,300	3,117
Charitable activities: Lectures and Workshops	250	-	-	250	10,768
Charitable activities: Events Income	5,712	-	-	5,712	11,680
Charitable activities: Other Services	6	-	-	6	23,154
Donations, legacies and grants: Individual donations	-	-	-	-	6,510
Donations, legacies and grants: Other donations	-	-	-	-	446
Other Income	-	-	-	-	180
	-	-	-	-	-
Sub total *(Gross income for AR)*	24,268	-	-	24,268	55,855
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	24,268	-	-	24,268	55,855
A3 Payments					
Accountant	2,280	-	-	2,280	-
Advertising/Promotional	-	-	-	-	1,244
Art materials	-	-	-	-	243
Bank charges	-	-	-	-	38
Coaching and Training	-	-	-	-	179
Computer Costs	3,579	-	-	3,579	4,302
Cost of Labour	25,011	-	-	25,011	30,312
Lectures, talks & events	732	-	-	732	65
Office/General Administrative Expenditures	7	-	-	7	75
Other Expenditure		-	-	-	434
Other Miscellaneous Service Cost	31	-	-	31	-
Other Professional Services	199			199	3,480
Printing, Postage and Stationery	31	-	-	31	302
Raising funds	5,000	-	-	5,000	-
Reg 123	937			937	-
Subsistance	337	-	-	337	953
Travel and Accommodation	781	-	-	781	2,190
Website costs	794	-	-	794	1,074
Written Off	-	-	-	-	8,825
Zoom Payments	173	-	-	173	-
Sub total	39,892	-	-	39,892	53,716
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	39,892	-	-	39,892	53,716
Net of receipts/(payments)	- 15,624	-	-	- 15,624	2,139
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	35,740	-	-	35,740	-
Cash funds this year end	20,116	-	-	20,116	2,139

Section B Statement of assets and liabilities at the end of the period

B1 Cash funds

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Metro Bank	20,116	-	-
		-	-	-
		-	-	-
	Total cash funds	**20,116**	**-**	**-**
	(agree balances with receipts and payments account(s))	ok	OK	OK

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval

CREATIVE CONSCIENCE

England & Wales - Charity number 1170093

Accounts


CREATIVE
CONSCIENCE



Years ...

... OF CREATING POSITIVE SOCIAL + ENVIRONMENTAL IMPACT

01.06.23 - 30.05.24

CONTENTS

01

INTRO

Overview of Creative Conscience + our mission

Chairman's + Founder's statements. Key areas of work and focus.

Page 05-12

02

PEOPLE

The amazing individuals who make up this community-built organisation.

Page 13-20

03

AWARDS + OUR WORK

Facts + Figures about our global awards scheme, events, educational connections, talks, presentations, workshops, partnerships and other activities undertaken throughout the year.

Page 21-30

04

DIGITAL / WEBSITE + SOCIAL NETWORKS

Numbers and channels through which we reach the world with our messages of hope.

Page 31-34

05

IMPACT

Events and projects we've worked on that have positively impacted the people we reach and connect with though our community and network

Page 35-68

We’re all about...

...IMPACT



INTRODUCTION

Creative Conscience is a charity that empowers the next generation of creative thinkers and the design industry to apply their talents to socially valuable projects.

Promoting sustainability, freedom, social justice, health and well-being.

We change the world for the better by:

- Empowering and supporting young creative people
- Inspiring them to create purpose-driven, socially-valuable projects, both now and in the future
- Training and supporting creative thinkers to use their talents to build a better world
- Engaging with leading creative thinkers and organisations to realise the best of these projects
- Delivering positive social benefit and change, through the projects we inspire and support



CHAIRMAN

RAOUL SHAH

Our mission at Creative Conscience is to harness the power of creativity to make the world a better place through collaboration. Not simply to make the world look better, but to work better. Since 2012, Chrissy and our team have been an unstoppable force for good - using creativity in all its forms to make a positive social, societal and global impact. Through education, mentoring, online courses, Change Makers events and financial support, we want to empower our global community to create a fairer, healthier and more sustainable world for everyone.

The highlight of our year is the Creative Conscience Awards. This year we saw over a thousand entries and awarded over 100 creatives who demonstrated radical, progressive and truly inspiring thinking applied to a vast range of subjects including mental health, equality, conscious consumption and the climate crisis.

Having celebrated our 10th anniversary in 2022, a milestone moment in our mission, we are more focused than ever to engage educators, industry leaders and commercial partners to help us extend our work and increase the support we provide for young people. Continued partnership and the spirit of collaboration will enable our charity to extend its reach and, most importantly, have a bigger impact on the issues that matter to us today, and to future generations.

I'd like to thank the whole Creative Conscience team for their relentless energy and enthusiasm, all our education partners, our generous advisors and brand ambassadors and our global network of creators and change makers whose immeasurable talent brings our mission to life.

KEY AREAS

Our five key areas of support and inspiration:

01. Advancing the education of young people

02. Conservation, sustainability and the protection of the environment

03. Equality, diversity and social inclusion

04. Physical + mental health and wellbeing

05. Promoting respect for human rights













Themes

CLIMATE CRISIS
COMMUNITY
CONSCIOUS CONSUMPTION
ENVIRONMENT
HEALTH
HUMAN RIGHTS
EQUALITY
EDUCATION & LEARNING
IMPACT
MENTAL HEALTH
RACIAL JUSTICE
SOCIAL JUSTICE
WAR & CRISIS

Disciplines

ADVERTISING
ANIMATION
ARCHITECTURE & INTERIORS
DIGITAL & TECH EXPERIENCE
FASHION & TEXTILES
FILM & PHOTOGRAPHY
GRAPHIC DESIGN
ILLUSTRATION
MOTION GRAPHICS
PRODUCT & STRUCTURAL DESIGN
SERVICE DESIGN
TYPOGRAPHY

PEOPLE

The people who make Creative Conscience work. Our passionate team, trustees and ambassadors.

Change-makers who can spot a great idea. An idea that has the potential to go on and make real impact.

We wouldn’t exist without this great community of individuals who make this organisation work year after year.



TRUSTEES



Tim Bourne
Co Chair

CEO and Co-founder of The Casbah Group



Raoul Shah
Co Chair

CEO of Exposure



Nicole Yershon
Trustee

Founder NY Collective



Professor Lawrence Zeegen
Trustee

Independent Creative Education Consultant



Tom Savigar
Trustee

Independent Creative Education Consultant



Andrew Tapson
Finance Trustee

Founder Perle Partnership

AMBASSADORS + TEAM

Creative Conscience wouldn't be what it is today without its team, all of whom share the passion of making positive change in the world through creative thinking. The names to the right summarise some key members of the team, but our real team is much bigger.

Thank you to our community of passionate volunteers, judges and speakers who often give their spare time to help us empower and grow, whether that be helping us to run our social media platforms, assisting at our events or simply being an advocate of our cause.

Barlow
Director

James Bray
Senior Digital Designer
UX+UI

Linda McDonagh
Head of Partnerships

Eddy Altmann
Training + Web Tech

Aleksandra Wasacz
Events + Marketing Manager

David Hensley
Director

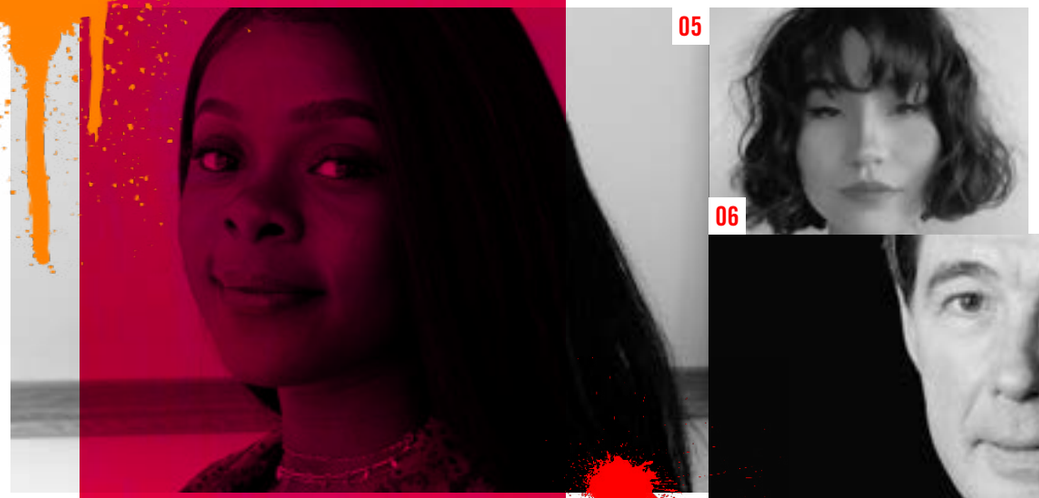
Chrissy Levett
Co-Founder + Creative Director

Madani Sidibe
Film + Digital Editor

Libby Collar
Designer + Social Media Manager



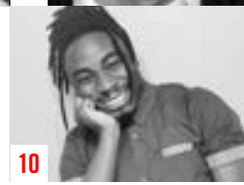












01 Prof. Helen Story MBE
02 Sir Quentin Blake
03 Adah Parris
04 John Paul Flintoff
05 Rosa Kim
06 Paola Delgado
07 Sir Jonathon Porritt
08 Jasmine Arthur
09 Michael Wolff
10 Tylar Edwards

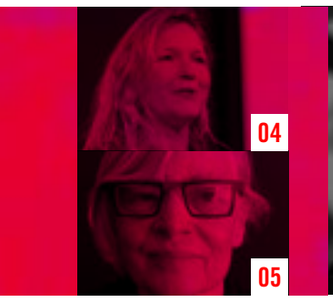
JUDGES

01 BINE
02 Jim Reeves
03 John Brown
04 Sevra Davis
05 Stephanie Mills
06 Tom Savigar
07 Jo Godden
08 Carol Rose
09 Sophie Thomas
10 Umesh Pandya
11 Andrea Maloney
12 Amelia Noble
13 Tara Hanrahan
14 Jane Ni Dhulchaointigh
15 Dan Burgess
16 Matt Hocking
17 Merlin Nation
18 Nicky Kaur
19 Nicole Yershon
20 Islam Aboush
21 Dino Myers-Lampty

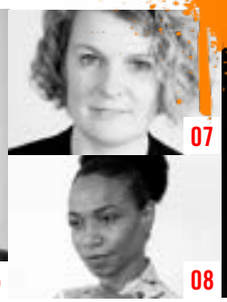










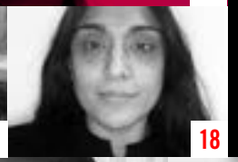








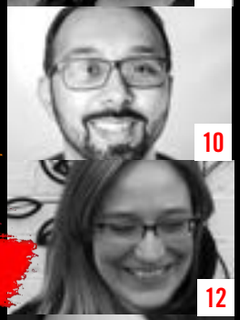




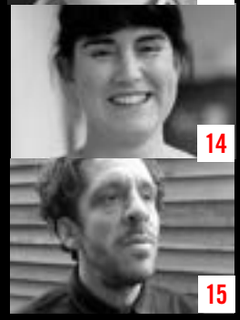












FACTS + FIGURES

OVER

700

68

APPLICANTS
entered the 2023/24 awards

NATIONALITIES
took part

Nationalities of applicants include:

EGYPT
MEXICO
ARGENTINA
NORWAY
BRAZIL
SAUDI ARABIA
MOZAMBIQUE
ITALY
PERU
CHINA
JAPAN
AUSTRALIA
USA
ICELAND
RUSSIA
VENEZUELA
INDIA
UK
SOUTH KOREA
NIGERIA

AWARDS



The Creative Conscience awards welcomes projects from students and graduates (of up to two years) from any creative discipline. The awards are the perfect opportunity for creatives to push their curiosity and create the change they want to see in the world.

By entering, applicants will be directly supporting our work as a charity, helping to build a fairer, healthier, more sustainable and regenerative world.



I was first introduced to CC when they came into my uni to deliver a talk.

Everything changed for me - this is when I realised exactly what it was that I was meant to do”



“That single hour completely changed the trajectory of my career.”







“I felt compelled to create a project responding to the CC award briefs, and invested all my energy into that project which gave me a huge amount of fulfilment.

I am hugely grateful to CC for showing me that it is very much possible to create real-world impact using creativity.”

Libby Collar - Manchester Metropolitan University

AWARDS NIGHT

The 2023 Creative Conscience Awards took place online on 19th September. The ceremony was hosted via Zoom from L&Co's studio in London. We were delighted by the standard of the projects that were submitted, even though many young creatives had been in lockdown across the world. The advantage of doing a virtual event was that we could engage with participants from all over the globe: from Britain to Brazil, the States to Singapore.

See the event film **HERE**.

We continue to push and support these projects, to help realise ideas so they have a positive, social impact on the world.



2023

Over…

850

...participants took part: the next generation of creative thinkers taking action from more than 68 nationalities

LIVE EVENTS 23

Throughout 2023-24 we attended, spoke at and hosted, various events as an advocate for positive social and environmental change. At these events, we engaged, empowered, inspired and trained audiences, institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

This last year has seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world.

We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

Including:

‘Making a Difference’ Royal Society of Arts (RSA) London with Amlitude - May 2023

The Psychology of Climate Inaction - on line with Creatives for Climate.

BBC Radio Nottingham - Creative Change Makers 12.06.23

Creative Change Makers 2023 Nottingham - 15/16.06.2023

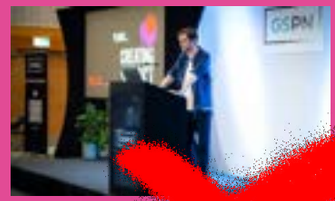
Creativity for the Health of People and Planet interview UAL 19.06.23

New Designers 2023 - 2 weeks 05/12.7.23

UK Creative Festival - talks and workshops 12/13.07.23

‘How to fix Parliment’ Royal Society of Arts (RSA) London - 25.10.23

TOPICS INCLUDED:



EQUALITY + DIVERSITY MENTAL HEALTH CLIMATE CRISIS SOCIAL JUSTICE AI FOR GOOD + DEMOCRACY

Creative Change Makers 2024 London LinkedIn HQ in partnership with Alliance of Independent Agencies - 21.02.2024

Creative Change Makers 2024 Nottingham - 21.02.2024

CHEAD Women in Leadership - 21.03.2024.

Link to CHEAD 2023 talk **HERE**

24

EDUCATIONAL IMPACT

Throughout the year we hosted talks and workshops at colleges universities across the UK and around the world; in-person and online.

For each workshop, we tailored material for a variety of disciplines, themes and topics.

We provided the tools, advice, inspiration and encouragement needed for educational change - focusing on both students and staff. We created meaningful content to inspire educators and corporates - building ethically-driven purpose into curricula + institutions across the world.

TRAINING + DEVELOPMENT WORKSHOPS AT:

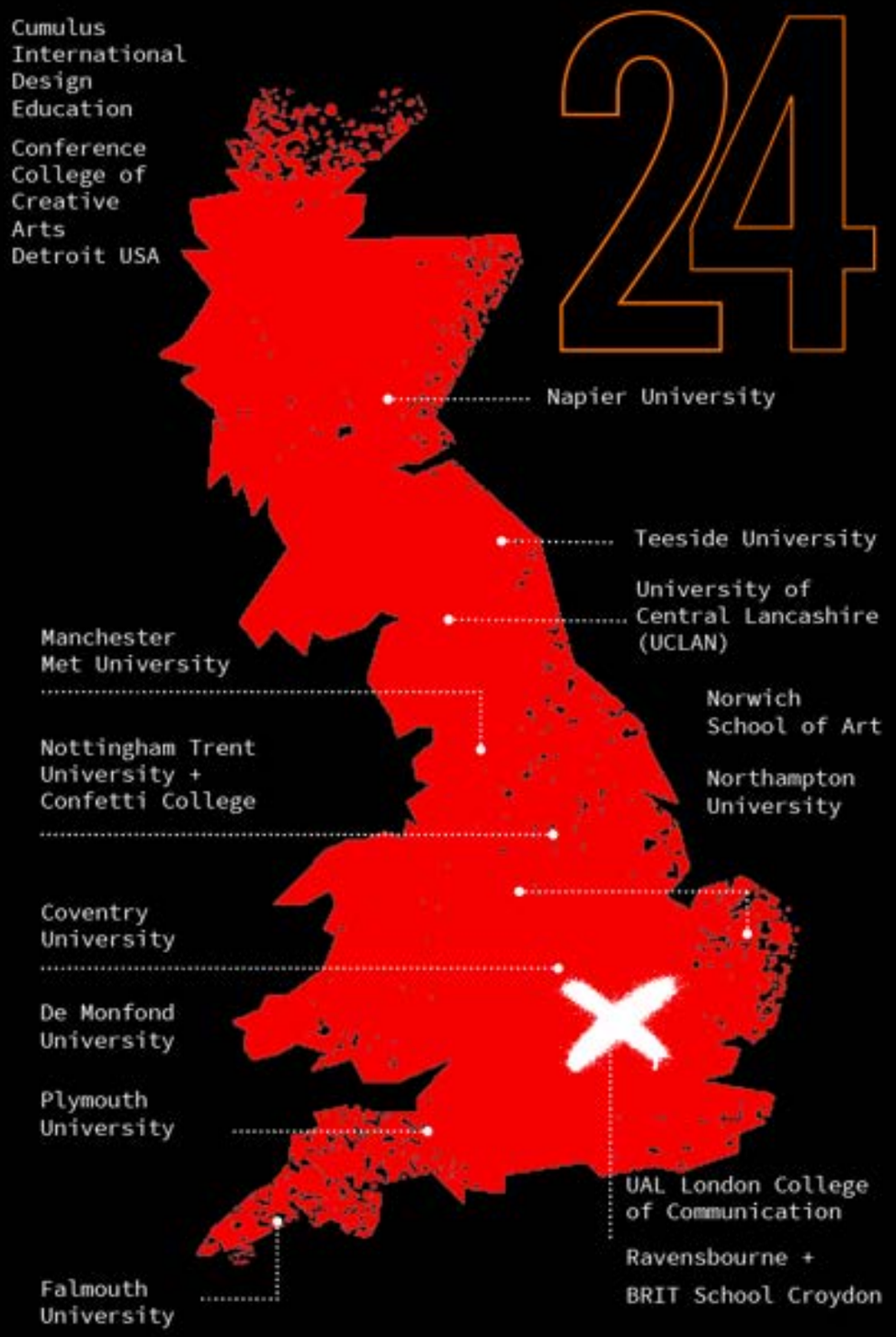
- New Designers: judging, talks + workshops
- Collabs: Nottingham & Trent University 16.02.24
- London College of Communication (UAL) Digital Staff training Day 09.23
- Norwich Arts University Staff training Day 07.23
- Ravensbourne Staff Development Day - 11.01.24

Details on page FINAL PAGE no's

ADVISORY ROLES:

- Advisory Board Global Sustainability Partnership Network (GSPN) 2024
- Advisory UK Creative Festival 2024

2023



SOCIAL MEDIA

ccchangemakers
Creative Conscience
ccchangemakers
Creative Conscience
Creative Conscience

Our social media following increased, we shared empowering work, stories + reels.

INSTAGRAM:

6,757

Increased online community on LinkedIn, Facebook, YouTube, Instagram, TikTok + The Dots.

LINKEDIN:

4,550

BLOGS

We also published many news stories to inspire our community to support action for positive change. These included:

- Interviews with winners
- Interviews with judges and industry experts
- Guest articles from our sponsors, and other advocates for the cause
- Posts supporting social entrepreneurs & start-up projects with shared values

FACEBOOK:

2,300

YOUTUBE:

375

THE DOTS:

18,024

LAUNCHED NEW BRAND



During this year, we rebranded Creative Conscience logo with the help of **L&Co** our B Corp branding partner and sponsor.

See new branding blog **HERE.**

CREATIVE CONSCIENCE

TEES THAT PLEEZE!

Between November 23 and January 24 we bought a load of second hand pre loved tee shirts. We hand painted this with our brand colours then screen printed postive anti consumptive messages on them along side our new logo as a way of raising funds and inspiring creativing, circular design thinking and regeneration ideas.



See one of our team **HERE** screen printing in a community workshop in East London.

... we're all about

IMPACT

Beyond the awards, Creative Conscience helps to support, and bring to life some of the brightest and most imaginative projects from our community.

By providing the tools, contacts and advice, we empower creative thinkers to build better, helping to create real, tangible impact in the world.

We create events, workshops and programmes focusing on behaviour change to influence society and, consequently, the future of our planet. These empowering events and workshops train groups and individuals to build impact in their world and the world around us.

See our 'Call to Action' film HERE.

CREATIVE CHANGE MAKERS



OVERVIEW CREATIVE CHANGE MAKERS 2023 / 24

- **Creativity for a Better World** – Metronome Nottingham UK + globally on-line see below – 16.06.23 see HERE
- **Creativity, AI + a Better World** – 21.01.24 See HERE
- **Creativity for a Better World** – Metronome Nottingham UK + globally on-line see below – 24.02.24 see HERE

> I've met people who really care, they're creative and they have a conscience, I recommend you become part of this movement and help make the world a better place"

Alan Pitchforth – Founder
Kamilian Creative



CREATIVE CHANGE MAKERS FESTIVAL

22.06
.2023

Creative Conscience hosted yet another powerful Creative Change Makers event, this time in Nottingham. A day with over 20 speakers and panellists, with TED style talks, connections, commitment to actions and great conversations. An event focused on Creativity for Social + Environmental impact. Empowering and transformational, designed to build a fairer, healthier, more sustainable + regenerative world, through the power of creative thinking - city by city + community by community.



Watch our past Creative Change Makers LIVE event in London HERE on our YouTube channel.

Watch an event summary HERE and read the blog post HERE.

CREATIVE CHANGE MAKERS







Creative industry experts + change-makers, from local communities + beyond, came together to discuss and celebrate the power of creative thinking to solve social + environmental challenges. We showcased numerous successful initiatives that have achieved outstanding local + global impact. A diverse audience of around 300 participants, live at Metronome and online, enjoyed the day of moving stories and powerful actions around what we can do to build a better world. The day kicked off with Craig Chettle MBE - Confetti Media Group Founder + Chief Executive, key partner + sponsor, and Chrissy Levett - Creative Conscience Founder + Creative Director - both setting a powerful intention for impact actions to come from the event.

Our MC for the day was Mark Shayler - Ape, our speakers included: **Sir Tim Smit** - Co-Founder of **the Eden Project**, **John Morgan & Steven Lane** from Leonard Design Architects - key partners + sponsor, alongside Penney Poyzer - the 'Queen of Green', Adam Pickering - Partnerships Manager + Environment Editor at LeftLion and Founder of the festival Green Hustle, Chrissy Levett, Wolfgang Buttress - award winning artist, Nicky Kaur, Raoul Shah - our Chair, Founder and Joint CEO of Exposure, John Brown - Founder of Don't Cry Wolf, Stephanie Newton6*), Action Labs, Nick Ebbs, Cathy Mahmood / Challenge Nottingham, Wingshan Smith / Chaos Magic and a creative panel of NTU graduated, hosted by Amy Williams.

Creative Conscience award winners:: **Owen Sutton, Ella Oulton, Katherine Davies & Aaliyah Duberry**. Plus a B-Corp panel with **Barlow** from L&Co, **Michelle Pavey** from Kind.

Notts TV attended and interviewed speakers, here with **Penney Poyzer**.

> **"You bathed Nottingham** in the **light of positive action** yesterday. I've never attended a conference like this before, **it was joyful!"**

Penney Poyzer - Chair of Nottingham Good Partnership





Special thanks to all our crew, friends and supporters who bought tickets and made a collective commitment to positive change, individually and within their organisations.

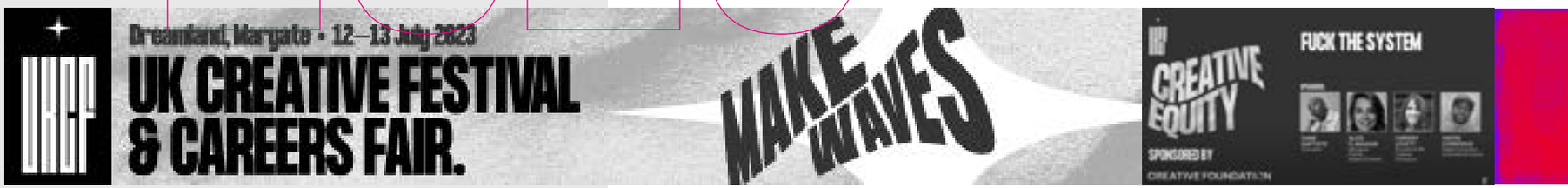
Watch all the sessions Part 01 HERE, Part 02 HERE, Part 03 HERE + part HERE 04.

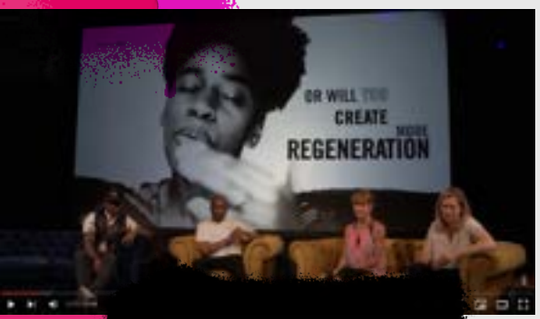
UK CREATIVE FESTIVAL +...

...CAREER FAIR

2023

> “I just wanted to send you over a **HUGE thank you** for all of your work at the UK Creative Festival last week and with running a session in the careers fair. **Your contribution is massively valued!”**
>
> **Sara Maddocks** – UKCF Head of Partnerships & Operations





The UK Creative Festival looks to supercharge the UK’s creative industries. Be part of a network that inspires ideas-led thinking to foster a culture of daring creativity – for now and for the future. At the heart of the festival is the free-to-attend Careers Fair. This is where we engage with young creatives, enabling them to understand the opportunities and pathways available to them.

The 2023 talks featured a panel and workshops from our own, Chrissy Levett & friend Ben Akers. Plus fantastic big-name speakers such as Tracey Emin, Trevor Robinson OBE, Chaka Sobhani, Sam Delaney, Dane Baptiste, Tom Skinner, Jordan Rossi, Miranda Bowen and many more. It was a great event to be part of.

Creative Conscience was invited onto the stage for a discussion called “F*ck the System” on 12.07.23. See **HERE**.

We also held a Creative Impact workshop at the event held at Dreamland in Margate, Kent, UK. See **HERE**.

CREATIVE CHANGE MAKERS - AI FOR GOOD

CREATIVITY + AI FOR A BETTER WORLD

16.01.2024

We kick-started 2024 with a much anticipated and inspiring event. Held in the central London offices of LinkedIn, and in partnership with LinkedIn and Alliance of Independent Agencies, Creative Conscience hosted Creative Change Makers: Creativity + AI for a Better World.

Gathering together some of the most influential + creative minds in AI, we aimed to empower and engage creative thinkers using AI positively to build a better society, and world.

A diverse audience of around 100 participants joined us live (with many more online) to enjoy a day of stimulating and educational presentations. Creative industry experts showcased a variety of uses and insights into the emerging and ever-changing world of AI.

Watch our past Creative Change Makers AI LIVE event in London HERE on our YouTube channel.

Introductions from speakers Raffy Vita and Evan Healy (LinkedIn), Graham Kemp (Alliance of Independent Agencies), and from Creative Conscience: Rosa Kimosa, Eddy Altmann, and Chrissy Levett, started the day.

Fascinating video presentations followed from John Malik (Goodpoint), and Kadine James (Global head of generative AI Web3 at Artificial Rome)








CREATIVE CHANGE MAKERS - AI FOR GOOD

We listened to Matthew Blakemore, (AI Inventor + Digital Transformation Expert), who used a very helpful traffic light analogy to categorise and explain AI-related issues and opportunities; Niharika Hariharen (Design 3 founder), asked us as designers to consider 'How do we want to live life?', and not use AI simply to create faster and cheaper solutions; and Sevena Surana, below, (Co-founder Identity 2.0), discussed 'AI isn't smart, but we can be'.

Following lunch, we heard presentations from Raffy Vita (Creative Agency lead at Linkedin); Omar Karim (Creative Director, AI Image maker), who gave a passionate presentation from a Creative Director's perspective noting 'Creativity is not just the ability to create, it's about perspective, emotion and human experience'; Mark Winn (Life Coach), gave a captivating talk about the benefits of AI; Guy Gadney, below, (CEO of Charisma AI), talked us through his work where AI was used for important socially beneficial projects; Sophie Larsmon, below, (Immersive Director) who used AI to extend the theatre experience with focus on the pandemic of loneliness; and Ade Wright (AI image maker + designer), who ended his presentation by inviting attendees to take part in a Midjourney workshop.

Finally, Chrissy invited us to make a commitment to become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all, with or without the use of AI.

We would like to say a big THANK YOU to our partners at this event, to LinkedIn for your hospitality and organisation, and to Alliance of Independent Agencies for all your support.

Watch an event summary HERE and read the blog post HERE.



CREATIVE CHANGE MAKERS FESTIVAL

21.02.2024

For the second year running in Nottingham, Creative Conscience hosted another powerful Creative Change Makers on 21st February 2024. Our aim was to bring together the best creative minds to celebrate, envision + connect positive game changing projects.

The event was powered by Confetti Media Group (CMG), a family of innovative and entrepreneurial businesses at the heart of Nottingham's cultural, social, and economic scene, and held once again in their wonderful cross-media venue, Metronome.





Watch our past Creative Change Makers LIVE event in London HERE on our YouTube channel.

Watch an event summary HERE and read the blog post HERE.

CREATIVE CHANGE MAKERS

The event focused on different disciplines within the creative industries, creating impact through empowerment and collaboration by:

Sharing examples of projects and creativity that have and can build positive change.

Inspiring behaviour change for individuals, businesses and education.

Sharing examples of projects and creativity that have and can build positive practical tools and solutions.

Our MC for the day was Mark Shayler - Ape.

Speakers included: Awzeen Ramli - Senior Associate Leonard Design Architects - a key partner + sponsor; Steven Lane from Leonard Design Architects; Tim Bourne - Joint CEO of Exposure; Eddy Altman - Creative Conscience; Mat Hayward - Partnership Director at Kind, a B-Corp Agency. Presenting with Michelle Pavey; Abi Chapman - Creative Conscience Award Winner and founder of The Accessibility Project UK; Jonny Prest - Purpose lead Creative / Seed Creativity; Raoul Shah - our Chair, Founder and Joint CEO of Exposure; David Keyte - CEO Universal Works - a key partner + sponsor; Casey Soma - Artist + Founder Mad Truth, Chrissy Levett - Creative Conscience; Creative panel hosted by Libby Collar, featuring Creative Conscience competition entrants of #WhyVote? Initiative: Beth Trim, Natalia Posnett (Nottingham and Trent University) + Poppy Scoffings (graduate from Northumbria); Si Beales - Creative Educator, Founder + Film maker; Nick Corston - Founder of STEAM Co. Jessica Fishman - Clean Energy Marketing Expert USA; Adam Pickering - Partnerships Manager + Environment Editor at LeftLion and founder of festival Green Hustle; Penney Poyzer - the 'Queen of Green' + Chair of the Nottingham Green Food Partnership.

Finally, we were all asked to make a commitment to taking positive action. To become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all.

Special thanks to Universal Works, Leftlion, The Green Hustle + Bird & Blend for kindly sponsoring and supporting us with their products and services.

Watch the four sessions HERE, HERE, HERE + HERE on our YouTube channel.

Creative Change Makers is an invaluable opportunity to meet some of the leading minds from industry, community organisations and education, and hear examples of projects that can build positive change."

Craig Chettle MBE -
Confetti Media Group

NEW DESIGNERS

In July 2023, for the fourth year running, we partnered with **New Designers** at the Business Design Centre, London N1 . This was our largest collaboration with them to date. We set briefs and a competition for over 2,000 graduate designers and makers, all heading out into the creative industries. We worked across both weeks with two panels of judges. Thanks to **Paul Barlow, Linda McDonagh, Andrea Maloney, Sally Costen, Chrissy Levett, Ian Lambert, Annabel Totty, Charlotte Brandon** and **Cate Grundy.**

It's always a privilege to work with partner organisations who are supporting and promoting design and creativity. New Designers have given us the platform to bring social and environmental impact into the conversation.

We ran live talks as part of the event, to empower more young creatives to get involved in solving the world's most pressing challenges.

New Designers website **HERE.**

Learn more about the partnership and outcomes **HERE.**

> ...what we have to grapple with now, and **Creative Conscience has been really good at** this, is the **reality of how we sustain our energy, our love, our compassion** through times which are really difficult"
>
> **Sally Bent** –
> Event Director Immediate



CREATIVE IMPACT PROGRAMME

Over the last few years, we've refined and developed our online **Creative Impact Programme.**

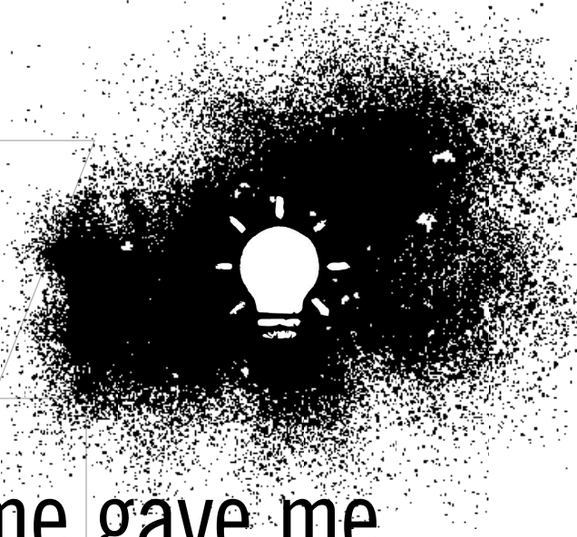
Since we started, we have trained over 70 creative individuals from different backgrounds and industries. Empowering and supporting people of all ages, genders, socio-economic backgrounds, and nationalities. This programme trains people in social entrepreneurship within the start-up and brand building space, but only focuses on ethical change. It's been designed for both graduates and industry professionals who want to learn how to hone their talents and skills to build a better society and world.

This course was developed from the learnings we gained from two previous pilot programmes, plus a year long cohort from 2021-22.

This time, using pre-recorded content hosted on Thinkific, an educational platform that sat alongside live bi-weekly coaching calls. All candidates worked with accountability partners. Course details and testimonials can be seen **HERE.**

We designed, built + delivered two 3-month programmes.

24 participants from around the world took part in the programme during 2023-24, with some great results. The programme also involved live sessions with guest industry speakers.



"The programme gave me **the most warm, positive, expert guidance and support, I didn't realise I had been looking for."**

"The Creative Impact Programme **enabled me to pinpoint my true passion and purpose and to regain my confidence.** To dare to dream and make it happen"

Sarah Cromwell - Head of Art TK Max

When it comes to something as important as the need to vote, powerful campaigns that really catch the eye and the mind can really make a difference”

ALASTAIR CAMPBELL – The Rest is Politics Creative Conscience #WHYVOTE? Judge



Watch Alastair Campbell’s interview with us **HERE**.

IMPACT

#WHYVOTE FREE COMPETITION + CAMPAIGN LAUNCH 23/24

In August 2023 we partnered with the Politics Project (TTP) and The Democracy Classroom to launch a new and powerful initiative ‘WHYVOTE?’ a campaign to engage and empower young people across the UK and beyond to register to vote and have their voices heard.

We first designed and launched a social media campaign, employing Libby Collar, a CC award winner from the 2023 awards, who had created a project focused on democracy + politics. The project enrolled young creatives from across the UK and around the world in a free design competition that would be developed and used across the UK as a real campaign ahead of the UK general election.

Read the launch story HERE.

The competition opened in October 2023, in the run up to the UK general election (July 2024), with two age categories: one for 16-18 year olds and one for 18+. Judging took place in January 2024 and we are thrilled to announce that Alastair Campbell was one of our judges, along with other high-profile experts from the world of politics, design + education.

#WHY VOTE CAMPAIGN

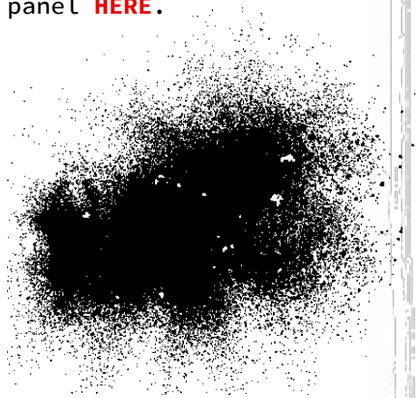
The aim of #WHYVOTE is to encourage political participation and educate young people on the importance of their vote. And what better way to do this than through creativity and reaching out to our own creative community?

See the brief **HERE**.

We were keen to be involved as we know that the UK is far behind most European countries when it comes to getting the youth vote. In the 2019 General Election, less than half of young people aged 18 to 24 voted. This compares to 75% of 65+ year olds. Meanwhile, trust in politics is at an all time low. When surveyed, 49% of the UK population said they did not trust the government (ONS 2022).

Many young people have never been told that their voice matters. This competition aims to amplify their voice. Young people will get involved in the political process by educating themselves and their peers on democracy and its importance, meanwhile, having the opportunity to get creative and design with a purpose. Campaigns which are youth-led are much more attractive and engaging to young people. A successful voter engagement campaign could play a huge role in encouraging young people to vote. We are delighted to work with so many educational institutions across the country to get these voices amplified.

Watch our presentation on the #WHYVOTE campaign + youth panel **HERE**.



> “The more young people are confronted with messaging which underlines the power in their hands, the better.”
>
> **Alastair Campbell** – Author + Political Commentator

Politics: A Challenging Arena

Bill Clinton’s former political strategist, Paul Begala, once said that “politics is show-business for ugly people.”

The unprecedented scale of threat of murder, violent attack, personal abuse that Diane Abbott MP receives on a daily basis is powerfully illustrative of a deeply threating ‘political’ culture that singles out and attacks Black leaders, across the political spectrum. British politics needs urgent and radical reform.

See the results **HERE**.



VOTE FOR YOUR LIFE

In April 2024 we started working with another NGO, Operation Black Vote (OBV), the home of black politics. And with an independent Ad duo Steve Moss and Nick Simons.

OBV are on the a mission to amplify Black* and brown voices and ensure complete engagement in the national debate about how to build a better Britain founded on accessible citizenship, judicial rights, climate and racial justice, equality, and fairness.

**OBV defines Black as a politically-inclusive term that includes African, Asian, and Caribbean heritage communities and other non-white radicalised minorities living in the UK.*

> Well done team. Thanks for all your hard work, the campaign looks great. Humble thanks ”
>
> **Lee Jasper** – Co-Founder OBV

As we approached a turbulent election season, OBV & Creative Conscience were alarmed by the current state of our democracy. This campaign highlighted the critical importance of casting one’s vote and the significant consequences of failing to participate in the electoral process’, hostile, and aggressive arena.



On May 2nd, 2024, we had Mayoral, Combined Authorities and Police and Crime Commissioner elections taking place across London.

The perennial question among Black and Asians who are registered to vote, is whether they should bother to vote at all? And who can blame them.

> The support from your team has been invaluable”
>
> **Steve Moss** – Campaign lead OBV

Many would agree that party and Westminster politics in the UK has become an increasing ugly, hostile, and aggressive arena.

The unprecedented scale of threat of murder, violent attack and personal abuse that non-white male MP’s receive is powerfully illustrative of a deeply threatening ‘political’ culture. An important issue.

British politics needs urgent and radical reform.

See the social media campaign graphics **HERE.**

Operation Black Vote website **HERE.**

> I liked the Creative Conscience stand”
>
> **Student** – EGA School

GREEN CAREERS FAIR



We hosted a stand at **Green Skills Career Fair** at the **Elizabeth Garrett Anderson** (EGA) comprehensive secondary school for girls in Islington, London on 24th April 12:30 - 16:00.

The initiative was hosted by Love Design Studio.

Thinking about future careers can be tough and stressful for young people. We are frequently advised that to be successful in our careers, we must follow a certain path; however, we know this is not the case.

There are many twists and turns in life, and we frequently find ourselves in an interesting career that we never expected or even knew existed.

Unlike a traditional careers fair, this event dispelled what a Green Skills profession entails, showcasing the wide range of jobs available that are related to sustainability.

Special thanks to Libby Collar for running this session.

Images courtesy of Love Design Studio

TRAINING THE TRAINERS



We know “**education is the most powerful weapon to have to change the world**” *Nelson Mandela*

In 2023-24 we had the opportunity to empower and train tutors and leaders in higher creative education. Staff workshops and training sessions. The first of which was at Assembly House, Theatre Street Norwich. **Norwich University of Arts.** Then **University of Arts London** (LCC), **Ravensbourne University** and finally **New City College.**

We worked with over 300 educators, training the trainers in creativity and social + environmental impact, on how can we better teach and empower the next generation for the future.

It was awesome.



Eddy Altmann from our team, was also asked to speak at the Global Sustainable Partnership Network, in Manchester. See **HERE**.

The creative energy in the packed out room **was dynamic and positively infectious** and was a joy to be part of”

Zann Hoad – CEO Sharp Sharp Media

It made me realise we can actually make change, thank you so much”

Graduating student – NTU School of Architecture



I was evicted from my home with my two young sons after winning a Creative Conscience New Designers Award. **I want to thank you so much again for all the help you gave me and sending the laptop.** We are all doing great now”

Nomi Maci – Interior Designer Glasgow Scotland

“Creative Conscience made me gain clarity and confidence in my career path. Despite the challenges, I now know I’m on the right track, doing what truly matters.

Through their individual coaching and supportive environment, I’ve gained understanding on my goals and received great strategies to overcome career obstacles. Before the course, I was struggling, but now my path is more clear thanks to their guidance and wealth of knowledge.

Thank you for empowering me to pursue my creative passions with purpose.”

Trixi Marx - Sugar Studio

“After being introduced to Creative Conscience with a university talk, I felt this overwhelming wave of passion and inspiration come over me. That is when I realised that design activism is what I was meant to do.

It’s rare to feel connected with an organisation instantly, but they showed me what integral design for change could look like and how it can be used to help make a fairer world”

Libby Collar - Graphics Graduate MMU

Creative Conscience talks a lot about the **power and importance of hope,** turning that **hope into action,** secondly **the power of anger and humour”**

Sir Jonathon Porritt – CC Ambassador

LEAD SPONSORS

L&Co

Exposure

PARTNERS

NEW. DESIGNERS

Nottingham Trent University

Alliance of Independent Agencies

THANK YOU

Designed by **Creative Conscience & L&Co**

Docusign Envelope ID: 7E5FA144-9775-4540-A06F-3C0787933CC5

Charity registration number 1170093 (England and Wales)

CREATIVE CONSCIENCE

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2024

Docusign Envelope ID: 7E5FA144-9775-4540-A06F-3C0787933CC5

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Tim Bourne	
	Tom Savigar	(Resigned 10 June 2024)
	Raoul Raja Shah	(Resigned 7 January 2025)
	Andrew Tapson	(Resigned 2 April 2024)
	Nicole Yershon	
	Professor Lawrence Zeegen	
	Paul Barlow	(Appointed 27 January 2025)
	Rifa Sultana Thorpe-Tracey	(Appointed 10 June 2024)
Charity number	1170093	
Registered office	Unity 308/ co.L&Co Screenworks 22 Highbury Grove London N5 2ER	
Independent examiner	Andrew Millet BA MBA FCA Millet Accoutants Ltd Beyond Aldgate Tower, 2 Leman Street, London, E1 8FA	

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CREATIVE CONSCIENCE

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Statement of financial activities	6
Balance sheet	7
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CREATIVE CONSCIENCE

TRUSTEES REPORT

FOR THE YEAR ENDED 31 MAY 2024

The trustees present their report and financial statements for the year ended 31 May 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the 's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Objectives and activities
The objects of the CIO are:

- For the public benefit to advance the education of young people studying, and people who have studied, in the Creative disciplines (including, but not limited to, Advertising, Architecture, Fashion, Textile Design, Film,Photography, Graphic Design, Illustration and Animation, and Product & Structural Design), developing their creative talents and moral capabilities.

- To promote for the benefit of the public the conservation and protection of the environment and to advance the education of the public in conservation of the environment through helping the implementation of projects in that area.

- To promote sustainable development for the benefit of the public by the preservation, conservation and the protection of the environment and the prudent use of resources and to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment through helping the implementation of projects in that area.

- To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by helping the implementation of projects.

- To promote equality and diversity for the benefit of the public through helping the implementation of projects in those areas.

- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society through helping the implementation of projects in that area.

- To promote physical and mental health and well-being through helping the implementation of projects in that area.

Public benefit
The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

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Achievements and performance

Significant activities and achievements against objectives

The 2024 Creative Conscience Awards took place online with more than 200 attendees on 24th September 2024. We were delighted by the standard of the projects that were submitted from across the world. Holding the awards online again meant that we could engage with participants from all over the globe: from across the UK, Europe, and as far as South America, Africa, the States, and over to Singapore.

We continue to push and support some of these projects where we can to help bring the ideas to reality so they have a real, positive, social impact on the world through the power of design.

Throughout 2023-24 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired, and trained institutions, industry creatives, students, and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

Following our work last year, we have seen even more engagement and events, talks, and conversations on how to embed these principles into educational institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We continue to teach online and live. We have trained graduates and industry team members to deliver purpose-driven talks and workshops to increase engagement and impact on serious global challenges.

Throughout 2023-24 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired, and trained institutions, industry creatives, students, and graduates on the power of creative thinking for people and planet, instigating positive behaviour change. Through our work, we have more engagement and conversations on how to embed these principles into institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We have trained graduates and industry team members to deliver purpose-driven social and community enterprises through our online Creative Impact Programs, increasing engagement and impact on serious global challenges.

Financial review

Total income for year ended 31 May 2024 was £56,232 (2023: £46,731). After expenditure of £54,093 (2023: £48,018), this resulted in a surplus of £2,139 being recognised (2023: recognised a deficit of £1,287). At the year end fund balances totalled £32,806 (2023: £30,667).

Trustees regularly review our spending plans, to make sure we are making the best of our resources. We ended the financial year with a healthy balance sheet. Nonetheless, trustees will continue to maintain a focus on increasing our income and containing our costs.

Reserves policy

It is the agreed policy to maintain a reserves of no less than three months' running costs. This is currently being achieved with general reserves totalling £ 32,806(2023: £30,667).

Major risks

Trustees consider that all risks including financial and operational, are being well managed and present a low risk overall. Trustees are satisfied that risk management in use is proportionate and sufficient.

Structure, governance and management

The trustees meet on a regular basis to make decisions and monitor the work of the charity. The board of trustees is authorised to appoint new trustees to fill new vacancies arising through the resignation or death of an existing trustee.

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CREATIVE CONSCIENCE

TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2024

The trustees who served during the year and up to the date of signature of the financial statements were:

Tim Bourne	(Appointed 1 September 2023)
Tom Savigar	(Resigned 10 June 2024)
Raoul Raja Shah	(Resigned 7 January 2025)
Andrew Tapson	(Resigned 2 April 2024)
Nicole Yershon	
Professor Lawrence Zeegen	
Paul Barlow	(Appointed 27 January 2025)
Rifa Sultana Thorpe-Tracey	(Appointed 10 June 2024)

Other matters

Governing Document

Creative Conscience operates under a Constitution dated 8 November 2016. Creative Conscience is a Charitable Incorporated Organisation.

Future Plans

Future plans includes seeking and receiving some funding this year that will enable us to launch and complete another year of global awards and creative change maker events. Continue our training and mentorship programs plus we are still looking for partners to help launch the ethical industry awards in order to shift behaviours and over-consumption. We are finding it challenging in the present climate to secure partnerships and funding and will be looking closely at our current model in order to become, more sustainable financially in order to continue our work.

None of the trustees have any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.

.....
Nicole Yershon
Trustee

DocuSigned by:
8EBE5869925444E...
Professor Lawrence Zeegen
Trustee

Date: ...14/03/2025.....

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CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES RESPONSIBILITIES

FOR THE YEAR ENDED 31 MAY 2024

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The law applicable to charities in England and Wales requires the to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the and of the incoming resources and application of resources of the for that year.

In preparing these financial statements, the are required to:
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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CREATIVE CONSCIENCE

INDEPENDENT EXAMINER'S REPORT

TO THE OF CREATIVE CONSCIENCE

I report to the trustees on my examination of the financial statements of Creative Conscience (the charity) for the year ended 31 May 2023.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2 the financial statements do not accord with those records; or
3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

DocuSigned by:
Andrew Millet
5231C8B2D5694F8...

Andrew Millet BA MBA FCA
Millet Accoutants Ltd
Beyond Aldgate Tower,
2 Leman Street, London,
E1 8FA

Dated: 18 March 2025

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CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income and endowments from:			
Donations and legacies	**3**	6,957	1,702
Charitable activities	**4**	37,038	37,881
Other trading activities	**5**	11,680	7,148
Other income	**6**	557	-
Total income		56,232	46,731
Expenditure on:			
Raising funds			
Fundraising and publicity	**7**	-	6,903
Charitable activities	**8**	54,093	41,115
Total resources expended		54,093	48,018
Net (expenditure)/income for the year/ Net movement in funds		2,139	(1,287)
Fund balances at 1 June 2022		-	31,954
Fund balances at 1 June 2023		30,667	
Fund balances at 31 May 2024		32,806	30,667

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 8 to 12 form part of these financial statements.

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CREATIVE CONSCIENCE

BALANCE SHEET

AS AT 31 MAY 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Debtors	**11**	546		5,152	
Cash at bank and in hand		35,740		27,555	
		36,286		32,707	
Creditors: amounts falling due within one year	**12**	(3,480)		(2,040)	
Net current assets			32,806		30,667
The funds of the					
Unrestricted funds	**13**		32,806		30,667
			32,806		30,667

The financial statements were approved by the on ...14/03/2025.....

.....
Nicole Yershon
Trustee

DocuSigned by:
.....
8EBE5869925444E...
Professor Lawrence Zeegen
Trustee

Docusign Envelope ID: 7E5FA144-9775-4540-A06F-3C0787933CC5

CREATIVE CONSCIENCE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2024

1 Accounting policies

Charity information

Creative Conscience is a charity with registration number 1170093 and registered office at Unit 308/ co.L&Co, Screenworks, 22 Highbury Grove, London, N5 2ER.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

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1 Accounting policies **(Continued)**

1.5 Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated to the charitable activity in the statement of financial activities. Costs of raising funds are those costs incurred in relation to charity's on going projects.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2 Critical accounting estimates and judgements

In the application of the charity’s accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant.Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	6,957	1,702

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4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Services provided under contract	23,154	-
Award entrance fees	732	3,407
Lectures, Workshops & Events	10,767	34,474
Membership Fees	2,385	-
	37,038	37,881
Analysis by fund		
Unrestricted funds	37,038	37,881

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising Event	11,680	7,148

6 Other income

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Other income	557	-

7 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Other fundraising costs	-	6,903

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8 Expenditure on charitable activities

	2024	2023
	£	£
Direct costs		
Freelance Design Fees	30,312	22,542
Coaching, Training, Lecture Events	179	475
	30,491	23,017
Share of support and governance costs (see note)		
Support	20,122	15,912
Governance	3,480	2,186
	54,093	41,115
Analysis by fund		
Unrestricted funds	54,093	41,115

Support Cost

	Support costs	Governance cost	2024	Support costs	Governance cost	2023
	£	£	£	£	£	£
Travel, Accommodation and Subsistence cost	2,190		2,190	5,565		5,565
Printing , Postage & Stationery cost	302		302	36		36
Advertising and Promotional costs	1,244		1,244	170		170
General Administrative Cost	2,148		2,148	-		-
Computer and Website costs	5,376		5,376	7,421		7,421
Bank Charges	38		38	18		18
Other Professional fees					-	-
Bad debt	8,825		8,825	2,702		2,702
Accountancy		3,480	3,480		2,186	2,186
	20,122	3,480	23,602	15,912	2,186	18,098
Analysed between Charitable activities	20,122	3,480	23,602	15,912	2,186	18,098

Governance costs include payments to the independent examiner of £1,200 (2023: £1,000) for independent examinations fees and £2,280 (2023: 700) for assistance regarding the preparation of accounts.

8 **Trustees**
None of the trustees (or any persons connected with them) received any remuneration or benefits from the during the year.

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10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

11 Debtors

	2024	2023
Amounts falling due within one year:	**£**	**£**
Other Debtor	546	5,152

12 Creditors: amounts falling due within one year

	2024	2023
	£	**£**
Accruals and deferred income	3,480	2,040

13 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used.

	At 1 June 2023	Incoming resources	Resources expended	At 31 May 2024
	£	£	£	£
General funds	30,667	56,232	(54,093)	32,806

Previous year:	At 1 June 2022	Incoming resources	Resources expended	At 31 May 2023
	£	£	£	£
General funds	31,954	46,731	(48,018)	30,667

Creative Conscience
308 Screenworks
22 Highbury Grove
London N5 2ER

Andrew Millet
Millet Accountants Ltd
andrew@millet.org.uk

28.03.2025

Dear Sirs

We confirm that the following representations are made on the basis of enquiries of management and staff with relevant knowledge and experience and, where appropriate, of inspection of supporting documentation, sufficient to satisfy ourselves that we can properly make each of the following representations to you, in connection with your examination of the charity's financial statements for the year ended 31 May 2024.

1 We acknowledge, as trustees our collective responsibility under the Charities Act 2011 for presenting financial statements, which give a true and fair view and confirm that we have approved the financial statements for the year ended 31 May 2024. We also acknowledge our responsibility for making accurate representations to you. All the accounting records have been made available to you for the purpose of your assignment and all the transactions undertaken by the charity have been properly reflected and recorded in the accounting records. All other records and related information, including minutes of all trustee and management meetings, have been made available to you.

2 We confirm that the charity is eligible for an independent examination of its financial statements and that there are no circumstances which we should draw to your attention which would invalidate this eligibility. We acknowledge that the work performed by you is substantially less in scope than an audit performed in accordance with International Standards on Auditing (UK).

3 We confirm that the accounting policies and estimation techniques adopted for the preparation of the financial statements are the most appropriate to the circumstances in which the charity operates.

4 All grants, donations and other incoming resources, the receipt of which is subject to specific terms or conditions, have been notified to you. There have been no breaches of terms or conditions during the period in the application of such incoming resources. There were no endowments and restricted income grants or restricted donations during the period.

5 Other than those disclosed in the financial statements we are not aware of any material liabilities, provisions, contingent liabilities, contingent assets or contracted for capital commitments that need to be provided for or disclosed in the financial statements.

6 The charity has satisfactory title to all assets and there are no liens or encumbrances on the charity's assets except as disclosed in the notes to the financial statements.

7 Other than those disclosed in the financial statements, the charity has not entered into any transactions or has balances outstanding involving trustees, officers or other related parties, which require disclosure under the law or the financial reporting framework adopted, including the Charities SORP. If relevant, appropriate disclosure has been made of the control of the charity.

8 We acknowledge our responsibility for the design and implementation of internal controls to prevent and detect errors or fraud, and have disclosed to you the results of our assessment of the risk that the financial statements may be materially misstated as a result of fraud. We are unaware of any irregularities, including.

fraud and suspected fraud, involving management, employees or others who have significant roles in internal control, or those employed by the charity where the fraud could have a material effect on the financial statements. No allegations of such irregularities or breaches have come to our notice.

9 We are unaware of any breaches or possible breaches of statute, regulations, contracts, agreements or the charity's constitution which might result in the charity suffering significant penalties or other loss. No allegations of such irregularities or breaches have come to our notice. We confirm that the charity has had no non-routine communication with Charity Commission during or since the period of which you are unaware.

10 We have reviewed the affairs of the charity and confirm that no income is subject to income or capital gains tax. We have also reviewed the VAT treatment in relation to contractual services provided by the charity and confirm that the Charity is not required to register for VAT.

11 The financial statements have been prepared on the going concern basis as we believe that adequate cash resources will be available to cover the charity's requirements for working capital and capital expenditure for at least the next twelve months. We are not aware of any other factors which could put into jeopardy the charity's going concern status during or beyond this period.

12 There have been no events since the balance sheet date which necessitate revision of the figures included in the financial statements or inclusion of a note thereto. Should further material events occur, which may necessitate revision of the figures included in the financial statements or inclusion of a note thereto, we will advise you accordingly.

Yours faithfully



Professor Lawrence Zeegen
Signed on behalf of the board of trustees

CREATIVE CONSCIENCE

England & Wales - Charity number 1170093

Accounts

Charity registration number 1170093

CREATIVE CONSCIENCE

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2023

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Tim Bourne	(Appointed 1 September 2023)
	Tom Savigar	
	Raoul Raja Shah	
	Andrew Tapson	(Appointed 15 September 2022)
	Nicole Yershon	
	Professor Lawrence Zeegen	
Charity number	1170093	
Registered office	Unity 308/ co.L&Co Screenworks 22 Highbury Grove London N5 2ER	
Independent examiner	Andrew Millet BA MBA FCA Millet Accoutants Ltd Beyond Aldgate Tower, 2 Leman Street, London, E1 8FA	

CREATIVE CONSCIENCE

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Independent examiner's report	5
Statement of financial activities	6
Balance sheet	7
Notes to the financial statements	8 - 12

CREATIVE CONSCIENCE

TRUSTEES REPORT

FOR THE YEAR ENDED 31 MAY 2023

The trustees present their report and financial statements for the year ended 31 May 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The objects of the CIO are:

- For the public benefit to advance the education of young people studying, and people who have studied, in the Creative disciplines (including, but not limited to, Advertising, Architecture, Fashion, Textile Design, Film,Photography, Graphic Design, Illustration and Animation, and Product & Structural Design), developing their creative talents and moral capabilities.

- To promote for the benefit of the public the conservation and protection of the environment and to advance the education of the public in conservation of the environment through helping the implementation of projects in that area.

- To promote sustainable development for the benefit of the public by the preservation, conservation and the protection of the environment and the prudent use of resources and to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment through helping the implementation of projects in that area.

- To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by helping the implementation of projects.

- To promote equality and diversity for the benefit of the public through helping the implementation of projects in those areas.

- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society through helping the implementation of projects in that area.

- To promote physical and mental health and well-being through helping the implementation of projects in that area.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Significant activities and achievements against objectives

The 2023 Creative Conscience Awards took place online with more than 200 attendees on 19th September 2023. We were delighted by the standard of the projects that were submitted from across the world. Holding the awards on-line again meant that we could engage with participants from all over the globe: from across the UK, Europe and as far as South America, Africa, the States and over to Singapore.

We continue to push and support some of these projects, to help bring the ideas to reality so they have a real, positive, social impact on the world, through the power of design.

Throughout 2022-23 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired and trained institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

Following our work last year, we have seen even more engagement and events, talks and conversations on how to embed these principles into educational institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We continue to teach online. We have trained graduates and industry team members to deliver purpose driven talks and workshops to increase engagement and impact on serious global challenges.

Throughout 2022-23 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired and trained institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behavior change. Following our work last year, we have seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We took our training online within a week of lockdown in the UK. We have trained graduates and industry team members to deliver purpose driven talks and workshops to increase engagement and impact on serious global challenges.

Financial review

Total income for year ended 31 May 2023 was £46,731 (2022: £47,030). After expenditure of £48,018 (2022: £59,594), this resulted in a deficit of £1,287 being recognised (2021: recognised a deficit of £12,564). At the year end fund balances totalled £30,667 (2021: £31,954).

Trustees regularly review our spending plans, to make sure we are making the best of our resources. We ended the financial year with a healthy balance sheet. Nonetheless, trustees will continue to maintain a focus on increasing our income and containing our costs.

Reserves policy

It is the agreed policy to maintain a reserves of no less than three months' running costs. This is currently being achieved with general reserves totalling £ 30,667 (2022: £31,954).

Major risks

Trustees consider that all risks including financial and operational, are being well managed and present a low risk overall. Trustees are satisfied that risk management in use is proportionate and sufficient.

Structure, governance and management

The trustees meet on a regular basis to make decisions and monitor the work of the charity. The board of trustees is authorised to appoint new trustees to fill new vacancies arising through the resignation or death of an existing trustee.

The trustees who served during the year and up to the date of signature of the financial statements were:

Tim Bourne (Appointed 1 September 2023)
Tom Savigar
Raoul Raja Shah
Andrew Tapson (Appointed 15 September 2022)
Nicole Yershon
Professor Lawrence Zeegen

Other matters

Governing Document

Creative Conscience operates under a Constitution dated 8 November 2016. Creative Conscience is a Charitable Incorporated Organisation.

Future Plans

Future plans includes receiving some funding this year that will enable us to launch and complete another year of global awards and creative change maker events. Continue our training and mentorship programmes plus we are still looking for partners to help launch the ethical industry awards in order to shift behaviours and over-consumption.

None of the trustees have any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.

Raoul Raja Shah
Trustee

29 February 2024

Andrew Tapson
Trustee

CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES RESPONSIBILITIES

FOR THE YEAR ENDED 31 MAY 2023

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CREATIVE CONSCIENCE

INDEPENDENT EXAMINER'S REPORT

TO THE OF CREATIVE CONSCIENCE

I report to the trustees on my examination of the financial statements of Creative Conscience (the charity) for the year ended 31 May 2023.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Andrew Millet BA MBA FCA
Millet Accoutants Ltd
Beyond Aldgate Tower,
2 Leman Street, London,
E1 8FA

Dated: 14 March 2024.

CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2023

	Notes	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Income from:			
Donations and legacies	3	1,702	334
Charitable activities	4	37,881	43,385
Other trading activities	5	7,148	3,311
Total income		46,731	47,030
Expenditure on:			
Raising funds			
Fundraising and publicity	6	6,903	-
Charitable activities	7	41,115	59,594
Total resources expended		48,018	59,594
Net (expenditure)/income for the year/ Net movement in funds		(1,287)	(12,564)
Fund balances at 1 June 2022		31,954	44,518
Fund balances at 31 May 2023		30,667	31,954

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 8 to 12 form part of these financial statements.

CREATIVE CONSCIENCE

BALANCE SHEET

AS AT 31 MAY 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Debtors	10	5,152		7,022	
Cash at bank and in hand		27,555		28,010	
		32,707		35,032	
Creditors: amounts falling due within one year	11	2,040		3,078	
Net current assets			30,667		31,954
The funds of the					
Unrestricted funds			30,667		31,954
			30,667		31,954

The financial statements were approved by the on 29 February 2024

Raoul Raja Shah
Trustee

Andrew Tapson
Trustee

1 Accounting policies

Charity information

Creative Conscience is a charity with registration number 1170093 and registered office at Unit 308/ co.L&Co, Screenworks, 22 Highbury Grove, London, N5 2ER.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1 Accounting policies **(Continued)**

1.5 Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated to the charitable activity in the statement of financial activities. Costs of raising funds are those costs incurred in relation to charity's on going projects.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant.Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2023	Unrestricted funds 2022
	£	£
Donations and gifts	1,702	334

4 Income from charitable activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Award entrance fees	3,407	17,142
Lectures, Workshops & Events	34,474	24,706
Membership Fees	-	1,537
	37,881	43,385
Analysis by fund		
Unrestricted funds	37,881	43,385

5 Income from other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fundraising Event	7,148	3,311

6 Expenditure on raising funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fundraising and publicity		
Other fundraising costs	6,903	-

7 Expenditure on charitable activities

	2023	2022
	£	£
Direct costs		
Freelance Design Fees	22,542	40,309
Coaching, Training, Lecture Events	475	3,660
	23,017	43,969
Share of support and governance costs (see note)		
Support	21,985	13,172
Governance	2,186	2,453
	47,188	59,594
Analysis by fund		
Unrestricted funds	41,115	59,594

Support Cost

	Support costs	**Governance cost**	**2023**	Support costs	Governance cost	2022
	£	£	£	£	£	£
Travel, Accommodation and Subsistence cost	5,565		5,565	1,946		1,946
Printing , Postage & Stationery cost	36		36	55		55
Advertising and Promotional costs	170		170	2,795		2,795
General Administrative Cost				318		318
Computer and Website costs	7,421		7,421	5,017		5,017
Bank Charges	18		18	56		56
Other Professional fees					1,013	1,013
Bad debt	8,775		8,775	2,985		2,985
Accountancy		2,186	2,186		1,440	1,440
	21,985	2,186	24,171	13,172	2,453	15,625
Analysed between Charitable activities	21,985	2,186	24,171	13,172	2,453	15,625

Governance costs include payments to the independent examiner of £1,000 (2022: £1,440) for independent examinations fees and £700 (2022: 960) for assistance regarding the preparation of accounts.

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the during the year.

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

10 Debtors

	2023	2022
Amounts falling due within one year:	**£**	**£**
Other Debtor	5,152	7,022

11 Creditors: amounts falling due within one year

	2023	2022
	£	**£**
Other creditors	-	678
Accruals and deferred income	2,040	2,400
	2,040	3,078

12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used.

	At 1 June 2022	Incoming resources	Resources expended	At 31 May 2023
	£	£	£	£
General funds	31,954	46,731	(48,018)	30,667

Previous year:	At 1 June 2021	Incoming resources	Resources expended	At 31 May 2022
	£	£	£	£
General funds	44,518	47,030	(59,594)	31,954

13 Related party transactions

There were no disclosable related party transactions during the year (2022 - none).

CREATIVE CONSCIENCE

England & Wales - Charity number 1170093

Accounts

Charity Registration No. 1170093

CREATIVE CONSCIENCE

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2022

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Nicole Yershon	
	Raoul Raja Shah	
	Tom Savigar	(Appointed 1 October 2021)
	Professor Lawerence Zeegen	(Appointed 1 October 2021)
	Andrew Tapson	(Appointed 15 September 2022)
Charity number	1170093	
Registered office	Unit 308/ co.L&Co Screenworks 22 Highbury Grove London N5 2ER United Kingdom	
Independent examiner	Andrew Rich HW Fisher LLP Acre House 11-15 William Road London NW1 3ER United Kingdom	

CREATIVE CONSCIENCE

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CREATIVE CONSCIENCE

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MAY 2022

The trustees present their report and financial statements for the year ended 31 May 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The objects of the CIO are:

- For the public benefit to advance the education of young people studying, and people who have studied, in the Creative disciplines (including, but not limited to, Advertising, Architecture, Fashion, Textile Design, Film 8 Photography, Graphic Design, Illustration and Animation, and Product & Structural Design), developing their creative talents and moral capabilities.

- To promote for the benefit of the public the conservation and protection of the environment and to advance the education of the public in conservation of the environment through helping the implementation of projects in that area.

- To promote sustainable development for the benefit of the public by the preservation, conservation and the protection of the environment and the prudent use of resources and to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment through helping the implementation of projects in that area.

- To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by helping the implementation of projects.

- To promote equality and diversity for the benefit of the public through helping the implementation of projects in those areas.

- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society through helping the implementation of projects in that area.

- To promote physical and mental health and well-being through helping the implementation of projects in that area.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

The 2022 Creative Conscience Awards had to take place online and were pushed back to 14th September. We were delighted by the standard of the projects that were submitted even though many young creatives had been in lockdown across the world. The advantage of this was that we could engage with participants from all over the globe: from Britain to Brazil, the States to Singapore.

We continue to push and support some of these projects, to help bring the ideas to reality so they have a real, positive, social impact on the world.

Throughout 2021-22 we attended and hosted various events as an advocate for positive social and environmental change. At these events we engaged, empowered, inspired and trained institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change. Following our work last year, we have seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world. We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

We took our training online within a week of lockdown in the UK. We have trained graduates and industry team members to deliver purposedriven talks and workshops to increase engagement and impact on serious global challenges.

Financial review

Total income for year ended 31 May 2022 was £47,030 (2021: £61,403). After expenditure of £59,594 (2021: £57,286), this resulted in a deficit of £12,564 being recognised (2021: recognised a surplus of £4,117). At the year end fund balances totalled £31,954 (2021: £44,518).

Trustees regularly review our spending plans, to make sure we are making the best of our resources. We ended the financial year with a healthy balance sheet. Nonetheless, trustees will continue to maintain a focus on increasing our income and containing our costs.

Reserves Policy

It is the agreed policy to maintain a reserves of no less than three months' running costs. This is currently being achieved with general reserves totalling £31,954 (2021: £44,518).

Risk assessment

Trustees consider that all risks including financial and operational, are being well managed and present a low risk overall. Trustees are satisfied that risk management in use is proportionate and sufficient.

Structure, governance and management

The trustees meet on a regular basis to make decisions and monitor the work of the charity. The board of trustees is authorised to appoint new trustees to fill new vacancies arising through the resignation or death of an existing trustee.

The trustees who served during the year and up to the date of signature of the financial statements were:

Nicole Yershon	
Raoul Raja Shah	
Tom Savigar	(Appointed 1 October 2021)
Professor Lawerence Zeegen	(Appointed 1 October 2021)
Maneeze Chowdhury	(Appointed 1 October 2021 and resigned 31 October 2021)
Andrew Tapson	(Appointed 15 September 2022)
Stephanie Mills	(Appointed 1 October 2021 and resigned 31 October 2021)

Governing Document

Creative Conscience operates under a Constitution dated 8 November 2016. Creative Conscience is a Charitable Incorporated Organisation.

Future Plans

Future plans are to launch and complete another year of global awards and creative change maker events plus expanding our training projects plus looking to launch an anti green washing industry awards system in 2024.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.

Raoul Shah
.....
Raoul Raja Shah
Trustee
Dated: 28 Mar 2023

andrew tapson
.....
Andrew Tapson
Trustee
Dated: 28 Mar 2023

CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MAY 2022

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CREATIVE CONSCIENCE

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF CREATIVE CONSCIENCE

I report to the trustees on my examination of the financial statements of Creative Conscience (the charity) for the year ended 31 May 2022.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Andrew Rich

Andrew Rich
c/o HW Fisher LLP
Accountants
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

Dated: 28 Mar 2023

CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2022

	Notes	**Unrestricted funds 2022** £	Unrestricted funds 2021 £
Income from:			
Donations and legacies	**3**	334	10,000
Charitable activities	**4**	43,385	45,578
Other trading activities	**5**	3,311	5,825
Total income		47,030	61,403
Expenditure on:			
Raising funds	**6**	-	1,344
Charitable activities	**7**	59,594	55,942
Total resources expended		59,594	57,286
Net (expenditure)/income for the year/ Net movement in funds		(12,564)	4,117
Fund balances at 1 June 2021		44,518	40,401
Fund balances at 31 May 2022		31,954	44,518

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

CREATIVE CONSCIENCE

BALANCE SHEET

AS AT 31 MAY 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	**11**	7,022		19,723	
Cash at bank and in hand		28,010		30,873	
		35,032		50,596	
Creditors: amounts falling due within one year	**12**	(3,078)		(6,078)	
Net current assets			31,954		44,518
Income funds					
Unrestricted funds			31,954		44,518
			31,954		44,518

The financial statements were approved by the Trustees on 28 Mar 2023

Raoul Shah
Raoul Raja Shah
Trustee

andrew tapson
Andrew Tapson
Trustee

1 Accounting policies

Charity information

Creative Conscience is a charity with registration number 1170093 and registered office at Unit 308/ co.L&Co, Screenworks, 22 Highbury Grove, London, N5 2ER.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated to the charitable activity in the statement of financial activities. Costs of raising funds are those costs incurred in relation to charity's on going projects.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

1 Accounting policies **(Continued)**

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Donations and gifts	334	10,000

4 Charitable activities

	2022	**2021**
	£	**£**
Award entrance fees	17,142	26,572
Lectures, Workshops and Events	24,706	18,660
Membership fees	1,537	346
	43,385	45,578

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Fundraising events	3,311	5,825

6 Raising funds

	Total	Unrestricted funds
	2022	2021
	£	£
Fundraising and publicity		
Other fundraising costs	-	1,344
	-	1,344

7 Charitable activities

	2022	**2021**
	£	**£**
Freelance Design Fees	40,309	39,339
Coaching, Training, Lecture Events	3,660	6,334
	43,969	45,673
Share of support costs (see note 8)	13,172	8,177
Share of governance costs (see note 8)	2,453	2,092
	59,594	55,942

8 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Travel, Accommodation and Subsistence cost	1,946	-	1,946	494	-	494
Printing, Postage and Stationery cost	55	-	55	194	-	194
Advertising and Promotional costs	2,795	-	2,795	3,882	-	3,882
General Administrative Cost	318	-	318	742	-	742
Computer and Website costs	5,017	-	5,017	700	-	700
Bank Charges	56	-	56	65	-	65
Other Professional fees	-	1,013	1,013	2,100	900	3,000
Bad debt	2,985	-	2,985	-	-	-
Accountancy	-	1,440	1,440	-	1,192	1,192
	13,172	2,453	15,625	8,177	2,092	10,269
Analysed between						
Charitable activities	13,172	2,453	15,625	8,177	2,092	10,269

Governance costs include payments to the independent examiner of £1,440 (2021: £1,200) for independent examinations fees and £960 (2021: 900) for assistance regarding the preparation of accounts.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

10 Employees

There were no employees during the current or prior year.

11 Debtors

	2022	2021
Amounts falling due within one year:	£	£
Other debtors	7,022	19,723

12 Creditors: amounts falling due within one year

	2022	2021
	£	£
Other creditors	678	1,878
Accruals and deferred income	2,400	4,200
	3,078	6,078

13 Related party transactions

There were no disclosable related party transactions during the current or prior year.

CREATIVE CONSCIENCE

England & Wales - Charity number 1170093

Accounts

Charity Registration No. 1170093

CREATIVE CONSCIENCE

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2021

CREATIVE CONSCIENCE

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Nicole Yershon	
	Raoul Raja Shah	(Appointed 1 November 2020)
	Tom Savigar	(Appointed 1 October 2021)
	Professor Lawerence Zeegen	(Appointed 1 October 2021)
	Maneeze Chowdhury	(Appointed 1 October 2021)
Charity number	1170093	
Registered office	12a Arundel Square Islington London N7 8AT	
Independent examiner	Andrew Rich HW Fisher LLP Acre House 11-15 William Road London NW1 3ER United Kingdom	

CREATIVE CONSCIENCE

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CREATIVE CONSCIENCE

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MAY 2021

The trustees present their report and financial statements for the year ended 31 May 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's [governing document], the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The objects of the CIO are:

- For the public benefit to advance the education of young people studying, and people who have studied, in the Creative disciplines (including, but not limited to, Advertising, Architecture, Fashion g. Textile Design, Film 8 Photography, Graphic Design, Illustration and Animation, and Product & Structural Design), developing their creative talents and moral capabilities.

- To promote for the benefit of the public the conservation and protection of the environment and to advance the education of the public in conservation of the environment through helping the implementation of projects in that area.

- To promote sustainable development for the benefit of the public by the preservation, conservation and the protection of the environment and the prudent use of resources and to advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment through helping the implementation of projects in that area.

- To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world by helping the implementation of projects.

- To promote equality and diversity for the benefit of the public through helping the implementation of projects in those areas.

- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society through helping the implementation of projects in that area.

- To promote physical and mental health and well-being through helping the implementation of projects in that area.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Creative Conscience held its 2021 global awards empowering more than 1000+ young creative thinkers from more than 85 nationalities to design and build for social and environmental impact. We built a successful crowd funder campaign to raise funds for a physical award to help build future income. We ran a successful three day on-line Creative Change Makers conference during lock-down. Topics included Equality, Diversity, Mental Health, Climate Crisis, Social Justice, Health care and more. Guest speakers included Sir Jonathon Porritt and Sir Tim Smit plus creativity industry experts. 91% of the surveyed audience committed to take action to make positive behaviour change for the environment.

We successfully launched a pilot on-line Summer School for creative social and environmental studies. After this another programme for graduates and professionals to kick start a social enterprise this was a Creative Impact course. We ran dozens of educational talks and workshops on design and creative thinking for a better world. Website visitors increased by 75% wrote, numerous creative educational blogs and increase our engagement across all our social media platforms to approx 18,000 followers.

Financial review

Total income for year ended 31 May 2021 was £61,403 (2020: £52,302). After expenditure of £57,286 (2020: £40,973) the net income for the year was £4,117 (2020: £11,329).

Trustees regularly review our spending plans, to make sure we are making the best of our resources. We ended the financial year with a healthy balance sheet. Nonetheless, trustees will continue to maintain a focus on increasing our income and containing our costs.

Reserves Policy

Trustees reviewed our reserves policy. Current policy is to maintain a reserve of not less than three months' running costs. This is being achieved, our current general reserves stand at £44,518 (2020: £40,401).

Risk assessment

Trustees consider that all risks including financial and operational, are being well managed and present a low risk overall. Trustees are satisfied that risk management in use is proportionate and sufficient.

The Trustees believe that COVID 19 has had limited impact on the activities of the charity as it has reached more people due to COVID 19 as we move our education on-line. The trustees are of the opinion that there is no immediate financial risk to th charity and it will remain a going concern for the forseable future.

Structure, governance and management

The trustees meet on a regular basis to make decisions and monitor the work of the charity. The board of trustees is authorised to appoint new trustees to fill new vacancies arising through the resignation or death of an existing trustee.

The trustees who served during the year and up to the date of signature of the financial statements were:

Nicole Yershon	
Raoul Raja Shah	(Appointed 1 November 2020)
Tom Savigar	(Appointed 1 October 2021)
Professor Lawerence Zeegen	(Appointed 1 October 2021)
Maneeze Chowdhury	(Appointed 1 October 2021)

Governing Document

Creative Conscience operates under a Constitution dated 8 November 2016. Creative Conscience is a Charitable Incorporated Organisation.

Future Plans

Future plans are to continue to grow the International Awards Scheme, engage more and more educators, brands, business and young people on the power of creative thinking for positive social and environmental impact. Continue leading and empowering positive change within educational institutions by delivering lectures, talks and workshops and to grow our community and celebrate our 10 year anniversary.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.

Nicole Yershon
.....
Nicole Yershon
Trustee 25 Mar 2022
Dated: .....

Raoul Shah
.....
Raoul Raja Shah
Trustee 25 Mar 2022
Dated:.....

CREATIVE CONSCIENCE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MAY 2021

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CREATIVE CONSCIENCE

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF CREATIVE CONSCIENCE

I report to the trustees on my examination of the financial statements of Creative Conscience (the charity) for the year ended 31 May 2021.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Andrew Rich

Andrew Rich

HW Fisher LLP
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

25 Mar 2022

Dated: .....

CREATIVE CONSCIENCE

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MAY 2021

	Notes	**Unrestricted funds 2021** £	Unrestricted funds 2021 £
Income from:			
Donations and legacies	**3**	10,000	10,194
Charitable activities	**4**	45,578	42,108
Other trading activities	**5**	5,825	-
Total income		61,403	52,302
Expenditure on:			
Raising funds	**6**	1,344	46
Charitable activities	**7**	55,942	40,927
Total resources expended		57,286	40,973
Net income for the year/ Net movement in funds		4,117	11,329
Fund balances at 1 June 2020		40,401	29,072
Fund balances at 31 May 2021		44,518	40,401

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

CREATIVE CONSCIENCE

BALANCE SHEET

AS AT 31 MAY 2021

	Notes	2021 £	£	2021 £	£
Current assets					
Debtors	**11**	19,723		6,795	
Cash at bank and in hand		30,873		34,784	
		50,596		41,579	
Creditors: amounts falling due within one year	**12**	(6,078)		(1,178)	
Net current assets			44,518		40,401
Income funds					
Unrestricted funds			44,518		40,401
			44,518		40,401

25 Mar 2022

The financial statements were approved by the Trustees on .....

Nicole Yershon
.....
Nicole Yershon
Trustee

Raoul Shah
.....
Raoul Raja Shah
Trustee

1 Accounting policies

Charity information

Creative Conscience is a charity with registration number 1170093 and registered office at 12a Arundel Square, Islington, London, N7 8AT.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated to the charitable activity in the statement of financial activities. Costs of raising funds are those costs incurred in relation to charity's on going projects towards films and musical programmes.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

1 Accounting policies **(Continued)**

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2021	2021
	£	£
Donations and gifts	10,000	10,194

4 Charitable activities

	2021	**2021**
	£	**£**
Award entrance fees	26,572	16,524
Lectures, Workshops and Events	18,660	25,584
Membership fees	346	-
	45,578	42,108

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2021	2021
	£	£
Fundraising events	5,825	-

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2021	2021
	£	£
Fundraising and publicity		
Other fundraising costs	1,344	46
	1,344	46

7 Charitable activities

	2021	**2021**
	£	**£**
Freelance Design Fees	39,339	27,947
Coaching, Training, Lecture Events	6,334	4,001
	45,673	31,948
Share of support costs (see note 8)	8,177	8,479
Share of governance costs (see note 8)	2,092	500
	55,942	40,927

8 Support costs

	Support costs	**Governance costs**	**2021**	Support costs	Governance costs	2021
	£	**£**	**£**	£	£	£
Travel, Accommodation and Subsistence cost	494	-	494	6,511	-	6,511
Printing, Postage and Stationery cost	194	-	194	300	-	300
Advertising and Promotional costs	3,882	-	3,882	620	-	620
General Administrative Cost	742	-	742	379	-	379
Computer and Website costs	700	-	700	574	-	574
Bank Charges	65	-	65	95	-	95
Other Professional fees	2,100	900	3,000	-	-	-
Accountancy	-	1,192	1,192	-	500	500
	8,177	2,092	10,269	8,479	500	8,979
Analysed between						
Charitable activities	8,177	2,092	10,269	8,479	500	8,979

Governance costs include payments to the independent examiner of £1,200 (2020: £500) for independent examinations fees and £900 for assistance regarding the preperation of accounts.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

10 Employees

There were no employees during the current or prior year.

11 Debtors

	2021	**2021**
Amounts falling due within one year:	**£**	**£**
Other debtors	19,723	6,795

12 Creditors: amounts falling due within one year

	2021	**2021**
	£	**£**
Other creditors	1,878	678
Accruals and deferred income	4,200	500
	6,078	1,178

13 Related party transactions

There were no disclosable related party transactions during the year.