

# Reimagining sustainability.

Inspiring a new world.



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**Saving our planet  
is now a  
communications  
challenge**

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DAVID ATTENBOROUGH



## INTRODUCING HUCKLEBE

**HuckleBe is a strategic communications agency born to reimagine and elevate your sustainability impact whilst future-proofing your business.**

We work with impact-driven brands and organisations to shape and advance your sustainability initiatives, boost your brand resilience and shore you up as a sustainability leader.

We are Amsterdam-based, working with international clients and a global team.

We are women-run, purpose-driven, passion-led.

**We are  
ready to  
reimagine  
with you.**

# We believe in catalysing change.

**Communication underpins  
everything we do.**

Not only is it the lifeblood of any successful project, programme or brand, but it's also fundamental for changing behaviours and shifting mindsets. And it is a critical - if not one of the most important elements - towards ensuring sustainability traction.

**Through harnessing the power of insight-driven and transformative communications, we help you to maximise your positive impact in the world and deliver the change needed.**

## HOW WE REIMAGINE YOUR IMPACT

We work with you to cultivate the behaviour change you are aiming for among your target audiences — from more informed decision-making, to updating policy, rethinking business models and accelerating financial capital for sustainable growth. We help you break new ground by leveraging curiosity, empathy and creativity to build momentum for change.

**We pair our sustainability expertise in climate solutions, green finance and circular economy with creative design and strategic communication to deliver a truly transformative approach.**

From bold, intuitive and forward-thinking strategies to content that captures attention to mind-shifting trainings -

**we reimagine  
new ways for you  
to elevate your  
sustainability  
impact.**



WHO'S  
BEHIND  
HUCKLEBE

# Meet the co-founders

**HuckleBe is the invention of two, seasoned sustainability creative masterminds.** Combined, Chloe and Hayley have a 35-year track record delivering on multi-sector impact projects across Europe, Asia, Latin America, Australia and Africa for the likes of UN Organisations, Governments, Foundations, NGOs, Social Enterprises, Corporates and Global Commercial Banks, as well as Development Banks.

Having worked and immersed themselves across diverse local, national and global contexts, the two HuckleBe co-founders are able to fully contextualise and connect the dots when it comes to understanding both clients' specific contexts and needs, as well as how and where to leverage change.

This experience gives HuckleBe a crucial edge when it comes to designing the right future-forward responses that enhance your organisation's sustainable impact.





# where sustainability expertise meets creativity

**HuckleBe has a global creative ecosystem at our fingertips ready to serve our international network of clients.** This means that we're able to curate only the very best team of sustainability and communications capabilities to meet your project needs. Under our strategic and creative guidance, we work closely with our creatives to deliver the impact and results you're striving for.

## **Our HuckleBe Creative Ecosystem includes:**

- Content specialists
- Sustainability strategists
- Videographers
- Copywriters
- Illustrators
- Graphic designers
- Web developers

# Our Transformative Approach

- **SETTING YOU UP FOR SUCCESS**
- **BOOSTING BRAND VISIBILITY & OUTREACH**
- **UNLEASHING YOUR INTERNAL CAPABILITY**



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## From a basis of strategic communications diagnostics and direction,

### **We:**

- Take a pulse of where your organisation is at on its communications transformation journey and sensemake next steps towards impact.
- Co-create and craft bespoke strategies to help you elevate your impact in today's disruptive landscape, with a focus on staying at the forefront of social and environmental impact.
- Embed your communications strategy into your impact-driven projects right from the start to ensure maximum reach and results.
- Bridge your communications with your sustainability strategy to further bolster organisational impact in this area.
- Keep a watchful eye on shifts in sustainability and communications trends, to ensure your strategy is consistently future-focused.

- SETTING YOU UP FOR SUCCESS
- BOOSTING BRAND VISIBILITY & OUTREACH
- UNLEASHING YOUR INTERNAL CAPABILITY

# Capturing attention through engaging content is key to ensuring maximum reach and results.

## **We do this by:**

- Tapping into the hearts and minds of your target audiences to ensure that your messages not only resonate, but also inspire practical action.
- Harnessing the power of strategic and visual storytelling to transform heavy data and technical jargon and create compelling multi-media communications that cut through the noise.
- Crafting purpose narratives and strategic messages that matter, enabling you to tell your unique story to the world and why you are here. We help you put your organisation on the impact map.

- SETTING YOU UP FOR SUCCESS
- BOOSTING BRAND VISIBILITY & OUTREACH
- UNLEASHING YOUR INTERNAL CAPABILITY

**Thanks to our range of capability trainings - from strategic communication fundamentals, storytelling for good as well as our listening workshops,**

**We:**

- Build in-house strategic communication capability to better engage target audiences.
- Equip your team with methods and skills they can apply directly in their work.
- Shift behaviours and create new mindsets that enhance your team's performance and productivity which creates organisational longevity and elevates your ultimate impact.

# Our Impact So Far



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A communications force to be reckoned with! Our team particularly enjoyed the way Hucklebe questioned and challenged assumptions about audience needs and content digestibility. They're extraordinarily passionate about what they do and we'd love to work with them more!

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KATE BLACK

*Director of Communications, Metabolic*

# strategy

Working towards a more transparent and responsible floricultural supply chain

**Challenge:** Generating support for a sustainable flower sector.

**Solution:** Shaping programmatic strategy and translating it into effective content to boost buy-in.

**Impact:** Facilitated increased stakeholder interest and commitment towards shoring up the sustainability of the global flower sector.



# creative content & digital engagement

Storytelling the success of nature-based solutions to boost landscape restoration

**Challenge:** Inspiring action from global policy-makers to tackle land degradation and biodiversity loss.

**Solution:** Undertaking deep dive real-life case study research and digital storytelling with practical recommendations for moving forward.

**Impact:** Generated increased awareness, support and momentum amongst key decision-makers towards the application of nature-based climate solutions to landscape restoration challenges.



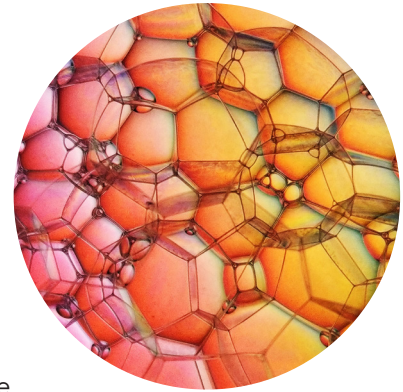
# capability training

Empowering digital tech start-ups to build impact-driven narratives

**Challenge:** Enabling digital start-up venture teams to humanise the way they talk about tech-for-social-good.

**Solution:** Delivering a 'Storytelling for Social Good' Masterclass that builds effective communications capabilities.

**Impact:** The masterclass equipped the teams with storytelling techniques that have helped to boost target audience engagement on how to accelerate social impact.



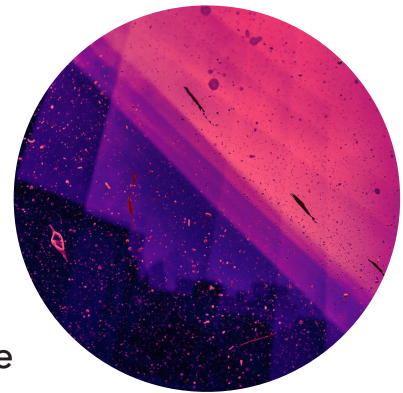
# creative content with design and illustration

Inspiring more innovative ways to communicate scientific data that deliver more impact

**Challenge:** Encouraging a systems change company to rethink how they deliver their consultancy work.

**Solution:** Curating a 'Best Practice Innovation Guide' that not only provides compelling examples of how to deliver differently but also offers effective communication principles that enhance future project outputs.

**Impact:** Inspired and motivated internal teams to communicate more creatively and effectively whilst ensuring impact and behaviour change.



**Are you  
ready to inspire  
a new world  
with us?**

Get in touch.  
We're ready to listen.  
**[hello@hucklebe.com](mailto:hello@hucklebe.com)**