

Some quick stories about our work...

belu

The UK's first 100% non-profit bottle water, bottled in the world's first compostable plastic bottle

Social issue: Over the last 100 years two thirds of the available fresh water on the planet has been used or polluted. And today one quarter of the people on earth don't have access to clean water at all.

What we did: In the first few years of belu's development we partnered them on a wide range of projects, from product positioning to brand definition to sales and strategy. It's been a long, significant and really successful working friendship which we're immensely proud of.

Status: belu is now available in both glass and compostable plastic, it's sold in bars and restaurants across the South East as well as Tesco, Waitrose and Fresh & Wild – exact details of their business are confidential, but it's safe to say they're going really well. On the social front they're investing their profits in clean water projects in India, Mali and the UK. They're also campaigning powerfully on waste issues through their bottle.

July 2003 - ongoing

Jamie's School Dinners

The hugely successful campaign to overhaul standards and investment in school dinners

Social issue: For the first time in history, the current generation of school kids are forecast to have lower life expectancy than their parents. In the last decade the number of children who are obese has nearly doubled and one third are now considered overweight. In lunch boxes 55% of kids get crisps and 40% get a chocolate bar, whilst they're only eating half the amount of fruit and veg they need each day and 90% have more than the recommended daily intake of saturated fat.

What we did: We played a crucial role in brokering and facilitating the discussions between Jamie's team and the government. We helped to move the key stakeholders forward from impasse to having new legislation, the formation of the Schools' Food Trust, and £280m released to improve standards – this amount represented the biggest unplanned funding decision ever made in peacetime.

Status: Jamie's School Dinners was one of the most successful social campaigns in the UK in history. Political and media support was gathered from across the spectrum, and public opinion was informed and harnessed like never before. There are now a tough set of new standards coming into force which mean that meals will have to contain a basic level of nutrients, and schools won't be able to sell junk food any more. As local authorities and schools now strive to make changes to their catering services, we can confidently say that the campaign created a fundamental societal shift, the health and leaning impact of which will be felt for generations to come.

March 2005

Independent Diplomat

A diplomatic service for new nations and oppressed people, ensuring that they get a fair hearing on the international stage

Social issue: Disadvantaged national groups need skilled and experienced diplomatic representation, but often don't have their own diplomatic capability. This means that they are less likely to reach positive settlements, and as a result their stability and development is often compromised.

What we did: We've developed the brand, values and identity of ID, helping them to define themselves as a truly innovative entity in the world of foreign affairs. This clarity has helped them to grow, attract supporters including funders, and expand their client list to more of communities that really need them.

Status: Since working with ?What If! ID has more than doubled their staff team, added permanent offices in New York and Brussels to their London base, and grown their client list of countries from three to six.

June 2006, equivalent commercial value £50k

Be! An Entrepreneur

A new media campaign to inspire underprivileged Indian kids to become social entrepreneurs

Going To School India

Social issue: There are several million 'underprivileged young people in India, the vast majority of whom aren't being positively effected by India's economic growth.

What we did: We developed the original set of guiding principles for the format and content of the campaign, and helped design the overarching strategy for the project. This happened over an intensive two week period spent in India engaging with the full range of GTS's stakeholders, from street kids to leading micro finance providers,

Status: The Be! books and films are currently being made, and are due to launched across India in 2008.

August 2006, equivalent commercial value £80K

Child Exploitation & Online Protection Centre (CEOP)

A new unit combining police experience with specific private sector expertise around web, communications and finance

Serious and Organised Crime Agency

Social issue: The first case of child sex abuse resulting from 'internet grooming' was in 2000, now almost 60% of internet users have come into contact with indecent images online.

What we did: We developed the brand and values of this extremely innovative unit, helping them to define themselves to stakeholders as a very different kind of police body. For the first time in this field there was a law enforcement agency engaging meaningfully with the private sector, and positioning themselves as being accessible and positive to kids.

Status: Having launched in spring 06 CEOP now clearly leads the UK agenda both in terms of child protection and offender convictions.

January 2006, equivalent commercial costs £40K

Unlimited Vision

A new competition to bring £500K worth of funding to social entrepreneurs around the UK

The Guardian and UnLtd; The Foundation for Social Entrepreneurs

Social Issue: Social entrepreneurship is increasingly recognised as an impactful way to challenge social issues, and whilst existing organisations have the funds to support emerging social entrepreneurs, they don't have great access to them.

What we did: We brokered and designed a new competition to combine the reach of The Guardian with the cash of UnLtd. This delivered £500k to over 100 new social entrepreneurs to combat issues from healthcare to climate change to youth employment, and gave social entrepreneurship front page coverage.

Status: The first round of awards have been made meaning that 100 social entrepreneurs are now working to drive change in their communities. The most promising of these will be given further funding and ?What If! training in summer 07.

May 2006

Olive Tree Trust

Bringing Israeli and Palestinian students to London to study together and develop cross-community projects to launch on their return home

Social issue: Conflict between the Palestinian and Israeli communities has claimed thousands of lives and fuelled violence across the world. It's widely believed that a long-term resolution will only be delivered by a new generation of leaders, but developing the young people for these roles from within the tension of that environment is very challenging.

What we did: We trained the students in our innovation behaviours, giving them new ways to work together more creatively and constructively. This has helped them structure some of their more challenging cross-cultural work, and has been integral to the development of their post-grad ventures in the region.

Status: The first group of students we trained are graduating in summer 07 and will then return home to launch their projects. We've have since trained the new intake and now have an annual place on the Oliver Tree programme.

March 2006, March 2007, equivalent commercial costs £26.4K