

# IMPACT REPORT

2021-2022

Link to image free, accessible version:

[https://docs.google.com/document/d/1ON7XtZZw7a869q1SGJxCvsjp\\_npTjTh5rtDEcDXlJD8/edit](https://docs.google.com/document/d/1ON7XtZZw7a869q1SGJxCvsjp_npTjTh5rtDEcDXlJD8/edit)



**TRUE HORIZON**  
SUSTAINABILITY STRATEGIES

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Hi, I'm Nancy. I'm the founder of True Horizon. In a world of doomscrolling and greenwashing, my mission is to simplify sustainability and empower conscious scale-ups to use business as a force for good.

Welcome to my very first impact report.

It's hard to ignore the fact that the system is broken. We are tackling a climate crisis and everyday we see evidence of extreme injustice across the globe.

Business, done right, has the power to change that.

It's difficult to overstate the power of purpose in business. It forms the foundation of what an organisation wants to be, where it's going and the impact it will have on people and the planet.

This report is not designed to blow my own trumpet. Far from it. My hope is that it will educate and inspire you to make changes in your own life and business. You can click on any underlined text for more information, resources or definitions.

I invite you to share your thoughts and to challenge me.

That's the way we all improve.

**"The secret of change is to focus all your energy not on fighting the old but on building the new." – Socrates**

Let's challenge the status quo.

# Message from the founder

A black and white image shows Nancy leaning against a wall holding a notebook with a B Corp logo over her left shoulder

# My Clients

I worked with 58 clients over the course of the year. Here's a snapshot of what we did together.

% are based on revenue

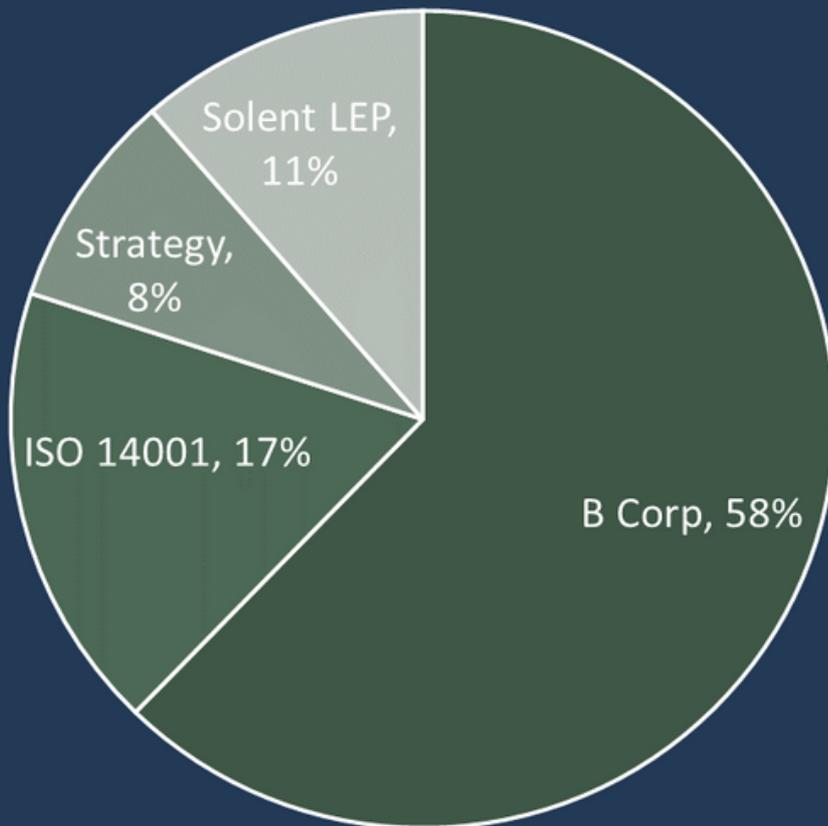


Image shows a pie chart with a breakdown of client projects for the year including 58% B Corp, 17% ISO 14001, 11% Solent LEP and 8% strategy work

## 01. B Corp

Working towards B Corp certification or improvements post certification

## 03. Solent LEP

This partnership supported businesses in the Solent region to kickstart their sustainability journey

## 02. ISO 14001

Supporting companies to develop an ISO 14001 certified Environmental Management System

## 04. Strategy

Developing a bespoke sustainability strategy that meets the needs and goals of a scaling business



# Impact on planet

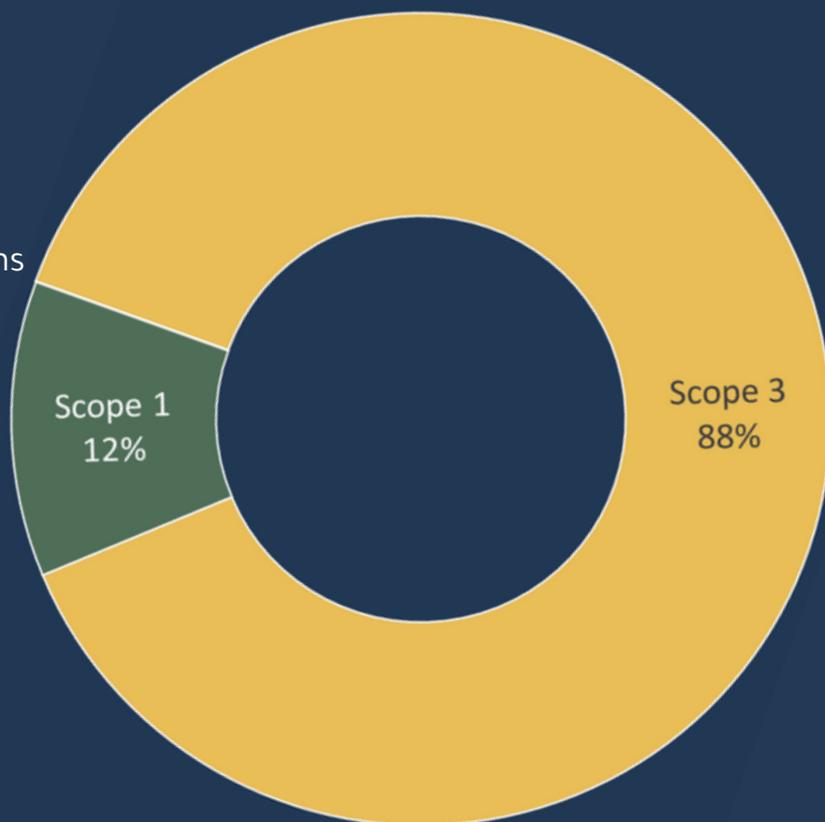
I've been using [Compare Your Footprint's](#) tool to measure and track my impact and I highly recommend it. It's priced based on turnover and free for small businesses with a turnover of less than £300k.

Here's a snapshot of my 2021-22 emissions by scope.

In line with the [Greenhouse Gas Reporting Protocol](#), emissions are measured in tonnes of CO2 equivalent and scopes are defined as:

- Scope 1: All direct emissions from activities under an organisation's control, including gas boilers, fleet vehicles and air-conditioning leaks.
- Scope 2: Indirect emissions from electricity purchased and used by the organisation.
- Scope 3: All other indirect emissions occurring from sources outside of an organisation's control. These are usually the greatest share of the carbon footprint, covering business travel, procurement, waste and water.

Image shows a donut chart indicating Scope 1 emissions accounting for 12% and Scope 3 emissions accounting for 88%.



[More info here on what terms like CO2e mean in my Sustainability Glossary.](#)

88% of my emissions stem from Scope 3 categories with 12% in Scope 1 and 0% in Scope 2 as I use 100% renewable electricity. As is common for many businesses, the vast majority of my emissions fall under Scope 3.



# Impact on planet

Breaking down my emissions into different categories shows that my biggest environmental impact results from purchased financial and IT services with road travel coming in third place.

Looking at emissions in this way helps me to focus my efforts on high impact areas to start, avoiding the overwhelm that stems from trying to tackle everything at once.

2021/22 Emissions Categories (tonnes CO<sub>2</sub>e)

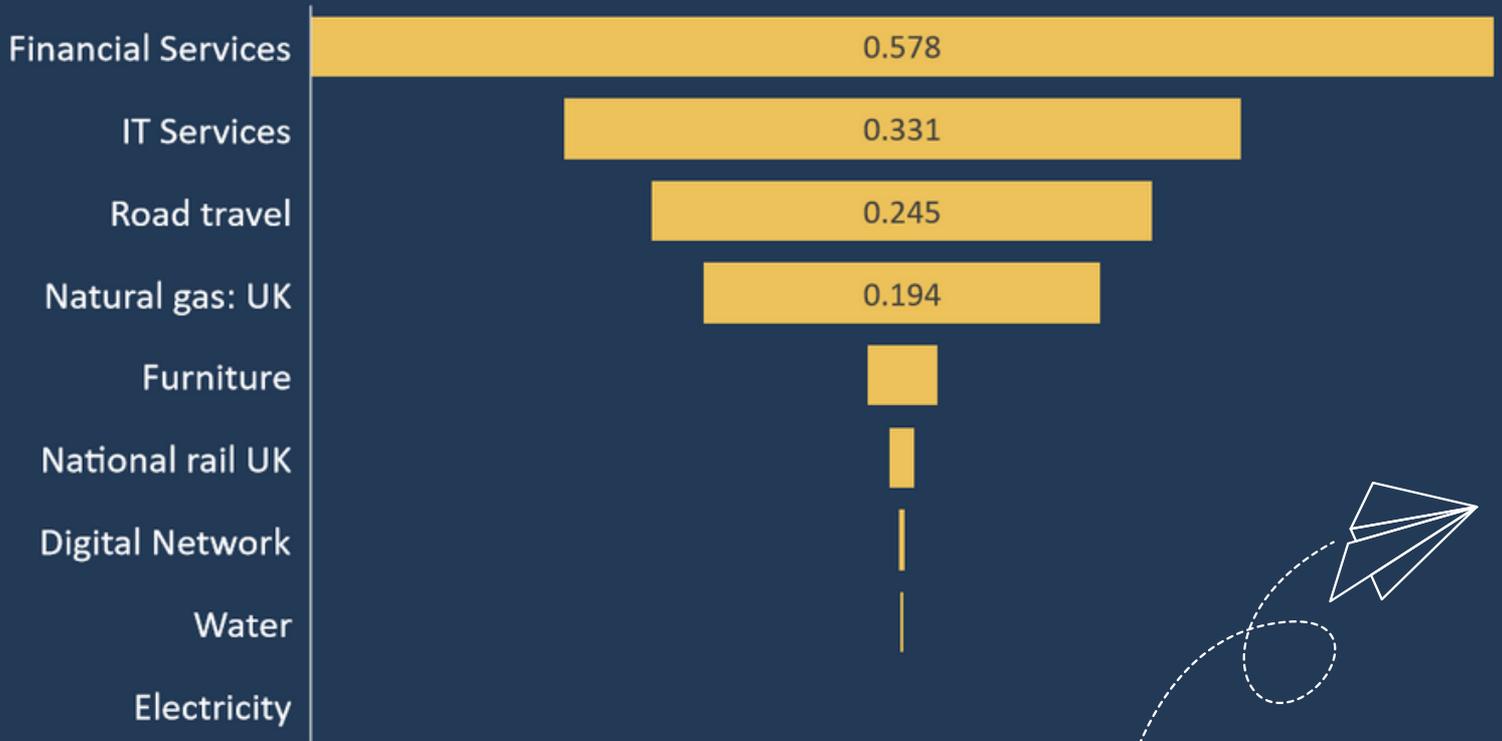


Image shows a funnel break down of emissions from greatest to least, including Financial Services(0.578), IT Services (0.331), Road Travel (0.245), Natural Gas (0.194), Furniture, National Rail UK, Digital Network, Water and Electricity.

My total emissions for the year were 1.4 tonnes of CO<sub>2</sub>e which is the equivalent of about 5 return economy flights between London and Edinburgh.

You can use free [online calculators](#) like this one from [Climate Impact Partners](#) to work out your emissions



# Focus Areas



As a small, service-based business it's easy to feel like my impact is minimal but that's really not the case. Below are the areas I've been focusing on and the resources I found to be invaluable.

Focus	Project	Resources
Digital Footprint	Reduce the carbon footprint of my website; reduce unnecessary emails and documents stored in the cloud	Wholegrain Digital's <a href="#">Website Carbon Calculator</a> and <a href="#">Digital Declutter tool</a>
Travel	Prioritise public transport, reduce car travel and offset emissions as a last resort	<a href="#">Coco+</a> fuel card to automatically offset my vehicle's emissions
Pension	Ensure my pension is invested in responsible funds avoiding fossil fuels and arms trading	Expert advice from <a href="#">Greenspace Sustainable Financial Planning</a>
Energy	Ensuring my energy contract uses 100% renewable electricity and offset gas	<a href="#">Big Clean Switch</a> comparison site for renewable energy contracts



# Digital Footprint



"The internet currently produces 3.8% of the world's carbon emissions, which is roughly the same as the global airline industry. If the internet was a country, it would be the seventh largest polluter in the world."

(Source: Lean ICT, The Shift Project)

Scary statistic.

With some help from the team at [The Typeface Group](#) (who host my website through [Nimbus](#) using renewable electricity), and using Wholegrain Digital's [website carbon calculator](#), we managed to reduce my home page emissions by:

- Reducing image sizes
- Removing unnecessary background images
- Removing unnecessary animations

My page was originally worse than 89% of pages tested (yikes!) and the changes mean that I've reduced my emissions per page view to 0.75g of CO<sub>2</sub>.

A screenshot of a website carbon footprint calculator result. The background is dark blue. At the top, there is a light blue rounded rectangle containing a circular icon with a checkmark and a cursor, followed by the text "Hurrah! This web page is cleaner than 58% of web pages tested". Below this, there is a white rounded rectangle containing a laptop icon with a person's head inside, followed by the text "Only 0.75g of CO2 is produced every time someone visits this web page.".

Hurrah! This web page is cleaner than **58%** of web pages tested

Only **0.75g of CO<sub>2</sub>** is produced every time someone visits this web page.



# Travel



I'm not in a position to swap to an electric vehicle at the moment so I've prioritised:

- Minimising unnecessary travel
- Using public transport where possible (this was trickier during the pandemic!)
- Offsetting the emissions from my car using the Coco+ fuel card

605

miles travelled by car

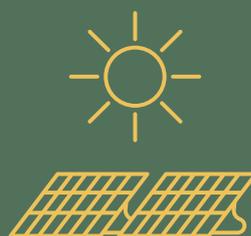
0.245

tonnes CO<sub>2</sub>e emitted

0.537

tonnes CO<sub>2</sub>e offset through a  
renewable energy project  
based in India

[Psst...carbon neutral and net zero are not the same thing. Click here for more info](#)



# Pension



Moving the national average pension wealth to a sustainable fund is 21 times more effective than the combined annual carbon savings of switching to a renewable energy provider, substituting all air travel with rail travel and adopting a vegetarian diet.

(Source: Make My Money Matter in partnership with Aviva)

A pension with good intentions: now that's got a ring to it, right? A pension is more than just a retirement fund - it can also contribute to a better world.

The problem is, many of us - myself included - don't ever look into where our money goes. In fact, according to the Pensions and Lifetime Savings Association, only 22% of pension holders say they know the types of industries their pension is invested in. If you haven't specifically opted out, your pension could be invested in anything from fossil fuels and arms dealing to assets such as gold and tobacco. Far from ideal!

This year I made a conscious decision to address this problem.

By speaking to the team at [Greenspace Sustainable Financial Planning](#), they helped me balance my risk levels and financial goals with responsible investments aligned with the [Sustainable Development Goals](#) (SDGs).

As a result my pension is now invested in funds that actively support social and environmental challenges like health and wellbeing, sustainable water and waste management.



# Impact on People



## 01. B Local Hampshire

This year, along with a group of brilliant, purpose-driven Hampshire-based businesses we set up B Local Hampshire to support and connect like-minded entrepreneurs.

## 03. Supporting local

**48%**

of my spend was with local businesses

## 05. Business for good

**0.6%**

of my revenue was donated to charity

## 02. Supporting under-represented groups

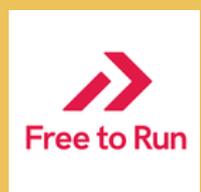
**73%**

of my spend was with female-owned businesses

## 04. Supporting purpose

**14%**

of my spend was with purpose-driven businesses



# Unfinished Business

I love the phrase "Unfinished Business" which I borrowed from [Vivobarefoot's impact report](#). Business is inherently unsustainable but operating responsibly means committing to ongoing improvement.

This is just the start and here's what I have planned for the coming year.

## Improve the data

I have work to do to improve my Scope 3 data and this means engaging with my suppliers and continuing to reduce my digital footprint.

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## Employees

I'm planning to grow my business this year and so a big focus will be how I do this responsibly from paying a living wage and benefits to wider health and wellbeing.

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## Donations

This is definitely an ongoing priority and I want to increase the percentage of my turnover donated to 1%.

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## Suppliers

With large suppliers like Google and Microsoft on my list, my spend with purpose-driven businesses is much lower than I'd like and it doesn't sit right with me. I plan to find some alternatives that work for my business and operate responsibly.

# Thank You

A huge thank you to all the clients who put their trust in me last year and for being brave enough to challenge the status quo.

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Thanks also to those who have supported me this year to make my own business better:

- Compare Your Footprint for making it so easy to track both my emissions and those of my clients
  - Dan Old at Greenspace Sustainable Financial Planning for helping me invest my money responsibly
  - Coco+ for automatically offsetting the impact of my business travel while I transition to electric (or whatever comes next!) at no extra cost to me
  - Wholegrain Digital for providing informative resources to help me understand and reduce my digital impact
  - Polly Buckland and Natalie Welch at The Typeface Group for all their support with reducing the impact of my website
  - Stephanie White from By the Way Creative for her ability to translate my thoughts into coherent sustainability messages
  - Katie Skelton from Little Green Duck for taking the time to review and give feedback on this impact report. Your insights from an accessibility perspective in particular were invaluable.
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## Contact

I definitely don't have all the answers when it comes to sustainability but I'm genuinely working to be better. If you have any comments, advice or recommendations, I would love to hear from you.

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 LinkedIn

 [Sign up to Eco Bites](#)