

IMPACT REPORT

2022-2023

Link to image free, accessible version:

<https://docs.google.com/document/d/1LDESHUocunUk9cTa0vh3WV9GGfi-vxC95675vC7uvPM/edit?usp=sharing>



TRUE HORIZON
SUSTAINABILITY STRATEGIES

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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

Hi, I'm Nancy. I'm the founder of True Horizon a sustainability consultancy supporting purpose-led SMEs and scale-ups.

After 10+ years of experience in the sustainability industry developing CSR and ESG strategies for large corporations, I founded True Horizon to meet a demand in the market: support for conscious SMEs ready to scale sustainably, consciously and intentionally.

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. Progress over perfection. You can click on any underlined text for more information, resources or definitions.

It's also an opportunity for me to reflect on the past year. What went well and how did I perform against previous commitments? How will this inform my plans for the next year?

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

That's the way we all improve.

Collaboration and transparency are key.

So without further ado, let's get to it.

Journey to B Corp

I first heard about B Corps around 4 years ago. I attended a webinar to learn more about the process and loved the concept. Having worked on environmental certifications like ISO 14001 in the past, I could see the value in an approach that took a more holistic view of a business, considering social impacts alongside environmental.



So when the opportunity arose I signed up to become a B Leader in February 2021. I also made the decision to put my own business through the certification process as it felt like the right approach to lead by example.

Journey to B Corp

I found the process of preparing for certification incredibly useful even as a micro business with no employees. It helped me to cement processes and policies, set social and environmental KPIs and really focus on my mission and the impact I wanted to have as a business.



**USING
BUSINESS
AS A FORCE
FOR GOOD.**

I officially became a B Corp in July 2021 with a verified score of 103.5, broken down as follows:

- Governance - 16.3 including 10 IBM points
- Community - 43
- Environment - 13.4
- Customers - 30.6 including 27.2 IBM points

Impact Business Models (IBMs) are the ways that a business is designed to create a specific positive benefit/outcome for one of its stakeholders.

True Horizon is due for recertification in 2024 and I will be aiming to increase my score by at least 20 points.

Carbon Emissions

I've been using [Compare Your Footprint's](#) tool to measure and track my impact over the last 2 years 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 2022-23 emissions by scope ([market-based](#)).

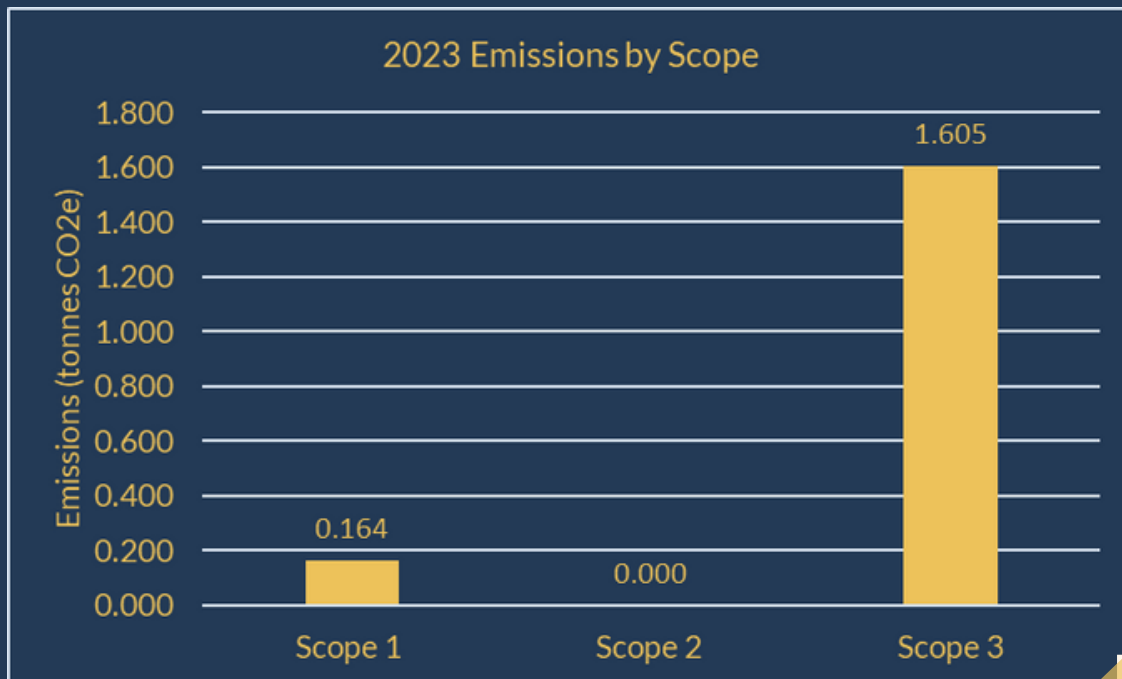


Image shows a bar chart indicating Scope 1 emissions accounting for 0.164 tonnes of CO₂e (9%) and Scope 3 emissions accounting for 1.605 tonnes CO₂e (91%).

[More info here on common emissions terms in my recent blog post](#)

91% of my emissions stem from Scope 3 categories with 9% 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.

When compared with last year, there hasn't been any change in Scope 1 or 2 emissions. The real difference is Scope 3 which is up from 0.842 tonnes of CO₂e to 1.791 tonnes of CO₂e. This is largely due to the fact that I've included more categories like hotel stays and purchased food & drink this year and spent more in areas like advertising and financial services as my business grows. Improving my Scope 3 emissions is something I committed to last year and will continue to work on.



Carbon Emissions

Breaking down my emissions into different categories shows that my biggest environmental impact results from purchased advertising, financial and IT services with road travel a close 4th.

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.

It's worth noting that emissions from some categories have been estimated using spend data where I don't have actual emissions from the supplier.

2022/23 Emissions Categories (tonnes CO₂e)

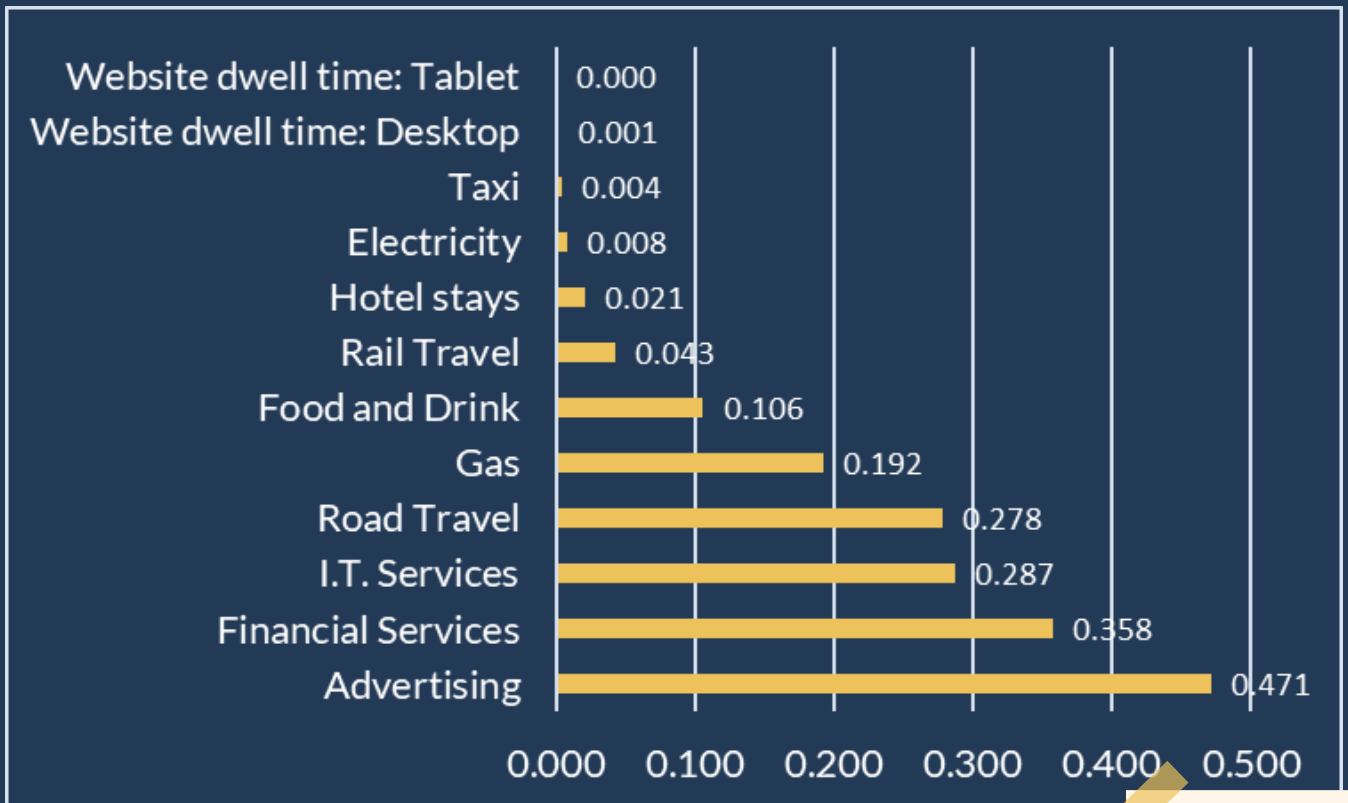


Image shows a bar chart with a break down of emissions categories, including Advertising (0.471) Financial Services(0.358), IT Services (0.287), Road Travel (0.278), Natural Gas (0.192), Food & Drink (0.106), Rail Travel (0.043), Electricity (0.008), Hotels (0.021), Taxis (0.004) and Website (0.001).

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

My total emissions for the year were 1.769 tonnes of CO₂e which is the equivalent of about 7 return economy flights between London and Edinburgh.



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
- Offsetting the emissions from my car journeys using the Coco+ fuel card

689

miles travelled by car

0.278

tonnes CO2e emitted

1.421

tonnes CO2e offset through
renewable energy projects

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 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!

Last year I made a conscious decision to address this problem and my commitment to responsible investment remains the same. My pension is still invested in funds that actively support social and environmental challenges like health and wellbeing, sustainable water and waste management.

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 [UN Sustainable Development Goals](#) (SDGs).



My Clients

I worked with clients on a range of sustainability projects this year. Here's a snapshot of what we did together.

% are based on revenue

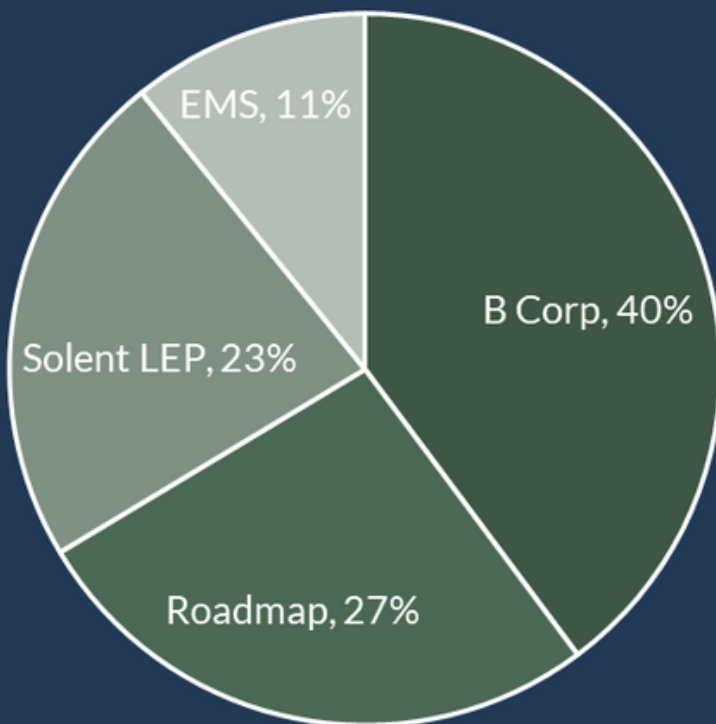


Image shows a pie chart with a breakdown of client projects for the year including 40% B Corp, 11% ISO 14001, 27% Sustainability Roadmap and 23% Solent LEP.

01. B Corp

Working towards B Corp certification or improvements post certification

03. Solent LEP

Funded program with the Solent LEP supporting businesses kickstart their sustainability journey

02. EMS

Supporting companies to develop an ISO 14001 certified or aligned Environmental Management System

04. Roadmap

6 month program to develop a sustainability roadmap for purpose driven companies



Clients

As a small, service-based business I've come to realise that my biggest impact comes from the clients and suppliers I work with. While my own emissions may be relatively small, once you factor in the collective impact, it's a very different story.

That's why I am selective about who I work with and buy from to maximise my positive impact. Regardless of industry, all of the companies I worked with were committed to improving their social and environmental performance.

Clients by Industry

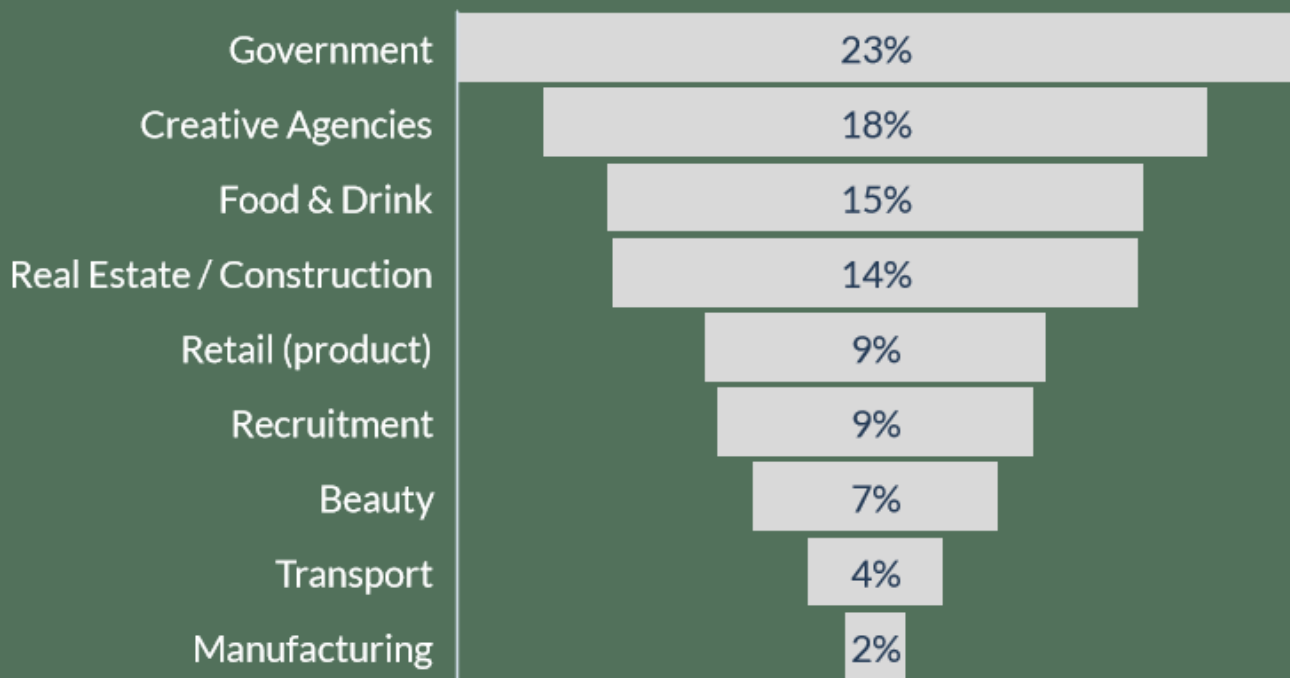


Image shows a funnel chart with a breakdown of client industries for the year, including government, creative agencies, food and drink, real estate, retail, recruitment, beauty, transport and manufacturing



Clients Impacts



Here are some of the impacts achieved over the course of the year:

- Clarity around environmental or social impacts
- Progress towards or achievement of an environmental or social certification
- A more defined and consistent sustainability message
- Practical ways to reduce environmental impact
- Clearer understanding of supply chain impacts
- Won additional work due to social or environmental impacts
- Accountability for achieving social or environmental targets



Suppliers

Where we spend our money matters. I've worked with some fantastic suppliers this year who have helped me to grow and maximise my impact. My priorities when choosing a new supplier include:

- Working with purpose-driven companies - for me this means they are working towards or have made genuine social and environmental commitments within their business and are working to be a force for good
- Supporting independently owned businesses where I can
- Supporting business owners who are under-represented, whether that's based on sexuality, gender, religion, race or any other criteria that has zero impact on their abilities as a leader. At the moment the only information I have relates to gender but equity, diversity and inclusion (EDI) is something I'm doing some work around at the moment. Once I have a clearer strategy in place, it will help to inform the additional information I collect.



29% female
owned

99%
independently
owned

93% purpose-
led



Raising Awareness

It's not always about paid work. Educating and raising awareness of environmental and social issues are also incredibly important.

Here are some of the ways I'm trying to educate, demystify and inspire change.

- Chat with Steve Randall for SME Radio on how SMEs can embed sustainability into their DNA
- 2 free clinics during B Corp Month (March) alongside two excellent B Leaders, Sophie Brooks of Fit for Purpose and Phil Clarke of Consciam
- Radio interview with Xan Phillips from Voice FM to chat all things B Corp
- Where Ideas Launch - Sustainable Innovation Podcast with Katherine Anne Byam



Giving Back

I have an ongoing commitment to support charities through my business. I have a few regular charities I support and some I vary on a quarterly basis, including:

- Conservation (10%)
- Animal welfare (13%)
- Environmental protection (24%)
- Food banks (10%)
- Cancer research (10%)
- Community groups (7%)
- Accessibility (10%)
- Crisis support (16%)



0.82%
of my revenue was
donated to social and
environmental causes this
year



Progress

Progress over perfection is the goal. So, how did I perform in terms of my commitments from last year?

01. Improve the Data

This is definitely a work in progress but I did add new categories into my Scope 3 emissions categories including hotel stays, food & drink and advertising.

03. Supporting purpose

93%

of my spend was with purpose-led businesses up from 14% last year

Write your purpose in pen;
your path in pencil.

02. Employees Benefits

Things don't always go exactly to plan and I didn't hire any employees this year. I am working with the fantastic team at Zebra Growth on scaling with purpose though so watch this space...

04. Business for good

0.82%

of my revenue was donated to charity up from 0.6% last year



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.

Here's what I have planned for the coming year.

EDI (Equity, Diversity & Inclusion)

I have committed to increasing my knowledge around equity, diversity and inclusion as I believe these issues are integral to building a purpose led business. I will be completing the University of Cambridge Judge Business School EDI Strategies for Business Impact course and incorporating my learnings into the services I provide to purpose led brands as well as my own business.

Donations

Donations to social and environmental causes will remain an ongoing priority. I would like to increase the percentage of my turnover donated to 1% and identify opportunities to donate my time to a local charity.

Ethical Screening

As so much of my impact is dependent on the clients I choose to work with, I need to get clearer on the types of businesses I want to support. My plan is to develop a screening process to ensure I'm clear on how I approach certain industries and practices.

Beyond Sustainability

We need to move beyond sustainable business models to truly regenerative ones. Ultimately this means creating a model where the positive impacts outweigh the negative. I plan to develop a framework for my own business as well as the clients I support.

“THE INABILITY TO
IMAGINE A WORLD IN
WHICH THINGS ARE
DIFFERENT IS
EVIDENCE ONLY OF A
POOR IMAGINATION,
NOT OF THE
IMPOSSIBILITY OF
CHANGE.”

Rutger Bregman's Utopia for Realists

Thank You


A huge thank you to all the clients who put their trust in me last year and for your commitment to positive change.

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
 - [Zebra Growth](#) for supporting me in my growth plans with a focus on increasing positive impact
 - Caroline from [Counting Clouds](#) for providing invaluable financial advice aligned with my purpose and mission
 - Stephanie White from [By the Way Creative](#) for her ability to translate my thoughts into coherent sustainability messages
 - Dan Old from [Greenspace Sustainable Financial Planning](#) for continuing to ensure my pension is invested responsibly.
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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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