

The 2024 Truth Report

Harrison Brands' journey of truth,
impact, and continuous evolution.

HARRISON

BRANDS

Message from our founder



Andy Marshall
Founder & Creative Director
Harrison Brands

As I reflect on the past year, I feel a deep sense of pride for how far Harrison Brands has come. We've continued to grow, not just in the work we deliver but in the way we embed purpose into every decision we make.

This year has been transformative. From launching our refreshed website with its innovative living colour palette, to cycling from London to Goodfest in Cornwall and joining the ride to Brussels with DoNation. 2025 has been a year of purpose, action, and connection.

We've grown as a business, welcoming Jennifer to our team as marketing specialist, and enhancing our services to support purpose-driven businesses and charities. Our commitment

to sustainability has deepened, and we've worked tirelessly to reduce our carbon footprint while amplifying our impact.

One of the highlights of the year has been hosting and supporting People, Planet, Pint in Croydon: a space for conversations that matter about sustainability and beyond. These moments remind us that collaboration and shared purpose are the keys to meaningful change.

As we reflect on 2025, I am filled with gratitude for the clients, partners, and friends who continue to believe in our mission.

Together, we've built something extraordinary, and I'm excited for what lies ahead.

This Year's Highlights

2025 has been a year of growth, purpose, and impact for us.

Here are some of the moments that made it extraordinary:

Website refresh:

We proudly launched our redesigned low-carbon website and reduced our environmental impact by **57%**, as verified by [websitecarbon.com](https://www.websitecarbon.com). Embracing this low-carbon design with a living colour palette aligns with our sustainability ethos.

Sustainability in action:

We hosted **10** People, Planet, Pint events, creating space for meaningful conversations. On two wheels, we joined DoNation's London to Brussels cycling initiative and cycled to Goodfest in Cornwall, covering over **800** kilometres to raise awareness about sustainability.

Inspiring conversations:

This year, we connected with change-makers at B Lab's *Louder Than Words Festival*, celebrating the B Corp movement. We also attended a total of **27** events hosted by x+why and the BBN (Better Business Network), to share ideas and to drive action.

Community Impact:

We dedicated **75** hours of pro bono support to charities, not-for-profits, local enterprises, and mentorship initiatives. Alongside this, we launched our green papers, sharing knowledge and inspiring action on sustainability and ethics.

Our Story

Harrison Brands began in 2020 with a mission to create an agency that stands apart: one driven by purpose and committed to addressing the pressing issues of the climate crisis and social injustice.

Truth is at the core of this mission. In branding and marketing, truth is what builds trust, fosters authentic relationships, and ultimately drives meaningful impact. It's not about surface-level storytelling, it's about uncovering the deeper truths that resonate with stakeholders and create real connections.

B Corp Certified

The journey has been one of growth and learning. Becoming a certified B Corp has shaped everything, embedding fairness, sustainability, and integrity into every aspect of the business.

Challenges along the way have only strengthened the belief that businesses can leave a positive mark. It's not just through profits, but through actions that benefit people, the planet, and society as a whole. Creativity and innovation remain key to delivering work that not only inspires but also aligns with the values of a better, fairer world. Harrison Brands exists to prove that purposeful business is good business.



We've come a long way on our B Corp journey, and 2024 has been a year of reflection, progress, and learning.

With a current score of 100.2, we're proud to exceed the 80 point benchmark required for certification.

However, this score is not a finish line – it's a checkpoint. This Truth Report offers an honest and updated look at where we stand, acknowledging areas where we can grow and setting goals to deepen our impact across all five pillars: Governance, Workers, Community, Environment, and Customers. Our commitment to continuous improvement remains at the heart of everything we do.



Our score in 2023

In 2023, we proudly achieved a B Corp score of 100.2, reflecting our commitment to continuous improvement, transparency, and creating meaningful impact through everything we do.

100.2 Overall B Impact Score
80 Qualifies for B Corp Certification
50.9 Median Score for Ordinary Businesses

Governance

Building a strong foundation
for accountability and growth

Our 2023 Score:
20.5

What we promised in 2023:

Establish a non-fiduciary advisory board to provide independent guidance and ensure accountability.

Publish annual Truth reports to track measurable progress and share updates.

Regularly review and evolve policies to prioritise transparency and employee well-being.

What actually happened:

Our advisory board has been pivotal in shaping Harrison Brands into a more accountable and thriving business. Their insights have provided a total of **24** hours of advice, ensuring we remain aligned with our mission.

While we delivered our first Impact Report in 2022, we did not publish a report in 2023. Growth and internal challenges hindered our ability to follow through on this commitment.

What we're doing now:

Employee Training: Rolling out training programmes that focus on social and environmental issues relevant to our mission.

Annual Truth Reports: Committing to publishing these every January to track measurable results and set new objectives.

Policy Evolution: Continuously refining policies to provide above-and-beyond support for employees, including enhanced well-being initiatives.

Our advisory board remains a vital part of our governance structure, guiding our long-term vision and ensuring we stay true to our purpose while adapting to challenges and opportunities.

Workers

Creating a foundation
for a better workplace

What we promised in 2023:

Workers were not a formal section in our 2023 B Impact Assessment as Harrison Brands was still a single-person business.

We aimed to use the B Corp framework to guide our future practices and ensure that, as the business grew, we could support employees effectively.

What actually happened:

Additional policies were implemented in anticipation of growth, ensuring that any future team members would have clear guidance and support.

We committed to always paying above the London Living Wage, offering training that goes above and beyond legal requirements and providing **36** days of annual leave.

The foundation for a good work/life balance was established to ensure Harrison Brands is a great place to work.

What we're doing now:

Policy Evolution: Keep improving employee policies to go beyond legal requirements, fostering an even better workplace.

Professional Growth: Invest in development opportunities to nurture expertise.

Positive Culture: Foster a workplace centred on balance, well-being, and purpose.

Living Wage Accreditation: Aim for official accreditation from the Living Wage Foundation in 2025.

By prioritising employee well-being, professional growth, and a healthy work/life balance, we are creating a foundation for success.

Impact begins internally.

Community

Building connections,
creating impact

Our 2023 Score:
57.5

What we promised in 2023:

Community has always been a key focus of our impact strategy, forming a core part of why we became a B Corp. In 2023, we continued to prioritise engaging with and supporting the communities we operate in. From sourcing locally to working with underrepresented groups, these practices have been integral to our mission from the very beginning.

What actually happened:

We dedicated over **75** hours to pro bono initiatives, including mentoring an RSA Fellow fortnightly and supporting a local horticultural society by creating monthly newsletters, amongst others.

In 2024, through B1G1, we:

- Planted **100** fruit trees for families in Kenya, generating sustainable income.
- Provided **1,825** days of access to sustainable water systems.
- Provided **200** days of vocational training for women in the Philippines.

What we're doing now:

Local Focus: Continuing to source ethically and locally wherever possible.

Positive Impact: Expanding our measurable impact through strengthened partnerships and community engagement.

Networking: Continue to regularly attend x+why and BBN events

Pro Bono Goal: Setting a goal to donate up to **60** hours of pro bono work to a charity or local organisation in 2025.

By embedding these initiatives into our operations, we're actively working to foster stronger connections and drive meaningful change within our community.

Environment

Living our values through action

Our 2023 Score:
18.7

What we promised in 2023:

In 2023, we aimed to reduce our environmental footprint, focussing on keeping emissions low and ensuring our operations aligned with our commitment to sustainability.

However, our goals around measuring emissions lacked clarity and structure.

What actually happened:

In 2023, we took a significant step forward by joining x+why, a B Corp Certified co-working space in Whitechapel. This allowed us to work in an environment aligned with our sustainability values while becoming part of a broader purpose-driven community.

We also reduced the carbon footprint of our website by **57%** through a redesign and content refresh.

What we're doing now:

Sustainable Workspace: Continue collaborating with x+why's sustainability-focussed community through 2025 and beyond.

Low Emissions: Maintain negligible Scope 1 and 2 emissions while minimising Scope 3 emissions aiming to reach Net Zero.

Websites: Throughout 2024, we worked with **7** clients to create or redesign their websites with a lower carbon footprint.

Transport: Exclusively cycle or use public transport for work and meetings.

By prioritising mindful choices in how we work and operate, we're doing our part to tread lightly on the planet while staying true to our mission.

Customers

Shared priorities:
balancing customers, profit, planet, people.

Our 2023 Score:
3.5

What we promised in 2023:

We aimed to deliver services with integrity, prioritising ethical marketing and transparent communication.

Our goal was to ensure every client experience aligned with our values of truth and trust.

We committed to using feedback channels to continuously improve our services.

What actually happened:

While we made strides in customer engagement and ethical marketing, our feedback channels were not as robust as they could have been.

We've helped clients build lower-carbon websites and guided them through B Impact Assessments, advising on policies, impact measurement, and enhancing pro bono efforts or charitable donations. Simple, effective solutions for meaningful change.

What we're doing now:

Feedback Framework: Implement a structured system to collect client feedback for ongoing improvement.

Better Business: Successfully supported **3** clients through their B Impact Assessment process, helping them to certify.

Ethical Marketing: Ensure all communications remain transparent, avoiding exaggeration or misrepresentation.

Social Impact Services: Offer discounted (up to **50%**) or pro bono support to values-aligned small businesses and nonprofits.

Our commitment to putting people and planet first means helping our clients make a difference.

No two projects are ever the same and we aspire to exceed expectations every time.

We believe in the power of truth. It builds trust, creates connections, and inspires action. In a world where sustainability claims are under scrutiny, we work with organisations that want to communicate authentically and stand out for the right reasons.

We are actively looking to collaborate with B Corps, not-for-profits, and charities who share our values. Whether you need help crafting your message, building your brand, or creating something entirely new, we'd love to hear from you. Together, we can drive meaningful change and create work that truly makes a difference.

Reach out to us, and let's start a conversation about how we can support your goals. Truth matters, and so does who you work with.

Let's make it count.

What we do

Brand Strategy & Identity:

Uncover your brand's truth and create a meaningful identity that stands the test of time.

Sustainability Communications:

Navigate the tricky waters of greenwashing and greenhushing with honesty and impact.

Low-Carbon Design:

From websites to marketing collateral, we design with a focus on reducing environmental impact.

Creative Marketing:

Build campaigns that connect, inspire, and drive change, without compromising your values.

[Check out our work.](#)

10 measurable goals for Harrison Brands in 2025:

We believe in progress that's grounded in truth and measurable impact. As we look to the year ahead, we're defining 10 clear and actionable goals that align with our commitment to sustainability, transparency, and purposeful growth.

These goals are designed to push us further, hold us accountable, and ensure that we continue to create meaningful change for our clients, our team, and the planet.

- 1** Increase our B Corp Impact Assessment score year on year, ensuring measurable progress. Embrace the new standards, to be introduced in 2026.
- 2** Collaborate with one local charity, donating up to 60 hours over six months to provide pro bono support and make a meaningful impact.
- 3** Establish a baseline for Scope 3 emissions, paving the way for actionable reductions in the future while balancing this with Scopes 1 & 2.
- 4** Publish quarterly green papers, sharing knowledge and inspiration with stakeholders on topics aligned with sustainability, transparency, and innovation.
- 5** Publish the 2025 Truth Report by January 2026, delivering measurable outcomes and demonstrating our commitment to accountability and progress.
- 6** Grow our client base by at least 30%. Look to collaborate with purpose-driven businesses and B Corps aligned with our mission and values.
- 7** Incorporate advanced Scope 1, 2, and 3 emissions tracking tools, laying the groundwork for achieving long-term net-zero goals.
- 8** Host or collaborate on sustainability-focussed events, fostering conversations and engagement with the wider business and sustainability community.
- 9** Strengthen our Equality, Diversity, and Inclusion (EDI) efforts, ensuring our workplace and supplier relationships reflect our commitments.
- 10** Continue investing in our team's professional growth, ensuring we remain leaders in creative, ethical, and sustainable branding and marketing practices.

Harrison Brands is a B Corp certified® branding and marketing agency grounded in truth. We are dedicated to sustainable and socially responsible practices.

Through collaboration and authenticity, we uncover the real stories behind brands, crafting narratives that inspire action and create meaningful impact.

We aim to be a force for good, using our expertise to drive honest change and help build a better future for all.

HarrisonBrands.com



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