

The 2025 Truth Report

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

HARRISON
BRANDS

Introduction



Andy Marshall
Founder & Creative Director
Harrison Brands

2025 has provided us with the opportunity to refocus our offering and client base. Stronger clarity on what we offer and who to, has meant that we know where we are heading.

This year, we have created several low carbon websites, have continued to work with our clients to create honest and truthful marketing campaigns and helped others to reduce their carbon footprint, through general advice, or using the B Impact Assessment as a framework.

In our network, we have collaborated with Angela Monaghan, another Better Business Network member. Together, we hosted an interactive workshop at RSA House, London exploring our thought process behind Nature and its

Hidden Truths. This workshop, we provided at no cost to others with an interest in this field. Despite being held in an indoor central London location, we all got much closer to understanding our relationship with nature and how it can impact us as individuals, or our business.

Looking ahead into 2026, this is something that we are very keen to develop, providing our community with more revealing workshops.

In addition, our Truth Report has taken a new direction this year. As we move towards the New B Corp Standards we look forward to evolving Harrison Brands as a continued force for good.



Celeste Clift
Creative Designer
Harrison Brands

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:



We hosted a workshop about Nature & It's Hidden Truths at RSA House in London.



Ride the Change 2025.



Began our membership at the Conduit Club. Joined the Climate and Nature Cohort.



The Blue Earth Summit!



The 10 years of B Corp in the UK event.



Tree planting volunteering day with Junxion.



Celeste joined Harrison Brands. And we attended the BBN Brighton Breakfast where a seagull stole her bagel!

Our Story

Harrison Brands began in 2020 with a mission to create an agency driven by purpose and committed to tackling the climate crisis and social injustice.

Truth is at the core of this mission; building trust, fostering authentic relationships, and driving meaningful impact.

From the start, our Non-Executive Directors have been fundamental, providing strategic guidance to keep us purpose-driven and innovative.

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.



The Truth: Our Emissions

Our Scope 1 Emissions

0.00 tonnes CO₂e

How have we achieved this?

Scope One primarily consists of company vehicles and owned facilities.

At Harrison Brands, we have no company vehicles meaning that there are no direct emissions.

Similarly we do also do not own any company facilities, meaning that our Scope 1 emissions are 0.

Our Scope 2 Emissions

0.00 tonnes CO₂e

How have we achieved this?

We always co-work from the Conduit Club in Covent Garden. Our Scope 2 includes all purchased electricity and purchased heating.

In 2025, we delved into The Conduit's sustainability story, and were pleased to discover that at the Conduit, all of the energy is renewable.

As we work full time from The Conduit, and have no rented offices, this means that our Scope 2 emissions are 0.

Our Scope 3 Emissions

2.66 tonnes CO₂e

Breakdown of our Scope 3*

Purchased Goods	0.68 tonnes CO ₂ e
Capital Goods	0.38 tonnes CO ₂ e
Waste Generated in Operations	<0.01 tonnes CO ₂ e
Business Travel	0.14 tonnes CO ₂ e
Employee Commuting	0.27 tonnes CO ₂ e
Upstream Leased Assets	1.18 tonnes CO ₂ e

How can we reduce this further?

TFL has pledged to be fully renewable by 2030, which would cut our Employee Commuting emissions. We already bank sustainably (Monzo and Co-op), but will continue to look out for banks with better credentials.

* These calculations have been measured by SME Climate Hub and measure from 1/4/24-1/4/25

Purpose and Stakeholder Governance

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.

Our advisory board considers the interests of six stakeholder groups as part of its annual oversight: our workers, suppliers, clients, investors, the communities in which we and our partners operate, and the local and global environment. In practice, this shapes how we take on clients, who we bank with, where we work from, and what we say no to. We believe that good governance means accounting for all of these groups, not just the ones with the loudest voices.

What we promised in 2025:

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.

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.

In 2025, we provided training for employees as well as continuing to update and publish new policies. Additionally, we upheld our promise of publishing annual truth reports.

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

Continuing to publish these every January to track measurable results and set new objectives.



Policy Evolution

Evolution of the Responsible marketing and communications policy, Grievance policy and Social & Environmental incentives policy,

Fair Work

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

Impact begins internally.

What we promised in 2025:

In 2025, we promised to continue investing in our team's professional growth, ensuring we remain leaders in creative, ethical, and sustainable branding and marketing practices.

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 Living Wage and Harrison Brands received an official accreditation in 2025.

We offered employees training that goes above and beyond legal requirements.

What we're doing now:



Policy Evolution

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



Professional Growth

Continuing to invest in development opportunities to nurture expertise.



Positive Culture

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



Living Wage Accreditation

Harrison Brands received an official accreditation from the Living Wage Foundation in 2025.

Human Rights

Ensuring that we prevent harm across our operations and value chains at Harrison Brands.

What we've been doing:

At Harrison Brands, we have considered how our operations and value chains may involve negative human rights impacts.

As we provide services to clients, it is important to us that our clients share our values and do not negatively impact human rights. Therefore, we have turned down clients which do not meet our standards.

What we're doing now:



We always source local and ethical products and services

We ordered custom t-shirts from a well-researched ethical and local supplier.



Clients must meet standards

We turn away businesses that don't align with our values and which negatively impact people and planet.



Ethical banking

We bank with Monzo who have policies covering human rights

Environmental Stewardship and Circularity

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.

What we promised in 2025:

In 2025, we pledged to establish a baseline for Scope 3 emissions, paving the way for actionable reductions in the future while balancing this with Scopes 1 & 2. Additionally, we aimed to incorporate advanced Scope 1, 2, and 3 emissions tracking tools, laying the groundwork for achieving long-term net-zero goals.

Additionally, we pledged to host or collaborate on sustainability-focussed events, fostering conversations and engagement with the wider business and sustainability community.

What actually happened:

We registered with the **SME Climate Hub** and the **Science Based Targets Initiative**. We decided to focus on measuring Scopes 1, 2 and 3 in order to set realistic goals.

We hosted an event on *Nature And It's Hidden Truths*, which opened conversations and allowed us to engage with the sustainability community.

What we're doing now:



Sustainable Workspace

Work from the Conduit Club where we are involved in the Climate and Nature Cohort.



Low Emissions

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



Low Carbon Websites

Throughout 2025, we worked with 6 clients to create or redesign their websites with a lower carbon footprint.



Transport

Exclusively cycle or use public transport to commute to work and travel to meetings.

Justice, Equity, Diversity, and Inclusion

Advancing Justice, Equity, Diversity & Inclusion (JEDI)
through Harrison Brands to help contribute to a more
equitable economy.

What we promised in 2025:

In 2025, we pledged to strengthen our Equality, Diversity, and Inclusion (EDI) efforts, ensuring that our workplace and supplier relationships reflect our commitments.

What actually happened:

At Harrison Brands, we have an inclusive hiring process and we do not discriminate against any groups. We have an Equality, Diversity and Inclusion Policy which we continually update and will continue to in 2026.

In November, we held a workshop which was free for anyone to attend, offering an accessible route into conversations about Climate and Nature.

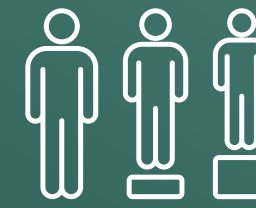
Additionally, we have a Discount Policy in place, offering significantly discounted work for under-represented groups within the community.

What we're doing now:



Accessible website

Our 2026 website redesign will be carefully designed to meet accessibility standards.



JEDI Policy

We continue to update our Justice, Equity, Diversity and Inclusion Policy.



Discount Policy

We have a Discount Policy, offering discounted work to under-represented groups.

Climate Action

Taking credible and measurable steps toward a net-zero, 1.5°C-aligned future.

What we promised in 2025:

We promised to publish the annual Truth Report by January 2026, which delivers measurable outcomes and demonstrates our commitment to accountability and progress.

Additionally, we promised to incorporate advanced Scope 1, 2, and 3 emissions tracking tools, laying the groundwork for achieving long-term net-zero goals.

What actually happened:

This Truth Report will be published in January 2026 as promised. We have reflected on the 10 measurable goals we set for 2025 and reviewed the progress and completion of them. We have set another 10 measurable goals for 2026 which maintain our commitment to accountability.

This year we have also utilised the SME Climate Hub tools, allowing us to track our Scope 1, 2, and 3 emissions.

What we're doing now:



Carbon Literacy Training

All employees are encouraged to do Carbon Literacy training and as of 2025, 100% of employees have completed it.



Utilising SME Climate Hub

We are registered with SME Climate Hub and have utilised the Carbon Calculator for SMEs to measure our Scope 1, 2 & 3 emissions.



Annual Truth Reports

Publish Truth Reports every January which deliver measurable outcomes and demonstrates our commitment to accountability and progress.

Government Affairs and Collective Action

Thinking beyond our own operations to create a more just and sustainable world, and working together for systemic change.

What we've been doing:

Harrison Brands actively supports organisations campaigning for systemic change in business and environmental policy.

In 2025, this included:

- **Business Declares:** supporting their declaration of a climate and ecological emergency, and engaging with their campaigns.
- **The Better Business Act:** backing the campaign to change UK company law so that all businesses must consider people and planet alongside profit.
- **The Better Business Network:** participating in events and conversations that support responsible business practice.

We do not make financial contributions to political parties. Our Responsible Lobbying and Advocacy Policy, published in 2026, sets out our position in full.

As we operate solely in the United Kingdom, we are transparent with our tax payments, with our records being published on Companies House.

Government Affairs and Collective Action

What we're doing now:



Development of new policies

We are publishing a Responsible Lobbying and Advocacy Policy outlining our position.



Better Business Network, Business Declares & Climate Majority Project

We support organisations lobbying for positive systematic change

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

Truth Based Marketing

Low-Carbon Websites

Impactful Branding

Check out our work at
harrisonbrands.com

Did we meet our 2025 Goals?

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- | | | | |
|-------|--|---|--|
| 1 | Increase our B Corp Impact Assessment score year on year, ensuring measurable progress. Embrace the new standards, to be introduced in 2026. | ➔ | We have embraced the new standards, reflecting our commitment to the new categories in this report. We are excited to begin the recertification process this year and raise the bar. |
| <hr/> | | | |
| 2 | Collaborate with local charities, donating up to 60 hours over six months to provide pro bono support and to help them make a meaningful impact. | ➔ | We collaborated with The Pasteur Foundation, a local charity, and donated pro bono work which has helped to amplify their impact. |
| <hr/> | | | |
| 3 | Establish a baseline for Scope 3 emissions, paving the way for actionable reductions in the future while balancing this with Scopes 1 & 2. | ➔ | Using the SME Climate Hub Carbon Calculator tool, we measured our Scope 3 emissions. We gained information from the Conduit Club to help us calculate our Scope 2. |
| <hr/> | | | |
| 4 | Publish quarterly green papers, sharing knowledge and inspiration with stakeholders on topics aligned with sustainability, transparency, and innovation. | ➔ | Although we did not publish quarterly green papers, we posted on the Harrison Brands Substack account and have a 2026 schedule for writing and publishing articles. |
| <hr/> | | | |
| 5 | Publish the 2025 Truth Report by January 2026, delivering measurable outcomes and demonstrating our commitment to accountability and progress. | ➔ | The 2025 Truth Report will be published in January 2026. The measurable goals from 2025 have been reviewed and new goals set for 2026. |

Did we meet our 2025 Goals?

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.



Since joining the Conduit Club, we have expanded our client base by over 30%. All of our clients are all purpose-driven and align with the values of Harrison Brands.

7

Incorporate advanced Scope 1, 2, and 3 emissions tracking tools, laying the groundwork for achieving long-term net-zero goals.



We have utilised SME Climate Hub tools to track our Scope 3 emissions. In 2026, we aim to have a complete understanding of our impact by gaining data from the Conduit Club.

8

Host or collaborate on sustainability-focussed events, fostering conversations and engagement with the wider business and sustainability community.



We hosted Nature & It's Hidden Truths, a sustainability focussed event held at RSA House in London. It was a great opportunity to engage with like-minded individuals.

9

Strengthen our Equality, Diversity, and Inclusion (EDI) efforts, ensuring our workplace and supplier relationships reflect our commitments.



We have continued to update our Equality, Diversity and Inclusion Policy, ensuring that it reflects our commitments.

10

Continue investing in our team's professional growth, ensuring we remain leaders in creative, ethical, and sustainable branding and marketing practices.



We invested in our team's professional growth, offering employees training opportunities. 100% of our employees have completed Carbon Literacy Training.

10 measurable goals for Harrison Brands in 2026:

1

In 2026, we will re-certify our B Corp Certification under the new B Corp standards and act upon the new guidelines.

2

Collaborate with one local charity, donating up to 60 hours over six months to provide pro bono support and help to amplify their impact.

3

We will increase our campaigning by stepping up our support for causes including the Better Business Act and Business Declares

4

We will Publish monthly articles on Substack conveying and investigating truth, greenwashing and the use of AI.

5

Publish the 2026 Truth Report by January 2027, delivering measurable outcomes and demonstrating our commitment to accountability and progress.

6

We will ensure that our 2026 website re-design meets accessibility standards to make it accessible to everyone.

7

We will introduce Nature Days and increase our volunteering time. These will consist of planting trees or re-wilding days.

8

Host or collaborate on more sustainability-focussed events and Truth Based Marketing, engaging the wider business and sustainability community.

9

Upload all company policies onto our website, to increase transparency and highlight where Harrison Brands stands.

10

Continue investing in our team's professional growth, ensuring we remain leaders in creative, ethical, and sustainable branding and marketing practices.

Overview:

Grievance Procedure Reporting

Harrison Brands has a formal Grievance Policy in place, available to all workers. Our advisory board receives an annual update on its operation.

In 2025, no grievances were raised. We will continue to report this honestly each year, whether the number is zero or not.

Impact Reporting

The Truth Report is our primary impact reporting mechanism. It is published annually each January and reviewed by our advisory board.

It covers our emissions, our progress against the previous year's measurable goals, and our commitments for the year ahead. The advisory board provided 24 hours of guidance in 2025, with impact performance as a standing agenda item. We do not publish a separate ESG report. Everything is here, in plain language, with no spin.

Grievance Procedure Reporting

Our long-term environmental goal is straightforward: zero emissions across Scopes 1, 2, and 3. Not offset to zero. Zero.

We are not interested in carbon credits as a substitute for genuinely reducing our impact. Our ambition is to eliminate emissions from our operations entirely, and to help our clients do the same through the work we do together.

This goal is reviewed annually by our advisory board and tracked through our Truth Report. In 2025, our combined Scope 1, 2, and 3 emissions were 2.66 tonnes CO₂e. Scopes 1 and 2 are already at zero. The work now is on Scope 3.

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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