

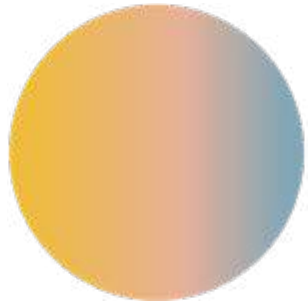


clearer
collective

impact report
2021-22

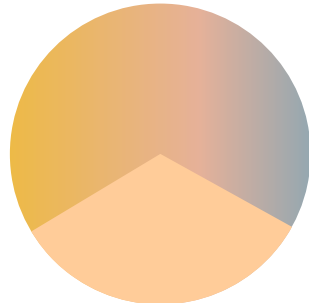
clearercollective.com

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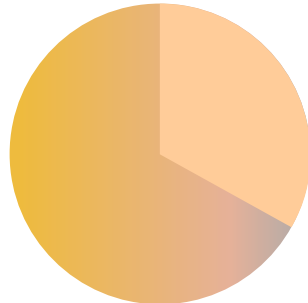
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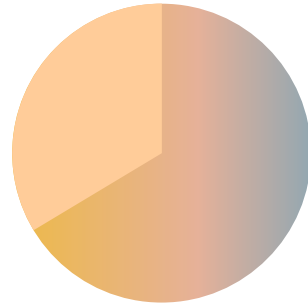
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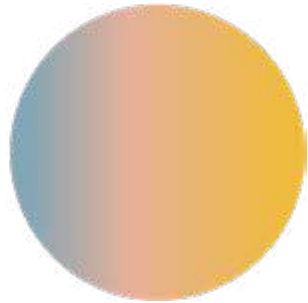
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A Model for Micro Businesses

In 2013, I worked at West Elm. As their Editorial Director, I helped strategize and launch their handcrafted initiative, a pledge to pay \$35 million directly to artisans. I traveled with a small production crew to India and Nepal, where we filmed artisan workshops, creating videos to bring their stories straight to customers. It was a life-changing trip.

Fast-forward a decade, and West Elm met its commitment in less than two years, expanding into partnerships with Fair Trade and local U.S. makers. Their parent company — Williams-Sonoma, Inc. (WSI) — started setting social and environmental goals across all their brands. Today, they're one of the first home furnishings brands to set a Science-Based Target for reducing emissions across their value chain, and nearly half of their products represent one or more of their social or environmental initiatives.

In 2015, I left West Elm to start my own business. Clearer Collective is a small creative studio that values sustainability and storydoing (not only telling a story but making it happen). We work with both big companies (like WSI) and small businesses (like local makers, including some of the artisans I met in 2013) to embed sustainability at every touchpoint—from setting up goals and systems to telling the story of why it all matters. We still collaborate with WSI today, creating their annual impact reports.

This year, we're publishing our own impact report for the first time. As a micro-business with one full-time employee, it might seem a little much to publish GHG emissions, diversity data and standardized disclosures. But we all have an impact, and we're all interconnected. We're confronting a polycrisis that requires change at every level: limiting the use of

natural resources and energy consumption, reducing emissions and transitioning into more sustainable, equitable business models.

We're hoping that the reporting we've done here can be a model for other small and micro businesses to share their stories.

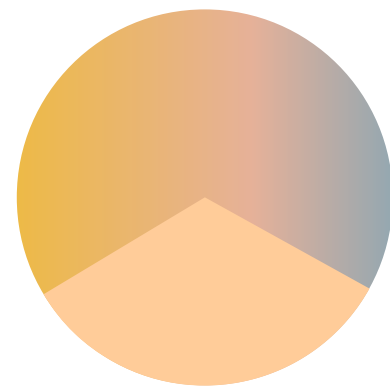
Using a 2020 baseline, we set targets for 2025 — because the earth needs progress now. Every 5 years, we'll revisit and raise our goals. We've got work to do, but we're not in it alone.

Sarah Coffey
Founder, Clearer Collective

Sustainability has shifted from *nice-to-have* to *need-to-have*. We work with brands and small businesses to embed sustainability at every touchpoint—from setting up social and environmental goals and systems to telling the story of why it matters.

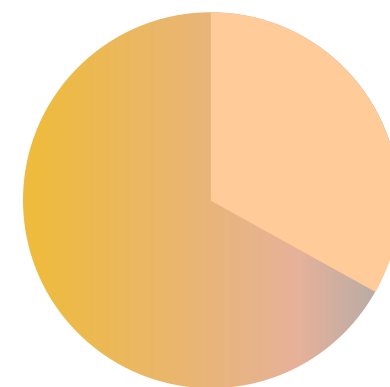
Our Mission & Values

We're a creative studio that practices sustainability and storydoing. We help companies create and communicate measurable impact through strategies, stories and reporting.



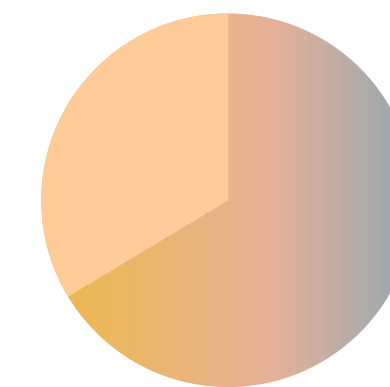
Environment

Treating resources responsibly leads to long-term viability—for our business, people and the planet.



Equity

We put people at the center of our business, striving for equity across projects and daily practices.



Ethics

We positively impact our industry, helping companies transition to more sustainable business models.

Our Structure

A Collective of Collaborators

We're organized as a single-member LLC owned and operated by Sarah Coffey, who maintains a collective of frequent collaborators, including copywriters, art directors, web developers, designers and videographers.

We work closely with brands of all sizes to tell sustainability stories through websites, reports, videos, articles, social media and more. For more information, see [our services](#).



Our Clients

From Legacy Brands to Sustainable Startups

Large public companies. Small startups. We work with clients at every level, embedding sustainability across touchpoints— from setting up social and environmental goals and systems to copywriting and annual reporting.

We collaborate with big businesses on [Barron's 100 Most Sustainable U.S. Companies](#) list, legacy brands making organic and recycled products and slow fashion micro-businesses. A select list of clients is included here.

Grove[®]
COLLABORATIVE

Hanna Andersson

CLARE

POTTERY BARN

pottery barn kids

POTTERY BARN

teen

west elm

WILLIAMS-SONOMA, INC.



Our Framework

A 5-Year Roadmap

Working on sustainability teams since 2013, we've seen how important it is to set and publish goals to hold ourselves accountable. With clients, we help set and meet environmental, social and governance (ESG) goals.

A micro business with one full-time employee, we're using our own goals and reporting to make a model for other small businesses. Using a 2020 baseline, we set targets for the next 5 years — addressing the urgency of the climate crisis and the need to make progress now. Every 5 years, we'll revisit and raise our targets.

Our 2025 Goals

FRAMEWORK	GOAL	STATUS (YE 2021)	NEXT STEPS
ENVIRONMENT	Get as close to climate-neutral as possible	Est. 6.5 tCO2e footprint	Est. 5 tCO2e footprint by YE 2023
	Transition to 100% renewable energy	Solar / Natural Gas	Transition out of natural gas by 2025
	Transition to electric vehicle	In progress	Transition & install charging station in 2023
	Get as close to zero-waste as possible	Publish baseline waste	Set waste reduction strategy in 2023
	Get as close to plastic-free as possible	Audit baseline plastic	Begin tracking plastic use in 2023
EQUITY	Work with 20%+ BIPOC-Owned clients	23%	Reach 50%+ Woman-Owned clients in 2023
	Work with 20%+ BIPOC-Owned contractors	25%	Reach 50%+ Woman-Owned contractors in 2023
	Honor Native Land with Land Acknowledgment	Donation to NATIFS	Land Acknowledgment by 2023
ETHICS	Launch annual sustainability reporting	Track 2020-21 goals	Publish first report in 2022
	Make recurring donations to BIPOC organizations	Kite's Nest / NATIFS	Increase donation amount annually

ENVIRONMENT

In 2020, we set up goals and systems to track emissions and energy use. In 2021-22, we're expanding that work to get as close as possible to climate neutral by 2025.



Energy & Emissions

Solar Power & Electric Vehicle

In 2019, we installed solar panels (shown left on the roof of the home office). Currently, we use a combination of solar power and natural gas for heating and cooling. We aim to transition out of natural gas and into green power by 2025. In 2022, we upgraded our electric systems to prepare for a charging station and the transition to an electric vehicle, taking place in 2023.

Climate Neutrality

We're currently exploring ways to reach climate neutrality through [Climate Neutral](#), a nonprofit certification group.

GHG Emissions: Scopes 1, 2 & 3

Scope	Category	2020	2021	YOY
1	Total: Facilities (Solar & Natural Gas), Hybrid Vehicle	.15 tco2e	.20 tco2e	36%
2	Total: Purchased Energy	1.5 tco2e	1.99 tco2e	36%
SCOPE 1 & 2 TOTAL		1.65 tco2e	2.19 tco2e	33%
3	Purchased goods and services	2.5 tco2e	3.00 tco2e	20%
3	Capital Goods	0.12 tco2e	0.14 tco2e	20%
3	Upstream transportation & distribution	0.18 tco2e	0.21 tco2e	20%
3	Waste generated in operations	0.40 tco2e	0.40 tco2e	0%
3	Business Travel	0.20 tco2e	0.60 tco2e	200%
3	Employee commuting	0.00 tco2e	0.00 tco2e	0%
SCOPE 3 TOTAL		3.40 tco2e	4.35 tco2e	28%

METHODOLOGY Scope 1 & 2 emissions calculated using Climate Neutral [brand emissions estimator](#) based on 2020-2021 expenses and adjusted using EPA's [greenhouse gas equivalencies calculator](#). Scope 3 GHG emissions estimates calculated using Climate Neutral [brand emissions estimator](#) based on 2020-2021 expenses and income statements. The following Scope 3 GHG Protocol categories were excluded due to lack of material relevance to the business: fuel & energy-related activities, upstream leased assets, downstream transportation and distribution, processing of sold products, use of sold products, end-of-life treatment of sold products, downstream leased assets, franchises, and investments.

Additional Metrics

Although our footprint is small, our emissions increased due to business growth from 2020 to 2021— primarily from increased business travel, purchased goods, and services. We’re conducting a data audit in 2023 to obtain more accurate reporting, and we’re significantly reducing fossil fuel use (including natural gas and gas-powered vehicles) by 2025.

Footnote	Category	2020	2021	YOY
1	Electricity Use	229 kWh	308 kWh	36%
2	Solar Production	824 kWh	769 kWh*	-11%
3	Natural Gas Use	128 therms	130 therms	2%
4	Landfill	130 lbs	130 lbs	0%
5	Recycling	130 lbs	130 lbs	0%
6	Compost	26 gal	26 gal	0%
7	Carbon Intensity	.003	.003	0%

METHODOLOGIES All calculations assume 10% of residential square footage dedicated to business use. 1) Calculated using 2020-2021 data from National Grid. 2) Calculated using 2020-2021 data from SunRun. *Due to a software error, data from 9/1-12/31/2021 was not available, and kWh were estimated based on 2020 data. 3) Calculated using 2020-2021 data from National Grid. 4) Calculated based on weekly pickups from Welsh Sanitation Services. 5) Calculated using 10% of estimates based on weekly pickups from Welsh Sanitation Services. 6) Calculated estimating 10% of 5-gallon compost over 52 weeks. 7) Total annual emissions divided by \$100 of annual revenue.



Waste & Plastic

Community Composting

In our hometown of Hudson, we support the ReGen Compost Project, a teen-run monthly subscription service that converts our food waste to compost.

Plastic-Free Transitions

Working with Grove Collaborative—a client with a 100% plastic-free 2025 goal—we’ve learned a lot about the challenges of transitioning from plastic to reusable, recyclable and compostable alternatives. This year, we’re conducting a plastic audit to identify ways to eliminate virgin plastic from our business.

Products & Practices

Purchased goods and services represent nearly half of our emissions — by far our largest lever in emissions reduction. Reducing this number requires a shift from disposable consumption to conscientious sourcing. We use the following purchasing guidelines to reduce our impact:

- Work with low-emitting, small business contractors.
- Buy used or refurbished whenever possible.
- Buy plastic-free whenever possible.
- Buy reusable items whenever possible.
- Buy recycled/recyclable products whenever possible.
- Prioritize third-party certified products (see table).

GOODS	SERVICES
Energy Star	Certified B Corp
Environmental Working Group (EWG)	Minority-Owned
Fair Trade	Woman-Owned
Forest Stewardship Council (FSC)	Small Business
GOTS Organic	
Greenguard	
Rainforest Alliance	
Recycled Claim Standard (RCS)	
USDA Organic	
USDA Bio-Based	

BIPOC Collaborators

We aim to support equity in our industry by working with BIPOC-owned clients and contractors. As a woman-owned micro business, our total number of collaborators is small—even more reason to prioritize progress in hiring.

We have work to do. We've maintained 20%+ BIPOC contractors and we're working to increase that number to 30%+. Our BIPOC-owned clients went up year-over-year due to larger projects with a smaller client roster, and we hope to grow the number of BIPOC clients going forward. We also aim to increase our work with Woman-Owned businesses to 50%+ clients and contractors.

Year	Total Clients	BIPOC-Owned	
2020	23	2	9%
2021	13	3	23%

Year	Total Contractors	BIPOC-Owned	
2020	5	3	60%
2021	4	1	25%

Year	Total Clients	Woman-Owned	
2020	5	3	60%
2021	4	1	25%

Year	Total Contractors	Woman-Owned	
2020	5	3	60%
2021	4	1	25%



Giving

BIPOC & Climate Causes

We give a minimum of 1% of our net operating income to community causes. For sustained impact, we make recurring donations to two organizations:

KITE'S NEST, a local Hudson-based nonprofit, “nurtures the collective education of young people” with programs in regenerative gardening, mutual aid and more.

NATIFS (North American Traditional Indigenous Food Systems) is a nonprofit that “promotes indigenous foodways education and facilitates indigenous food access.”

ETHICS

In 2020, we set impact goals and began tracking sustainability metrics. This year, we launched our first impact report and will continue to report on progress annually.

Our Code

As a member of the International Society of Sustainability Professionals, we abide by their [code of ethics](#), listed here.

ETHICS	PRACTICE
BE INNOVATIVE	Endeavor to be an innovative, systems thinker in the pursuit of long-term environmental, social & economic sustainability.
BE OBJECTIVE	Support and promote sustainable actions and challenge unsustainable actions, based upon facts, figures, reasonable judgment and professional expertise.
	Pursue Continuous Learning: Pursue, develop and maintain standards of professional competence and knowledge through a combination of training, learning and practical experience and through the support of others.
BE HONEST & FAIR	Uphold standards of professionalism. Be honest in all professional interactions. Strive to report practicing sustainability professionals deficient in character or competence, or engaging in fraud or deception, to appropriate entities.
	To ensure that professional judgment is not influenced by a conflict of interest and, where such a conflict may exist, proactively reveal to all relevant parties.
BE RESPONSIBLE	To exercise impartiality, diligence, and objectivity in my professional work; promoting and striving for high standards and best practices in sustainability.
	To understand and accept the consequences of my actions, and in giving advice, make the relevant person(s) aware of potential consequences of actions.
	Consider the environmental, social, and economic implications of determinations and recommendations.
BE RESPECTFUL	Treat others as I would wish to be treated.
BE FORTHRIGHT	Acknowledge my limitations of competence and do not undertake work that I know is beyond my professional capabilities and honestly represent the scope of the certification that I have been granted.



Ethical Marketing

We uphold high standards of honesty, transparency and professionalism for our clients, complying with state and federal marketing laws and regulations. We also maintain active and up-to-date knowledge of sustainability accounting standards and third-party certifications.

We comply with the California Consumer Privacy Act (CCPA), and we do not sell or otherwise disclose information collected by our site to third parties in the ordinary course of business. We put users and audiences first—with a focus on sustainability and value—and we create content that aligns with our mission.

Awards & Memberships

We maintain membership in global and local sustainability organizations, and we're engaged with the [IFRS® Foundation's Integrated Reporting Framework](#). We report to the [United Nations Sustainable Development Goals](#), [Sustainability Accounting Standards Board \(SASB\)](#), and [Task Force on Climate-Related Disclosures \(TCFD\)](#) among other standards.

ORGANIZATION

OVERVIEW



Our 2020 plastic report for Grove Collaborative won the [Reuters Responsible Business Award for Reporting and Transparency](#), and the jurors called it "a dynamic and fresh, concise, simple and clear report that shows a strong advocacy voice."



ISSP is "the world's leading professional association of sustainability practitioners," with a focus on collaboration and capacity-building. ISSP members "actively drive sustainability in organizations and communities around the globe."



The Hudson Valley Climate Action Network (HVCAN) is a community of and for "grassroots and nonprofit organizers, educators, policymakers and businesses leading together on the climate crisis." They support "equitable, local solutions" in the Hudson Valley region.

DISCLOSURES

In addition to GHG emissions, energy (pg. 10-11) and diversity data (pg. 15) we report to SASB Standards and the U.N. Sustainable Development Goals.

Disclosures

SASB Professional & Commercial Services Sustainability Accounting Standard

Table 1. Data Security

Topic	Accounting Metric	2021 Disclosure	SASB Code	Reference
Data Security	Description of approach to identifying and addressing data security risks	We take care to safeguard data, including the use of secure socket layers (SSL). No method of transmission over the Internet is 100% secure, but we follow industry best practices and take reasonable precautions. We use Squarespace to host our site; see their Privacy Policy for more info.	SV-PS-230a.1	clearercollective.com/terms-privacy squarespace.com/privacy
	Description of policies and practices relating to collection, usage, and retention of customer information	Our site automatically receives a computer's internet protocol (IP) address, which tells us about the visitor's browser, network and device. We use the data to run our website, but it's de-personalized, meaning we don't know, sell or otherwise disclose or use personal info in the ordinary course of business. We comply with the California Consumer Privacy Act (CCPA).	SV-PS-230a.2	clearercollective.com/terms-privacy
	(1) Number of data breaches, (2) percentage involving customers' confidential business information (CBI) or personally identifiable information (PII), (3) number of customers affected	(1) 0 (2) 0% (3) 0	SV-PS-230a.3	

Disclosures

SASB Professional & Commercial Services Sustainability Accounting Standard

Table 1. Workforce Diversity & Engagement

Topic	Accounting Metric	2021 Disclosure	SASB Code	Reference
Workforce Diversity & Engagement	Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees	We're organized as a single-member LLC owned and operated by Sarah Coffey, who is the sole full-time employee of the organization. For policies and programs for fostering equitable employee representation, see Our 2025 Goals (Page 9) and BIPOC Collaborators (Page 17). (1) Executive Management: 100% woman-owned, 0% BIPOC (2) All Other Employees (Contractors Only): 25% woman-owned, 25% BIPOC-owned	SV-PS-330a.1	Pg. 17: BIPOC Collaborators
	(1) Voluntary and (2) involuntary turnover rate for employees	1) 0% 2) 0%	SV-PS-330a.2	
	Employee engagement as a percentage	Based on a 5-question engagement survey, we have an employee engagement rate of 90%. This survey is currently administered to full-time employees only. We plan to roll out feedback and engagement surveys to contractors starting in 2023.	SV-PS-230a.3	

Disclosures

SASB Professional & Commercial Services Sustainability Accounting Standard

Table 1. Professional Integrity

Topic	Accounting Metric	2021 Disclosure	SASB Code	Reference
Professional Integrity	Description of approach to ensuring professional integrity	As a member of the International Society of Sustainability Professionals, we abide by their code of ethics, linked in references. We also uphold high standards of honesty, transparency and professionalism for our clients, complying with state and federal laws and regulations.	SV-PS-510a.1	Pg. 20-21: Code of Ethics & Ethical Marketing sustainabilityprofessionals.org/code-of-ethics
	Total amount of monetary losses as a result of legal proceedings associated with professional integrity	\$0	SV-PS-510a.2	

Disclosures

SASB Professional & Commercial Services Sustainability Accounting Standard



Table 2. Activity Metrics

Topic	Accounting Metric	2021 Disclosure	SASB Code	Reference
Activity metrics	Number of employees by: (1) full-time and part-time, (2) temporary, and (3) contract	(1) 1 (2) 0 (3) 3	SV-PS-000.A	Pg. 17: BIPOC Collaborators
	Employee hours worked, percentage billable	Full-time employee hours worked: 1,120 Percentage billable full-time hours: 90% Contractor employee hours worked: 200 Percentage billable contractor hours: 100%	SV-PS-000.B	

Disclosures

U.N. SUSTAINABLE DEVELOPMENT GOALS (SDGs)

To address the urgency of the current polycrisis, we've aligned our initiatives with the relevant United Nations' Sustainable Development Goals (SDGs), a global framework for achieving a better future for all.

Goal	Target	2021 Disclosure	Reference
	2.3) By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.	We provide recurring monthly donations to NATIFS (North American Traditional Indigenous Food Systems), a nonprofit that "promotes indigenous foodways education and facilitates indigenous food access."	Pg. 17 BIPOC & Climate Causes natifs.org
	4.7) By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.	We provide recurring monthly donations to Kite's Nest, a local Hudson-based nonprofit that "nurtures the collective education of young people" with programs in regenerative gardening, composting, mutual aid and more.	Pg. 17 BIPOC & Climate Causes kitesnest.org

Disclosures

U.N. SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Goal	Target	2021 Disclosure	Reference
 <p>5 GENDER EQUALITY</p>	<p>5.1) End all forms of discrimination against all women and girls everywhere. 5.5) Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p>	<p>As a woman-owned micro business, we strive to support equity in our industry. We also aim to increase our work with Woman-Owned businesses to 50%+ clients and contractors by the end of 2023.</p>	<p>Pg. 17 BIPOC Collaborators</p>
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>7.2) By 2030, increase substantially the share of renewable energy in the global energy mix. 7.3) By 2030, double the global rate of improvement in energy efficiency.</p>	<p>Solar panels generate our electricity, and we use natural gas for heating. We aim to increase efficiencies and transition out of natural gas by 2025. In 2023, we're transitioning to an electric vehicle.</p>	<p>Pg. 11 Energy & Emissions</p>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>11.3) By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.</p>	<p>In our hometown of Hudson, NY, we support the teen-run ReGen Compost Project. We're also members of the The Hudson Valley Climate Action Network (HVCAN), a community of "grassroots and nonprofit organizers, educators, policymakers and businesses" addressing the climate crisis.</p>	<p>Pg. 14 Waste & Plastic Pg. 22 Awards & Memberships</p>

Disclosures

U.N. SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Goal	Target	2021 Disclosure	Reference
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	12.5) By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse. 12.6) Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.	From large public companies to small brands, we work with businesses to embed sustainability at every touchpoint—from setting up social and environmental goals and systems to annual reporting.	Pgs. 3-9 Mission, Values, Structure, Clients, Framework & Goals
 <p>13 CLIMATE ACTION</p>	13.3) Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.	Our mission includes the imperative to "positively impact our industry, helping companies transition to more sustainable business models." We do this through internal education and external reporting.	Pgs. 3-9 Mission, Values, Structure, Clients, Framework & Goals
 <p>14 LIFE BELOW WATER</p>	14.1) By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.	Working with Grove Collaborative—a client with a 100% plastic-free 2025 goal—we've learned about the impact of ocean plastic, and we've set our own goal to get as close to plastic-free as possible by 2025.	Pg. 13 Waste & Plastic