

# clearer collective

IMPACT REPORT • 2022-23

[CLEARERCOLLECTIVE.COM](https://clearercollective.com)

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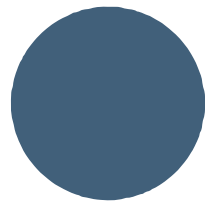
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# BUILDING AN IMPACTFUL BUSINESS

Clearer Collective began as a tiny consultancy of one in 2015. After serving as Editorial Director at West Elm, I consulted for its parent company Williams-Sonoma, Inc. (WSI). Partnerships with Fair Trade, local, and global makers grew into ambitious social and environmental goals across the WSI brands. As a consultant, I supported their sustainability strategy and annual reports.

Other brands began to hire me, too. I learned an alphabet soup of acronyms—SDGs, SASB, TCFD—along with the standards they represented. As the climate crisis grows in urgency, the reporting landscape is shifting. Big changes have come to this little consultancy, too. In 2020, we set our own goals, reporting on them since 2021.

**We ground our work in lived experience. We believe in storydoing—not just telling a story, but making it happen.**

A micro-business, the work we do on a small scale helps to grow our impact from the ground up. We track

our emissions, seek out ways to use resources more responsibly, and strive to create diverse, inclusive teams—internally, through the contractors we work with, and externally, through the clients we choose.

**Our greatest opportunity for impact exists in our work with clients and collaborators.**

We educate and advise clients on sustainability standards, goals, and messaging. We help them report on their progress—creating frameworks to message goals, identify gaps, and commit to continuous improvement. Our work also holds clients accountable, making information transparent to customers, employees, and investors. With this report, we likewise hold ourselves accountable, providing a roadmap for change at any scale—because small business can have a big impact.

**Sarah Coffey**  
**FOUNDER, CLEARER COLLECTIVE**



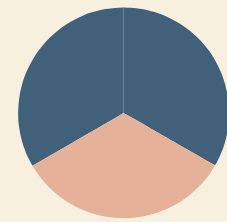


Clearer Collective's impact expands with purpose-driven projects. We collaborate with brands and small businesses to embed sustainability at every touchpoint— from setting up social and environmental goals and systems to telling the story of why it matters.



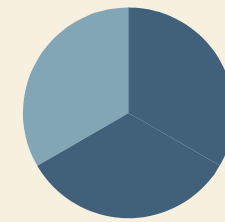
# OUR MISSION & VALUES

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



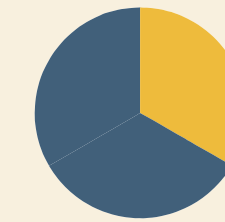
## Environment

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

We work closely with brands of all sizes to tell sustainability stories through websites, reports, videos, articles, social media, and more. Our small, service-minded team works with brands of all sizes from concept through execution.

**We're organized as a single-member LLC owned and operated by Sarah Coffey, who maintains a collective of collaborators.**

We're experts at helping responsible companies tell the story of what they're doing and why it matters. We've created award-winning reports for multiple brands, and we're experienced in SASB, TCFD and UN frameworks. As of 2023, we've also undergone training for ISSB/IFRS frameworks. The services we offer include:

- Sustainability strategy
- ESG reporting
- Branding, messaging, and voice
- Video production
- Editing and copywriting
- Web design and development



# OUR CLIENTS

In 2022, we continued to work with long-term clients and launched new projects with sustainable startups. Examples include:

- Impact reporting for Williams-Sonoma Inc. (WSI)
- Branding for WSI's newest nameplate GreenRow
- Brand values and copywriting for Pottery Barn
- ESG reporting for Grove Collaborative
- Copywriting for low-VOC paint brand Clare
- Sustainability messaging for Hanna Andersson
- Internal, inclusive communications for Sephora

**We collaborate with large public companies, legacy brands, and small businesses.**

Our clients have appeared on Barron's 100 Most Sustainable U.S. Companies list, won the Reuters Responsible Business Award for Reporting and Transparency, and appeared on Forbes' list for the Best American Employers for Women and Diversity.

When our newest sustainable home goods client GreenRow launched, it was lauded in the press as “a brand that really lives up to its promises.”

**Across our work, we prioritize clients with proven positive impact.**

A select list of clients is included here. We collaborate with companies who meet one or more of the following social and environmental requirements:

1. Use or adopt a strategic framework for products and/or content with positive social and/or environmental impact
2. Report to reputable sustainability standards, such as ISSB, SASB, TCFD, GRI, and/or the United Nations Sustainable Development Goals
3. Do not participate in controversial industries, as defined by the B Lab Industry and Practice-Specific Risk Standards

For more information, see [clearercollective.com](https://clearercollective.com).

**Grove**<sup>®</sup>  
COLLABORATIVE

*Hanna Andersson*

**CLARE**

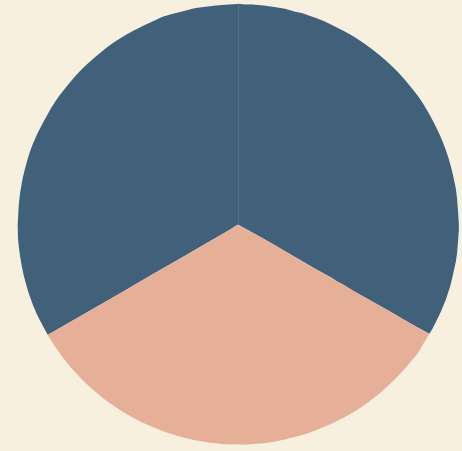
WILLIAMS-SONOMA, INC.

 **SEPHORA**

**GreenRow**

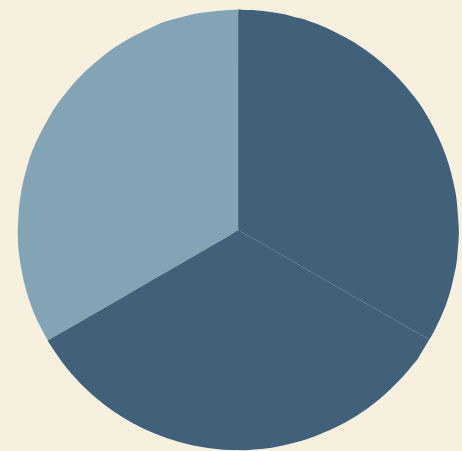
**POTTERY BARN**





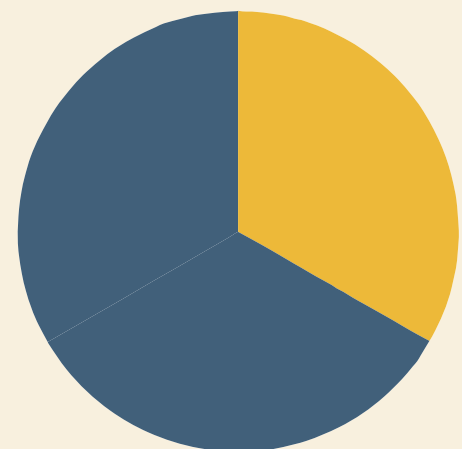
## Environment

- Renewable energy
- Climate neutrality
- Waste reduction
- Plastic reduction



## Equity

- BIPOC-owned clients & contractors
- Women-owned clients & contractors
- Community climate justice
- Indigenous climate justice



## Ethics

- Annual impact reporting
- Third-party certification
- Ethical marketing
- Impact improvement

## OUR FRAMEWORK

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. In our own business, we mapped our mission against a 5-year plan.**

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.

**A micro-business with one full-time employee, we're using our own goals and reporting as a potential model for other small businesses.**

Resources and methodologies we've used include the B Impact Assessment, EPA's Greenhouse Gas Equivalencies Calculator, and Climate Neutral Business Emissions Evaluator. We also support and rely on non-profit partners including Kite's Nest, the ReGen Compost Project, and NATIFS (North American Traditional Indigenous Food Systems).



# OUR 2025 GOALS

| FRAMEWORK   | GOAL  | YE 2022                | NEXT STEPS                                   |
|-------------|---|------------------------|--|
| ENVIRONMENT | Get as close to climate-neutral as possible     | Est. 1 tCO2e reduction | Climate neutral certification by 2023-24     |
|             | Transition to 100% renewable energy             | Solar / Natural Gas    | Transition out of natural gas by 2025        |
|             | Transition to electric vehicle                  | Complete               | EV & charging station installed in 2022      |
|             | Get as close to zero-waste as possible          | Publish waste policy   | Finalize waste reduction strategy in 2023    |
|             | Get as close to plastic-free as possible        | Publish plastic policy | Finalize plastic reduction strategy in 2023  |
| EQUITY      | Work with 20%+ BIPOC-Owned* clients             | 30%                    | Maintain 20%+ BIPOC-Owned* clients           |
|             | Work with 20%+ BIPOC-Owned* contractors         | 50%                    | Maintain 20%+ BIPOC-Owned* contractors       |
|             | Work with 50%+ Woman-Owned* clients             | 50%                    | Maintain 50%+ Woman-Owned* clients           |
|             | Work with 50%+ Woman-Owned* contractors         | 50%                    | Maintain 50%+ Woman-Owned* contractors       |
|             | Make recurring donations to BIPOC organizations | Kite's Nest / NATIFS   | Increase donation amount annually            |
| ETHICS      | Annual impact reporting                         | Published 2021, 22     | Maintain/improve annual reporting            |
|             | Pursue third-party certification (B Corp)       | Process begun          | Achieve third-party certification in 2023-24 |

\*In the case of public companies, woman-led or BIPOC-led is used in place of ownership. Clarification applied to previous years' calculations (2020, 2021, 2022).

## ENVIRONMENT

Since 2020, we've tracked emissions and energy use. In 2022-23, we expanded that work through conscientious sourcing and transitions to renewables.



# CREATING A SUSTAINABLE STUDIO

Clearer Collective is based in a small home studio. In 2023, we updated the space, applying our guidelines for lower-impact sourcing (see page 12).

**We wanted to take the ideas we work with every day and make them physically real—bringing together vintage furniture, low-VOC finishes, handcrafted pieces, and reusing whatever we could.**

## RENEWABLE ENERGY

In 2019, we installed solar panels to power our home and 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, transitioned to an electric vehicle, and installed a charging station—bringing us closer to our goal of climate neutrality by 2025.

## CLIMATE NEUTRALITY

Although we've reduced our emissions by transitioning away from fossil fuels, reaching zero emissions is currently not feasible due to business travel, waste generated in operations, and the need to purchase goods and services. To offset the emissions created by these categories, we're exploring ways to reach climate neutrality through Climate Neutral, a nonprofit certification group.

## WASTE REDUCTION

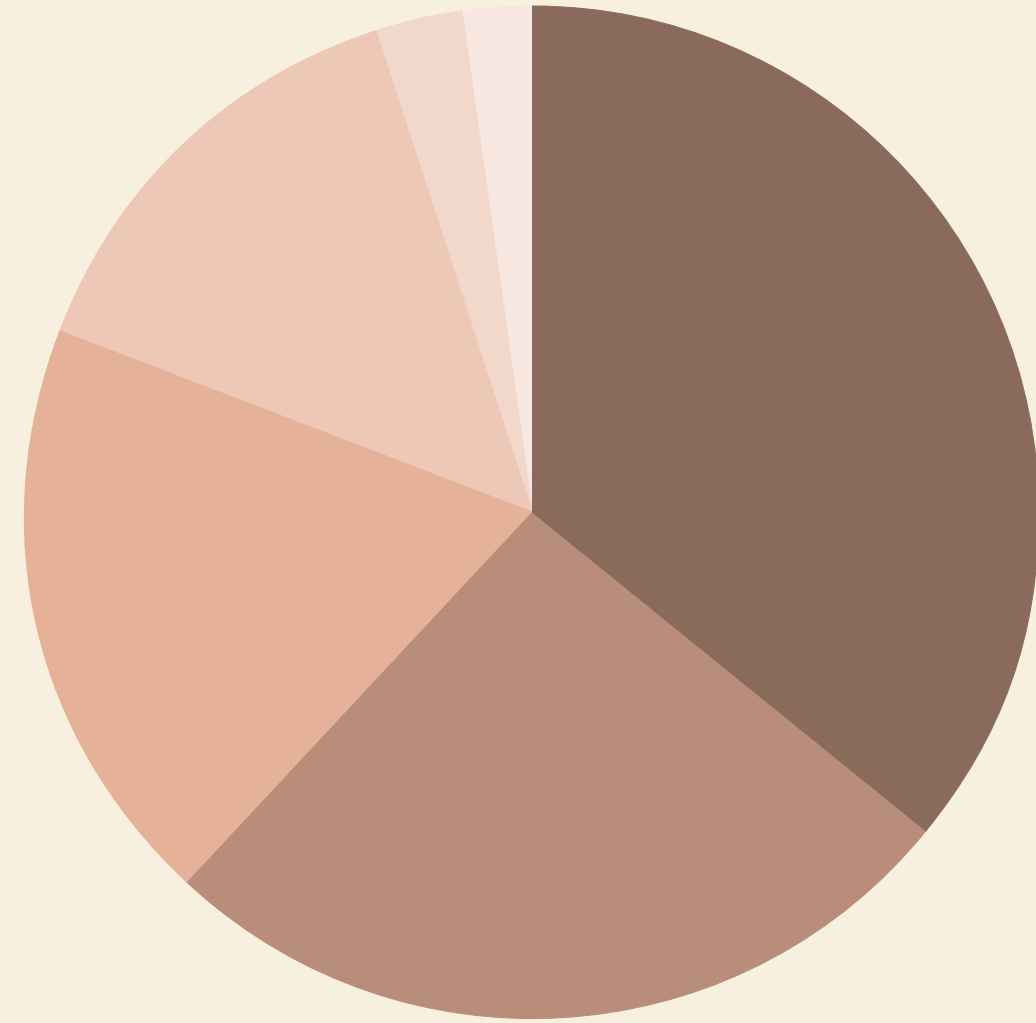
In our hometown of Hudson, we support the ReGen Compost Project, a teen-run monthly subscription service that converts our food waste to compost. Composting contributes to our goal to get as close as possible to zero waste by 2025.

## PLASTIC REDUCTION

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 sourced plastic-reducing packaged goods, along with 100% recycled plastic products where necessary.

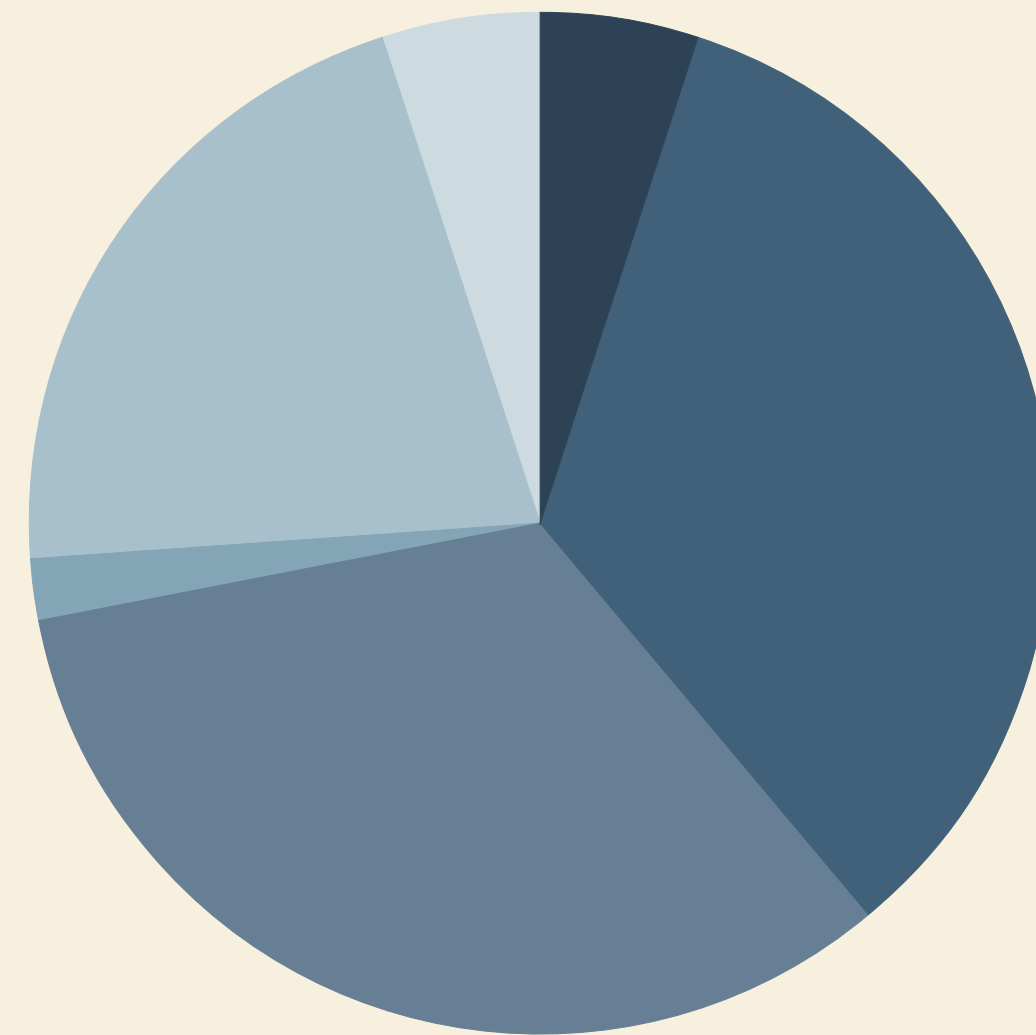






PERCENT OF SPEND

- 36% Energy Efficient
- 26% Vintage
- 19% Handcrafted
- 14% Low-VOC
- 3% Recycle/Reuse
- 2% Renewable



PERCENT OF ITEMS

- 5% Energy Efficient
- 34% Vintage
- 33% Handcrafted
- 2% Low-VOC
- 21% Recycle/Reuse
- 5% Renewable

## STUDIO SOURCING

Purchased goods and services represent nearly half of our emissions—our largest lever in reduction. Reducing this number requires a shift from disposable consumption to conscientious sourcing, including:

- Working with low-emitting, small business contractors.
- Buying used or refurbished whenever possible.
- Buying plastic-free whenever possible.
- Buying reusable items whenever possible.
- Buying recycled/recyclable products whenever possible.
- Using third-party certified products (see pgs. 33-34).

For our 2023 office update, we applied these guidelines by:

- Reusing items and purchasing vintage furniture.
- Prioritizing recycled, renewable, and low-VOC materials.
- Investing in energy-efficient technology.
- Purchasing handcrafted and locally sourced items.

For a full breakdown, see Disclosures: Studio Sourcing (pgs. 33-34).

**33%**

Locally Sourced  
By Item

**32%**

Locally Sourced  
By Spend

**17%**

BIPOC Owned  
By Item

**7%**

BIPOC Owned  
By Spend









## RESOURCEFUL REUSE

The circular economy is built on four Rs: reuse, refurbishment, repair, and resale. For this renovation, we reused objects, bought refurbished electronics, repaired the space, and purchased resold (or vintage) pieces.

**"Currently, only 8.6% of the global economy is circular... while more than 90% of resources extracted and consumed do not return to the production cycles, but become waste."**

### CIRCULARITY GAP REPORT 2022

By participating in the circular economy, we divert waste from landfills, reduce emissions, and conserve resources. In this office update, the most compelling examples of circular design intersect with craft. For display, we used Woodward Throwbacks' Oak Wood Risers. Made in Detroit from reclaimed shop wood, each riser has a unique shape—bringing together story and sustainability. In another spot, we stuffed Mudcloth Pillow Covers from xN Studio with old towels as inserts, upcycling textiles that would have otherwise been thrown out. The risers and pillows both came from BIPOC-owned small businesses, bringing together handcraft with diverse, innovative approaches to reuse. Each object contains multiple layers of meaning. For a full source list, see pgs. 33-34.



# GHG EMISSIONS: SCOPES 1, 2 & 3

| Scope             | Category  | 2020       | 2021       | 2022       | YOY  |
|-------------------|---|------------|------------|------------|------|
| 1                 | Total: Facilities (Solar & Natural Gas), Electric Vehicle | 0.15 tco2e | 0.20 tco2e | 0.59 tco2e | 195% |
| 2                 | Total: Purchased Energy                                   | 1.50 tco2e | 1.99 tco2e | 0.22 tco2e | -89% |
| SCOPE 1 & 2 TOTAL |   | 1.65 tco2e | 2.19 tco2e | 0.81 tco2e | -63% |
| 3                 | Purchased goods and services                              | 2.5 tco2e  | 3.00 tco2e | 2.02 tco2e | -33% |
| 3                 | Capital Goods   | 0.12 tco2e | 0.14 tco2e | 0.14 tco2e | 0%   |
| 3                 | Upstream transportation & distribution                    | 0.18 tco2e | 0.21 tco2e | 0.21 tco2e | 0%   |
| 3                 | Waste generated in operations                             | 0.40 tco2e | 0.40 tco2e | 0.40 tco2e | 0%   |
| 3                 | Business Travel   | 0.20 tco2e | 0.60 tco2e | 1.80 tco2e | 200% |
| 3                 | Employee commuting  | 0.00 tco2e | 0.00 tco2e | 0.00 tco2e | 0%   |
| SCOPE 3 TOTAL     |   | 3.40 tco2e | 4.35 tco2e | 4.57 tco2e | 5%   |

**METHODOLOGY** Scope 1 & 2 emissions calculated using 2021-2022 data from National Grid, SunRun, and adjusted using [EPA's greenhouse gas equivalencies calculator](#). All calculations assume 10% of residential square footage dedicated to business use. 1) Calculated using 2021-2022 Scope 3 GHG emissions estimates calculated using Climate Neutral [brand emissions estimator](#) based on 2021-2022 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

In 2022, we installed energy-efficient heat pumps and an EV charging station. Although electricity use increased due to greater demand, our overall emissions decreased due to significant reductions in natural gas usage. Our goals include transitioning completely out of natural gas by 2025.

| Footnote | Category         | 2020       | 2021       | 2022       | YOY  |
|----------|------------------|------------|------------|------------|------|
| 1        | Electricity Use  | 229 kWh    | 308 kWh    | 508 kWh    | 65%  |
| 2        | Solar Production | 824 kWh    | 769 kWh*   | 836 kWh*   | 5%   |
| 3        | Natural Gas Use  | 128 therms | 130 therms | 111 therms | -14% |
| 4        | Landfill         | 130 lbs    | 130 lbs    | 130 lbs    | 0%   |
| 5        | Recycling        | 130 lbs    | 130 lbs    | 130 lbs    | 0%   |
| 6        | Compost          | 26 gal     | 26 gal     | 26 gal     | 0%   |
| 7        | Carbon Intensity | .0030      | .0030      | .0025      | -17% |

**METHODOLOGIES** All calculations assume 10% of residential square footage dedicated to business use. 1) Calculated using 2020-2022 data from National Grid. 2) Calculated using 2020-2022 data from SunRun. \*Due to a software error, data from 9/1-12/31/2021 was not available, and kWh were estimated based on 2020-23 data. 3) Calculated using 2020-2022 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.



## EQUITY

We strive to maintain a minimum of 20% BIPOC clients and contractors and 50%+ woman-owned clients and contractors—goals we met in 2022.



# SUPPORTING EQUITABLE SYSTEMS

We put people at the center of our daily practices, working towards equity across projects. Our independent contractors work on time-bound projects, split their time with work for other clients, and are paid above a living wage (calculated hourly when data is available).

**When we engage with diverse clients and contractors, we expand our business' circle of expertise, innovation, and inclusion.**

## BIPOC-OWNED BUSINESSES

We maintain 20%+ BIPOC clients and contractors, and we source from BIPOC-owned businesses when possible. As part of our 2023 office renovation, we sourced 17% of items from BIPOC-owned businesses (with these numbers self-reported by vendors and therefore potentially under-reported or under-representative).

## WOMEN-OWNED BUSINESSES

In 2022, we maintained 50%+ women-owned or

women-led clients and contractors. As a small, woman-owned business, we're grateful for our community of entrepreneurs, creatives, and collaborators.

## COMMUNITY CLIMATE JUSTICE

We recognize that local climate crises are best addressed by the communities closest to them, and we honor the knowledge and approaches of grassroots organizations. In our community, we directly support Kite's Nest and the Regen Compost Project as they "bring about healing, personal transformation, social connection, and systemic change" through capacity-building youth programs.

## INDIGENOUS CLIMATE JUSTICE

Climate justice is inextricably bound to Indigenous rights. We directly support NATIFS (North American Traditional Indigenous Food Systems) in their dedication to "addressing the economic and health crises affecting Native communities by re-establishing Native foodways." We have further work to do, and we recognize our responsibility to learn, explore, and better support equitable systems across our business.





| Year | Total Clients | BIPOC-Owned* |     |
|------|---------------|--------------|-----|
| 2020 | 23            | 2            | 9%  |
| 2021 | 13            | 3            | 23% |
| 2022 | 10            | 3            | 30% |

| Year | Total Contractors | BIPOC-Owned* |     |
|------|-------------------|--------------|-----|
| 2020 | 5                 | 3            | 60% |
| 2021 | 4                 | 1            | 25% |
| 2022 | 2                 | 1            | 50% |

| Year | Total Clients | Woman-Owned* |     |
|------|---------------|--------------|-----|
| 2020 | 23            | 10           | 43% |
| 2021 | 13            | 9            | 69% |
| 2022 | 10            | 5            | 50% |

| Year | Total Contractors | Woman-Owned* |     |
|------|-------------------|--------------|-----|
| 2020 | 5                 | 3            | 60% |
| 2021 | 4                 | 1            | 25% |
| 2022 | 2                 | 1            | 50% |

# CLIENTS & CONTRACTS

We aim to support equity in our industry by working with BIPOC- and woman-owned clients and contractors.

**As a woman-owned micro-business, our total number of collaborators is small, and we've progressively worked on larger projects with a smaller client roster—even more reason to prioritize progress in our contracts.**

We've maintained 20%+ BIPOC contractors, and in 2022 that percentage increased to 50% due to a reduction in the overall number of contractors hired. Our percentage of BIPOC-owned clients also went up year-over-year due to larger projects with a smaller client roster. We maintained our work with woman-owned businesses at 50% this year across both clients and contractors.

**While these numbers vary year-over-year, our goal is to put people first—maintaining diverse projects and teams in which differences are valued and appreciated.**

\*In the case of public companies, we use woman-led or BIPOC-led metrics in place of ownership. Clarification applied to previous years' calculations (2020, 2021, 2022).

# GIVING & MEMBERSHIPS

## GIVING & DONATIONS

We give a minimum of 1% of our net operating income to community causes, making recurring donations for sustained impact.

With a focus on BIPOC and indigenous-led climate causes, we give monthly donations to:

- Kite's Nest, a local Hudson-based nonprofit, "builds the collective capacity of young people" with programs in regenerative systems.
- The Regen Compost Project is a teen-run program at Kite's Nest's Garden in Hudson.
- NATIFS (North American Traditional Indigenous Food Systems) is a nonprofit that "promotes indigenous foodways education and facilitates indigenous food access."

## MEMBERSHIPS

We maintain membership in global and local sustainability organizations, and we're engaged with collective climate movements.

Committed to continuous improvement, we network with and learn from likeminded organizations, including:

- Partners for Climate Action is a Hudson Valley-based community "dedicated to local climate action" with a focus on ecological restoration and decarbonization of existing buildings.
- ISSP (International Society of Sustainability Professionals) 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."

kite's nest

regen teens

NATIFS

**PARTNERS FOR  
CLIMATE ACTION**  
HUDSON VALLEY



INTERNATIONAL SOCIETY OF  
SUSTAINABILITY  
PROFESSIONALS

## ETHICS

Since 2020, we've set impact goals and tracked sustainability metrics. In 2021-22, we launched our first impact report, and in 2023 we've continued to report on progress annually.



# UPHOLDING ETHICS IN BUSINESS

We aim to positively impact our industry, helping companies transition to more sustainable business models through strategy, reporting, and storytelling.

**We put users and audiences first—with a focus on sustainability and value—and we create content that aligns with our mission.**

## ANNUAL IMPACT REPORTING

We annually share social and environmental performance scorecards with specific, quantifiable indicators. In this report, we set public targets and share progress to our goals—allowing year-over-year comparison while reporting to comprehensive third-party standards, including the SASB Professional & Commercial Services Sustainability Accounting Standard and the United Nations' Sustainable Development Goals.

## THIRD-PARTY CERTIFICATIONS

We've conducted a self-assessment of our business using the B Impact Assessment, and we're exploring third-party certification in 2023-24. As we strive to achieve climate neutrality by 2025, we're also looking into certification through the nonprofit Climate Neutral.

## ETHICAL MARKETING

We uphold high standards of honesty, transparency, and professionalism for our clients, complying with state and federal marketing laws and regulations. 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.

## IMPACT IMPROVEMENT

As we develop a theory of change for our clients, we strive to further define impactful business models through established research. By engaging multiple stakeholders, we hope to better understand the desires and needs of clients—particularly small businesses—in developing, refining, and delivering sustainable business services.





# OUR CODE

We're committed to transparent and honest representation of our business practices, and we follow the ISSP code of ethics, listed here.

**As a member of the International Society of Sustainability Professionals, we abide by their code of ethics.**

We're constantly learning from others in our field, and we strive for continuous improvement across our projects and practices.

| ETHICS                      | PRACTICE  |
|-----------------------------|---|
| <b>BE INNOVATIVE</b>        | Endeavor to be an innovative, systems thinker in the pursuit of long-term environmental, social & economic sustainability.  |
| <b>BE OBJECTIVE</b>         | 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.                         |
| <b>BE HONEST &amp; FAIR</b> | 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.  |
| <b>BE RESPONSIBLE</b>       | 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.  |
| <b>BE RESPECTFUL</b>        | Treat others as I would wish to be treated.   |
| <b>BE FORTHRIGHT</b>        | 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.                                       |



# REPORTING STANDARDS

We maintain active and up to date knowledge of sustainability accounting standards and third-party certifications.

We are members of the IFRS® Sustainability Alliance, engaged with the IFRS® Foundation's Integrated Reporting Framework. We report to:

- The United Nations Sustainable Development Goals (The UN SDGs)\*
- The International Financial Reporting Standards (IFRS) S1 and S2 (training in progress)\*\*
- The Sustainability Accounting Standards Board (SASB) Standards\*
- The Task Force on Climate-Related Disclosures (TCFD)\*\*

\*We use UN SDGs and SASB Standards for our own reporting, as well as that of clients.

\*\*We use TCFD and IFRS S1 and S2 standards for publicly owned clients and companies.

In our own measurement and reporting, we prioritize established methodologies and third-party certified resources including:

- The B Impact Assessment, a digital tool for measuring, managing, and improving positive impact performance
- The EPA's Greenhouse Gas Equivalencies Calculator, a tool for converting energy and emissions data
- Climate Neutral Business Emissions Evaluator, a tool to measure cradle-to-customer greenhouse gas emissions

We use these tools to annually measure and report on social and environmental performance across specific, quantifiable indicators, with year-over-year comparison.

SUSTAINABLE DEVELOPMENT **GOALS**



## DISCLOSURES

In addition to GHG emissions, energy (pg. 15-16) and diversity data (pg. 19) 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   | 2022 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 | <a href="https://clearercollective.com/terms-privacy">clearercollective.com/terms-privacy</a><br><br><a href="https://squarespace.com/privacy">squarespace.com/privacy</a> |
|               | 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 | <a href="https://clearercollective.com/terms-privacy">clearercollective.com/terms-privacy</a>  |
|               | (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<br>(2) 0%<br>(3) 0   | SV-PS-230a.3 |  |

# DISCLOSURES

## SASB Professional & Commercial Services Sustainability Accounting Standard

Table 1. Workforce Diversity & Engagement

| Topic                            | Accounting Metric  | 2022 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 19).<br>(1) Executive Management: 100% woman-owned, 0% BIPOC<br>(2) All Other Employees (Contractors Only): 50% woman-owned, 50% BIPOC-owned | SV-PS-330a.1 | Pg. 19: Clients & Contracts |
|                                  | (1) Voluntary and (2) involuntary turnover rate for employees  | 1) 0%<br>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 2023-24.  | SV-PS-230a.3 |                             |



# DISCLOSURES

## SASB Professional & Commercial Services Sustainability Accounting Standard

Table 1. Professional Integrity

| Topic                  | Accounting Metric   | 2022 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 | Pgs. 22-24: Ethics, Codes & Reporting Standards<br><br><a href="https://sustainabilityprofessionals.org/code-of-ethics">sustainabilityprofessionals.org/code-of-ethics</a> |
|                        | 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  | 2022 Disclosure   | SASB Code   | Reference                   |
|------------------|--|---|-------------|-----------------------------|
| Activity metrics | Number of employees by: (1) full-time and part-time, (2) temporary, and (3) contract | (1) 1<br>(2) 0<br>(3) 2   | SV-PS-000.A | Pg. 19: Clients & Contracts |
|                  | Employee hours worked, percentage billable   | Full-time employee hours worked: 1,425<br>Percentage billable full-time hours: 90%<br>Contractor employee hours worked: 125<br>Percentage billable contractor hours: 100% | SV-PS-000.B |                             |



# DISCLOSURES

## United Nations Sustainable Development Goals




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  | 2022 Disclosure   | Reference  |
|--|---|---|--|
|  <p>2 ZERO HUNGER</p>        | <p>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.</p>  | <p>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."</p>                 | <p>Pg. 20 Giving &amp; Memberships<br/><a href="https://natifs.org">natifs.org</a></p>       |
|  <p>4 QUALITY EDUCATION</p> | <p>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.</p> | <p>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.</p> | <p>Pg. 20 Giving &amp; Memberships<br/><a href="https://kitesnest.org">kitesnest.org</a></p> |



# DISCLOSURES

## United Nations Sustainable Development Goals

| Goal   | Target   | 2022 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 maintain 50%+ Woman-Owned clients and contractors.</p>   | <p>Pg. 19: Clients &amp; Contracts</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 2022-23, we transitioned to an electric vehicle.</p>  | <p>Pgs. 15-16 Energy &amp; 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 <u>ReGen Compost Project</u>. We're also members of <u>Partners for Climate Action Hudson Valley</u>, a community of "grassroots and nonprofit organizers, educators, policymakers and businesses" addressing the climate crisis.</p> | <p>Pg. 20 Giving &amp; Memberships</p>   |



# DISCLOSURES

## United Nations Sustainable Development Goals

| Goal  | Target  | 2022 Disclosure  | Reference  |
|---|---|--|--|
|    | <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.</p> | <p>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.</p>              | <p>Pgs. 3-9<br/>Mission, Values, Structure, Clients, Framework &amp; Goals</p> |
|   | <p>13.3) Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</p>  | <p>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.</p>      | <p>Pgs. 3-9<br/>Mission, Values, Structure, Clients, Framework &amp; Goals</p> |
|  | <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.</p>   | <p>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.</p> | <p>Pgs. 11-14<br/>Creating a Sustainable Studio</p>                            |

# STUDIO SOURCELIST

| ITEM                     | DETAILS   | SOURCE                              | ATTRIBUTE #1           | ATTRIBUTE #2        | ATTRIBUTE #3             |
|--------------------------|---|-------------------------------------|------------------------|---------------------|--------------------------|
| Antique Willow Basket    | Wicker Willow Basket from Rose Garden Antiques          | Hudson Antique Warehouse            | Vintage                | Local               |                          |
| Armchair                 | Blonde Sunar Armchair by Lella Vignelli                 | Westport Auction House              | Vintage                | Local               |                          |
| Beads                    | Polymer Clay Necklace by Kamama Beadwork                | Etsy Indigenous Artisans Collective | Handcrafted            | BIPOC-Owned         |                          |
| Bench                    | Mid-Century Slatted Wooden Bench                        | Reused/Existing                     | Vintage                | Reused/Existing     |                          |
| Bertoia Chair            | Vintage Bertoia Chair                                   | Reused/Existing                     | Vintage                | Reused/Existing     |                          |
| Birchbark Baskets (2)    | Winnowing Baskets / White Earth Land Recovery Project   | Native Harvest                      | Handcrafted            | BIPOC-Owned         |                          |
| Blue Paint               | Blue Lagoon Carazzo Floor Paint                         | Pure & Original                     | Low-VOC                | Organic Pigments    | European VOC EcoLabel A+ |
| Blush Rug                | Rhodes Solid Wool Rug in Petunia                        | GreenRow                            | Handcrafted            | RWS-Certified Wool  |                          |
| Candlesticks             | Silver Candlesticks Marked Rogers EPNS 1881             | Westport Auction House              | Vintage                | Local               |                          |
| Colorblock Basket        | Medium Blocks Basket                                    | MINNA                               | Handcrafted            | Local               |                          |
| Computer                 | Apple 13" MacBook Pro                                   | Apple                               | Energy Star            |                     |                          |
| Curtain Rod              | Outside Mount Cafe Set                                  | Rejuvenation                        | Handcrafted            |                     |                          |
| Dinnerware               | Salgada   | GreenRow                            | 35% Recycled Clay      | 100% Recycled Glaze |                          |
| Faux Fur Rugs/Throws (2) | Svindinge Recycled Faux Fur Rugs                        | IKEA                                | 100% Recycled Poly     |                     |                          |
| Floor Basket             | Makaua Oval Floor Basket                                | Goodee                              | Handcrafted            | BIPOC-Owned         | B Corp                   |
| Floor Cushions (2)       | Tensira Kapok Square Floor Cushions                     | Goodee                              | Handcrafted            | BIPOC-Owned         | B Corp                   |
| Floor Vase               | Artisan Terracotta Vase XL, Olive Jar                   | Pottery Barn                        | Handcrafted            |                     |                          |
| Glass Vases              | Reused from Floral Deliveries & Carrier Freres Diffuser | Reused/Existing                     | Reused/Existing        |                     |                          |
| Green Stone              | Petite Green Meditation Stone & Stand                   | Pagoda Red                          | Vintage                |                     |                          |
| Grey Storage Boxes (12)  | Medium Colour Storage Boxes                             | Hay                                 | 70% Recycled Cardboard | FSC Certified Mix   |                          |
| High Shelves             | Mid-Century Bookcase and Cabinet                        | Reused/Existing                     | Vintage                | Reused/Existing     |                          |



# STUDIO SOURCELIST (CONTINUED)

| ITEM                  | DETAILS                                       | SOURCE                       | ATTRIBUTE #1           | ATTRIBUTE #2    | ATTRIBUTE #3          |
|-----------------------|---|------------------------------|------------------------|-----------------|-----------------------|
| Indigo Throw          | Originally from Front General Store           | Reused/Existing              | Vintage                | Reused/Existing | Handcrafted           |
| Lightbulbs (x3)       | Tala A19 Matte Porcelain LED Bulb             | Tala/Schoolhouse             | Energy-Efficient LED   |                 |                       |
| Linen Curtains        | Linen Cafe Curtains by DaintilyDecor          | Etsy                         | Handcrafted            |                 |                       |
| Lounge Chair          | Mid-Century Papercord Woven Chair & Ottoman   | Old Kinderhook Auction House | Vintage                | Local           |                       |
| Low Shelves           | Danish Mid-Century Modular Cantilever Shelves | Public Sale Auction House    | Vintage                | Local           |                       |
| Magazine Holders      | IKEA Metal Magazine Holders                   | Reused/Existing              | Reused/Existing        |                 |                       |
| Misc.                 | Books/Artwork                                 | Reused/Existing              | Reused/Existing        |                 |                       |
| Mudcloth Pillows (2)  | Mudcloth Pillows (2)                          | xN Studio                    | Handcrafted            | BIPOC-Owned     | Reused Pillow Inserts |
| Oak Wood Risers (2)   | Medium Oak Wood Risers                        | Woodward Throwbacks          | Reclaimed Wood         | BIPOC-Owned     |                       |
| Pair of Floor Lamps   | Postmodern Half-Round White Metal Floor Lamps | Public Sale Auction House    | Vintage                | Local           |                       |
| Paper Lantern         | Large Rice Paper Shade                        | Hay                          | Renewable Bamboo/Paper |                 |                       |
| Pink Ceramics         | Vases by YiYi Mendoza                         | YiYi/Village Common          | Local                  | BIPOC-Owned     | Handcrafted           |
| Plants & Pots         | 4 Plants & Ceramic Pots                       | FlowerKraut                  | Handcrafted Pots       | Local           |                       |
| Sculptural Bowl       | Virginia Sin Bowl Originally from MINNA       | Reused/Existing              | Reused/Existing        | Local           |                       |
| Seagrass Floor Basket | Oval Woven Seagrass Floor Basket              | Reused/Existing              | Reused/Existing        |                 |                       |
| Side Table            | Monti 15" White Lava Stone Side Table         | West Elm                     | Handcrafted            |                 |                       |
| Striped Runners (2)   | Petal & Daisy Striped Cotton/Linen Rugs       | GreenRow                     | Handcrafted            | Vegetable-Dyed  |                       |
| Striped Vase          | Decorated Vintage Pottery                     | Donny Malone Auction House   | Vintage                | Local           |                       |
| Table/Desk            | Danish Mid-Century Teak Extension Table       | Westport Auction House       | Vintage                | Local           |                       |
| Vintage Sign          | 24-Hour Service Vintage Gas Station Sign      | Public Sale Auction House    | Vintage                | Local           |                       |
| Wastebasket           | Ekobo Bamboo Wastebin, Stone                  | Germantown Laundromat        | Renewable Bamboo       | Local           |                       |

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