

COUNTRY & TOWN HOUSE

2023 Impact Report

Certified



Corporation



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A letter from the Editor

When we decided to certify for B Corp, it started an era of transition and transformation for Country & Town House. It set out our clear commitment to operate in our industry in a different way. So welcome to our first Impact Report that lays out the changes and progress we have made in our first 12 months – and looks forward to our commitments for the following year.

Our mission is to highlight how making sustainable choices can be effortless. We aim to achieve this by spotlighting and celebrating the brands, products, companies, people and ideas that are having a positive impact on the earth without sacrificing creativity, fun and beauty. Magazines are about escapism and igniting imaginations, while also not being frightened to tackle grittier subjects. The stories we tell, from the impacts of regenerative businesses such as Veja to interviews with imagination activists and climate-change leaders such as Christiana Figueres, all serve to invite our readers to learn about the amazing work that is happening in our world today – and, hopefully, to inspire change in them too. Words and stories matter more now than ever.

Being independent remains critical to our ethos, as do our partnerships with aligned brands, which allow us to collaborate on meaningful content that is shared far and wide.

The challenges are many and the stakes are high, but Country & Town House is committed to telling new stories that can help shape the narrative for a more positive future.



OUR B CORP JOURNEY





OUR B CORP JOURNEY

- We began our journey in 2021 when we completed our initial impact assessment and understood how far we still had to go.
- We completed a materiality assessment which identified our stakeholders and drilled down into the core values of C&TH.

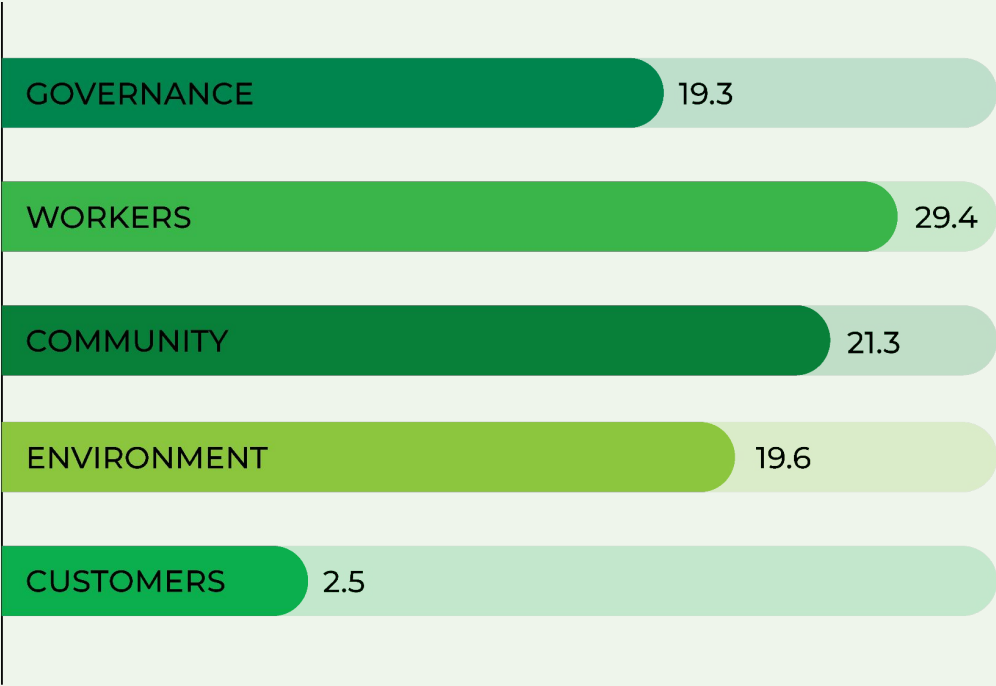
ACHIEVEMENTS AND CHANGES

- We were certified as a B Corp in July 2023, with a score of 92 which is the highest score achieved by a publisher in the UK.
- We launched our Good Brand Directory to promote other B Corp businesses.
- We began accurately tracking our business travel and set a carbon budget for travel content.
- We updated our Employee Handbook and workplace policies to make C&TH a more inclusive and supportive employer.

FUTURE PLANS FOR RECERTIFICATION

- We will recertify in 2026.
- Key areas of improvement will be our environmental and community scores.
- Our reach as a publisher continues to grow, with a worldwide total readership of over 900,000.

Our B Corp Score





INDEPENDENT INSPIRING PASSIONATE

B Corp Certification

Country & Town House wants to lead the global conversation and celebrate progress, and make sustainable lifestyle choices effortless. C&TH aims to be independent, inspiring and passionate in everything we do.

These values underpin our four core impact pillars.

1. EDITORIAL CONTENT

To inspire C&TH readers to make more considered choices when it comes to safeguarding our planet and its resources through relevant, intelligent and engaging editorial content covering lifestyle, interiors, culture, style, food & drink, wellbeing, education, travel and property – and to have fun along the way.

2. THE ENVIRONMENT

To reduce C&TH's carbon footprint by 50% by 2030 and thereafter to net zero by 2050. To reduce waste in our own office environment and within our supply chains. To align ourselves with environmental charities.

3. PEOPLE

To nurture a happy, engaged and diverse workforce who have a voice in the running and future of the business.

4. CHARITY & COMMUNITY

To support our local community through purchasing local services and charity initiatives.

EDITORIAL IMPACT



Content is our Superpower

The media has huge influence and words matter. With that in mind, C&TH rewrote its editorial guidelines to reflect its mission and purpose:

MAKING SUSTAINABILITY EFFORTLESS

C&TH's sustainability positioning is as follows:

PASSIONATE

The same passion that drives our love of lifestyle and luxury carries through into our zeal for sustainability and positive change

COMMITTED

C&TH is aware of greenwashing, and the risks of paying lip service to sustainability and inclusion. We are committed to ensuring our words translate into real-world impact and actions

SINCERE

C&TH is not interested in moralising or hectoring our readers. Our features educate our readers on the most aspirational, innovative expressions of sustainability to inspire us all

RELEVANT

C&TH discusses sustainability in a way that's relevant and insightful for our readership

FUN

While C&TH approaches sustainability with seriousness, we must also approach it with a spirit of fun, curiosity and adventure



**Monthly audience of close to 1 million
across all platforms**

Stories Matter



The launch of the Conscious Travel Guidelines

While C&TH loves travel and it's a very important content pillar, we discovered that half of C&TH Scope 3 emissions in 2022 were related to travel content. C&TH thereafter committed to halving those in 2024. In order to achieve this, Editorial Director, Lucy Cleland, wrote and publicly published [*The C&TH Conscious Travel Guidelines*](#).

These are based on the need to reconsider and reconnect to the impacts of travel, both good and bad and to really think about how, where and why we choose where we travel. C&TH wants to be curious, mindful and joyful – so what does this mean?

- ➔ Content should emphasise responsible and meaningful travel, recognising it as a privilege. Travel is an opportunity to learn from other cultures while fostering deep connections to nature and fellow humans.
- ➔ Promote storytelling that highlights the social and environmental impact of travel, aiming to educate and inspire without being patronising.
- ➔ Encourage support for local initiatives, exploring local destinations, offering alternative travel modes, and acknowledging the carbon impact of each journey.



Our Columnists – Our Values

COLUMN

The STYLIST

Guilt-free jeans are possible – just use your imagination, says *Tiffanie Darke*



The wrong decision can date you. As a lifelong follower of the Rule of Five (whereby you only purchase the new items of clothing a year) now realized into having a new pair of jeans when her teenage daughter declared her desire "to hang out of date," in 2024 they are baggy, like baggy old dudes. Showering your thighs up in jeans' pockets.

Trends are hard to deal with if you are trying to create a sustainable wardrobe. Impersonation by their very nature, it's hard to duck out of trends entirely. Country con, Madiwili, Ughili con body pouch give them all a slice, they'll be dead by the time you read this.

But they're *they*. They really show your fashion confidence. If people still wearing daisies, it's time to move on. So you don't have to be a pain in the butt, best denim brands are capitalizing on their imagination to lower the cost. Patched up denim is very acceptable, and thanks to the 'daisies' and 'briar daisies' styling trends of the last few years, leaving up shades seems very old pattern. F.I.S. Denim founder Anna Foster takes it one step further, offering up vintage styles together to create one contemporary look. As an ex-cyberist for i-21, she has a laser fashion eye; the styles she likes are guaranteed to not rot away. What's more, you even have to buy new. Send a picture of your new, or old, jeans to turn into something would issue.

Alienation?
Taking a st-
rewn-to-
cousine
(rough
put?)



TIFFANIE DARKE

A sustainability activist, author and shopkeeper, Tiffanie is highly-regarded for her #RuleofFive campaign. The Stylist column celebrates fashion, yes, but only through the lens of sustainability.

CULTURE | *Conservation*

The POSITIVE DISRUPTOR

Birds of a feather must flock together to demand swift action, says *James Wallace*



can't wait to take my teenage girls to England's women's play New Zealand at Leeds. But it's not just the smell of leather on willow we crave: the original sound of British crows screaming parties of swells at MCC Pavilion. For millions of crescent-winged travellers here in the summerberries and slugs, but not for much longer. "I want to see the world," says a young intercom. "Can't we see the world?"

builds and soil conservation. But despite the backing of respected, high-profile nature lovers like the Lord Zetse Gwendolen, a spokesman supported by 110,000 men and appearances on TV, Hancock's solution failed on deaf ears.

Not to be deterred, Hancock *insisted* on *rehabilitation*, winning over nearly half the population in the process. And then, given the support of conservation groups and Natural England, with no objections from major house builders. Fast forward a few months, and we're left wondering if *Earthly* will be *reborn* like the other *Earthly*

As colony nests of crickets in cliffs, trees, caves and buildings in the UK, crickets return year after generation after generation, to the same place. Locals and we lose the whole species. With the coming of order and homogeneity, with habitats but vanished from towns and villages. Barbed Wire was incomplete without our crickets going mostly into their summer pad in trees – the nest of their feet remains airborne – until our landscape

It is quite extraordinary that an individual can off hand the power to his life or take it away, and ignore the wishes of the majority. A statesman and real world leader would be in the sterner school, giving a lifeline to

Desperate to protect this most British of birds, a nature writer Hannah Bourne-Taylor felt she had no choice. Break the law or get naked. Using her bare carum in chilly November 2022, she defended the Speeches at Speakers' Corner and walked two Downing Street.

the lowest cost conservation programs ever, will this next Secretary of State be more sympathetic to the Orwell Harems here to meet to more drastic measures to save the wailing sound of women? Perhaps doing a Lady Godiva at Lou's would reflect the right political feelings into action.



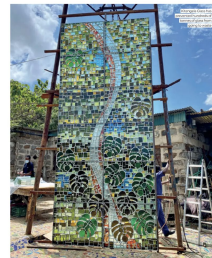
JAMES WALLACE

CEO of River Action, James is passionate about cleaning up Britain's waterways. Through his charity work and environmental leadership, he leads or transforms progressive enterprises that reconnect and realign people with our planet.

CULTURE | Sustainability

LITTLE GREEN BOOK

Lisa Gruniger is entranced by a tale of glass art on the plains of Kenya



the couple erected their nest in 1978. Above the geyser, where leopards still prowl, grows a blindingly green tree. Amid the greenery, clusters of jagged, flat-topped-rocks-to-Gaudi-style buildings sprawl; their multi-coloured stained glass windows sparkling in the sunshine, and wildly imaginative mosaic-colored exteriors a dragons, perhaps, or scaled bird with glass-adorned wings. And at the heart of it rises a glass-Florentine-style brick kiln in which, *Ardena* says, his glass-blowing atelier.

Like everything around them, Andersen didn't see the choice was built for his 'as he had money—would a girl? I'd make, boys a few bucks. As a young man, the Kreyen had gone to learn glassblowing in Hildesheim with Willem and Bernard Hansen and been introduced to the Finnish glassblowers Mikko Meriläinen who taught him how to build a furnace. Being in the middle of the bush, with no means of electricity, he needed to generate his own power. So they started to collect scrap metal on top of the forested hills with that. They'd go up the hills, searching for the ceiling beams of old barns and in a pattern that replicates the position of the stars in the skies—the *suomi* which draws light from the sun. And to make glass, they melted pieces of stone

The process is not entirely green, the 30-year-old glass-maker admits – he'd love to have the funds to construct a big enough solar farm to power the works. But since they opened it in 1996, Kierulff Glass has re-used thousands of tonnes, broken-down waste glass that would have ended up in landfills, and thousands of litres of discarded oil. The company's 50 staff, from glass-blowers to sales, sell its organic ranges – from clear, hand-blown, sea-through, bubbled glass to a range of brightly coloured bopola lighters. The company has created a model which can be copied in other countries.



LISA GRAINGER

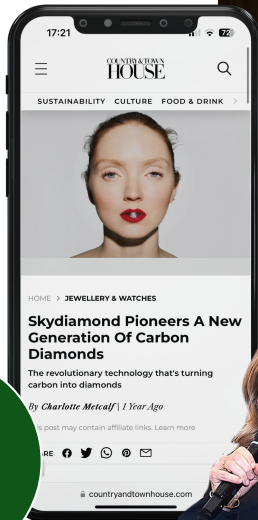
Lisa is a multi award-winning journalist with a passion for conservation: trying to make readers join the dots between the health of our planet and how we live our lives. She is happiest, she says, 'anywhere in the wild: where I can see stars, smell leaves and breathe'.

Journey to Zero 2023

Journey to Zero is C&TH's sustainability focused live awards and influencer event. In 2023, we celebrated our very first awards at a breakfast event at Galvin at Windows, gathering and awarding the brand leaders, journalists and products that are helping craft a different, more positive vision of the future. In the evening, 100 VIPs, from environmental influencers to journalists and business owners, enjoyed a vegan dinner, with panel discussions and an interview with Lily Cole and Dale Vince. Two days later, readers gathered at Le Manoir aux Quat'Saisons for cooking, garden visits, lunch and a chance to hear chef-patron Raymond Blanc talk about why the only luxury is sustainability.

Over 3m
through
editorial &
advertising
exposure

Over 2m
organic
social



ENVIRONMENT & PEOPLE

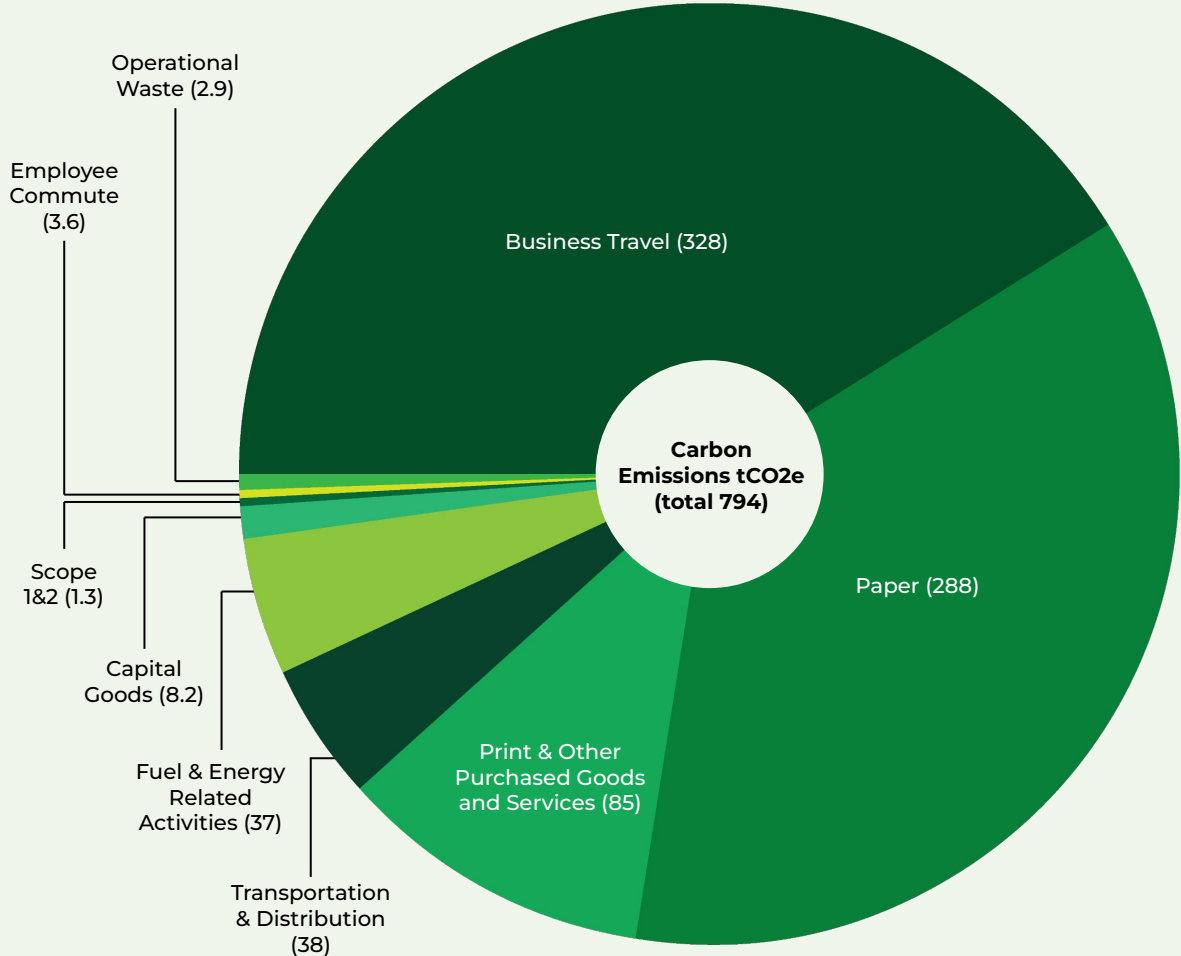


Environment

C&TH is committed to promoting sustainability and reducing our ecological footprint. Part of demonstrating its commitment to environmental stewardship is accurately measuring its Carbon footprint.

C&TH partnered with Positive Planet to establish its baseline emissions. This chart shows our emissions for 2022. Scope 3 emissions make up 99% of C&TH emissions.

This baseline provides us with a framework for reducing emissions. Our next step is to set reduction targets and continue to monitor our carbon footprint.





PRINTING

PAPER

TRAVEL

Environment

C&TH certified as a B corp with an environment score of 19.6. We are committed to using PEFC certified paper in our magazines. We are working hard to reduce our emissions every year. Key to our reduction journey is engaging with our printers and paper suppliers to support their sustainability efforts. Change in our working environment is also important. C&TH strives to reduce waste, reuse items wherever possible and to recycle unavoidable waste.

WHAT WE PROMISED

- To baseline our current emissions
- To set annual reduction targets across all emissions once a baseline has been established
- To engage with our main suppliers to understand how they are reducing their emissions.
- To embed policies that reflect our commitment to the environment and communicate policies with stakeholders
- To improve our working environment and reduce waste in the office

WHAT WE ACHIEVED

- We measured our emissions for 2022, creating a baseline from which to set reduction targets
- Committed to a carbon reduction plan which aims to reduce scope 3 emissions by 50% in 2030
- Implemented high quality data collection policies for business travel and set a carbon budget for travel content.
- Held meetings with our print and paper suppliers to understand our supply chain in more detail
- Introduced food waste composting in the office
- Installed a water meter to monitor our office water usage

WELLNESS MENTAL HEALTH ENGAGEMENT

People

C&TH's people pillar covers employee wellness, mental health, engagement, and charity involvement. Our aim is to have a happy and engaged workforce through professional progression, development and communication.

In our first year as a qualified B Corp we were able to offer our employees access to a range of wellness activities including sound healing sessions and a supplements workshop. Employees also participated in a financial planning and advice workshop which developed life skills.

WHAT WE PROMISED

- Offer staff a range of wellness activities to improve mental and physical health
- Hold life skill training sessions
- 100% of staff to have regular PDRs to improve professional development
- To increase the diversity of our workforce
- Implement progressive policies to improve the C&TH workspace for our staff.

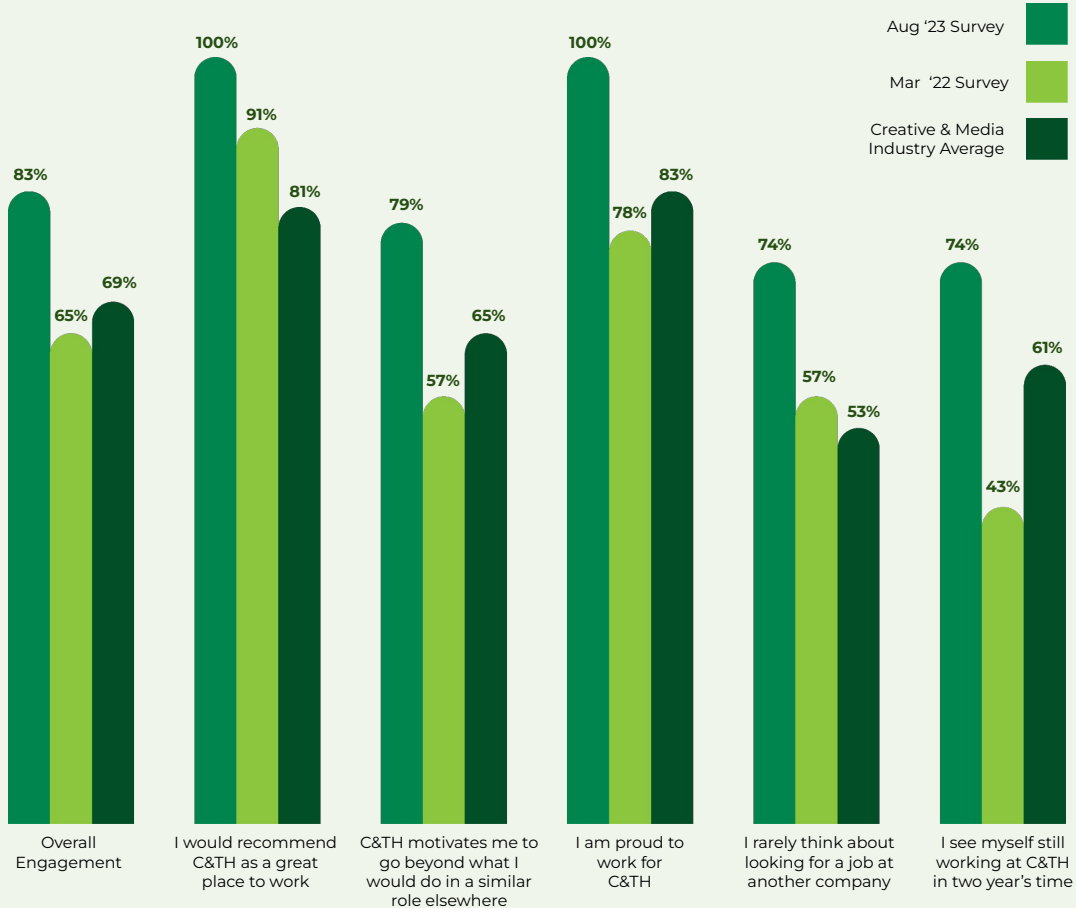
WHAT WE ACHIEVED

- Held multiple wellness workshops for staff to improve mental and physical health
- All staff have access to the Employee Assistance Program to support their mental health.
- 100% of staff had bi-annual Personal Development Reviews with their managers, resulting in improved engagement scores.
- We completed a DEI survey to track C&TH's diversity with an aim to improve our scores year on year.
- We enhanced our maternity leave offering.

Employee Engagement Survey

HOW DOES C&TH COMPARE TO THE CREATIVE & MEDIA INDUSTRY AVERAGE?

- 83% engagement places C&TH in the top 10% of all companies
- C&TH outperforms industry benchmarks in all five main areas



CHARITY



River Action Partnership

River Action is a UK charity launched in February 2021 that campaigns for action from government and industry to address the river pollution crisis. Currently, every single river in England is polluted beyond legal limits.

C&TH committed to support River Action through a combination of volunteering, fundraising, advertising and editorial support.

C&TH VOLUNTEERING & FUNDRAISING

- C&TH team completed 3 river cleans in support of River action, logging 54 hours of volunteering.
- In March 2023 C&TH staff took part in a sponsored bikeathon to raise money for River Action, 17 members of staff took part and cycled a total of 390 km in total and raised £1,080.



'Thank you so much for all of your support and hardwork in supporting us and joining River Action's mission to rescue Britain's rivers! Our partnership is a valuable asset to us. You have really made a difference and we hope it has been an enjoyable experience for the Country and Townhouse team.'

Lauren Razek, Development Manager, River Action UK



Print Advertising & Editorial Support

- **Great British Brands 2023**
Single page advert
- **Jan/Feb 2023**
Single page advert
- **March/April 2023**
Single page advert
- **Hotel Guide 2023**
Single page advert
- **May/June 2023**
Single page advert

Throughout the year C&TH provided editorial support to River Action, across Country & Town House and School House print editions, as well as sustained online support across a number of articles. CEO James Wallace was appointed as a regular conservation columnist.

[C&TH Supports River Action To Help Clean Up Britain's Waterways](#)

[Could Paddleboarding Solve Plastic Pollution?](#)

[The Positive Disruptor: Can Nature Help Soothe Eco-Anxiety?](#)

[Not Safe To Swim: What Is Going On With The UK's Seasides?](#)

[The Positive Disruptor: Is Your Career Harming the Planet?](#)



The future of C&TH...



PEOPLE

- Maintain high levels of employee engagement and improve satisfaction scores in the area of office environment.
- Schedule at least four annual wellness sessions with the result that 80% of staff participate in at least one activity over the course of the year.
- Give all employees the opportunity to participate in career development.
- Listen to our team and implement improvements to workplace policies.

CHARITY & COMMUNITY

- Partner with the Farms for City Children charity in 2024/25.
- Encourage all staff to participate in 1 day of paid volunteering work either with a C&TH nominated charity or another charity of their choice.
- Use local suppliers wherever possible for our office needs and events.
- Follow up with clients to improve their relationship with C&TH and promote our message of sustainable luxury.

EDITORIAL

- Continue and enhance our commitment to telling stories that will help change the narrative of what it means to live a good life – with respect and in harmony and generosity to both people and place.
- To grow Journey to Zero to be the pre-eminent luxury sustainability awards & event in the UK
- To promote our editors as advocates in regular panel discussions & influential events around sustainability

ENVIRONMENT

- Implement a single use plastics policy in the office with an aim to eliminate single use plastics at work
- Sign up to the Pollinator Pathway to provide green spaces for bees in the city.
- Reduce scope 1 and 2 emissions by 50% by 2030
- To procure 100% renewable electricity on site by 2025
- Reduce scope 3 emissions by 50% by 2030

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Certified



Corporation

