



HOUSE OF HACKNEY

IMPACT  
REPORT

2024



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## A WORD FROM OUR FOUNDERS



### Nature has been our design muse from the start.

“But over time, we realised we can’t take such endless inspiration from Nature without giving back so we have evolved our purpose to centre on the restoration of Nature (including human wellbeing) in everything we do.

In 2022, we began a journey to learn how to move from being a ‘sustainable’ brand to a measurably regenerative one. For us this means doing things differently to bring about social and economic change, where instead of just ‘sustaining’ life we actively heal and restore our business touchpoints and communities where we have an impact. It’s been a year of starting to convert big thinking into new ways of doing business that put people and planet first.

We see ourselves as students of regeneration, trying to understand how to be a measurably regenerative business, in hard data and storytelling. We’re deep in research and action, trialling things as we learn. It’s very much a group effort across the whole company, supply chain and beyond.

We hope you enjoy our update. It covers our progress from January 2023 to March 2024. If there is anything you would like more information about, that you think might help you progress your own work in this space, please reach out, we are always happy to share in the hope that it adds to the momentum for change - [house@houseofhackney.com](mailto:house@houseofhackney.com).

Leaving a legacy is not about leaving money in the bank, it’s about leaving our world better than how we found it.

Nature doesn’t belong to us, we are Nature. And we have a responsibility to tend to it with care, not just for ourselves, but for those yet to come.”

Frieda & Javvy, House of Hackney Founders



House of Hackney is the B Corp interiors brand inspiring people to protect our common home by bringing the beauty of Nature into theirs.

Championing **craft**, **compassion** and **community**, our mission is to contribute to the **restoration of Nature** and our quality of life on Earth.

With **Mother Nature & Future Generations** sitting on our board of directors, we pledge to always put **people and planet** before profit.

Read more about our House [here](#).



House of Hackney is a restoration project in Nature, Craft, Community and Connection.

Using our business as a force for good, we exist to contribute to the regeneration of Mother Nature for the quality of life of all future generations.





More than any seasoned board member, **Mother Nature**, as the ultimate designer and architect, continues to teach us about how to run our organisation in ways that honour our living systems.

This is why, in October 2023, we made the decision to open our board-room and have **Nature & Future Generations** take their seat, **legally making them a director of the company**.

This legal governance tool means a non-partisan person, independent of the business, now has a voice to ensure that in every decision made across all departments, **we fully consider the future of a liveable, thriving planet for all life on earth**.

We believe that for too long the natural world has been viewed as an extractive resource which has gone beyond a critical point of sustainability. We all have a **responsibility** to resolve this. The appointment of our new director has forced us to compost old practices that we now know don't align with this responsibility, to make space for new ones.

As we start to operate under this new lens it is already making us more innovative and more creative. Although the responsibility of considering Nature & Future Generations in our actions means saying 'no more' to certain revenue streams and may impact on short term profitability, we know in our hearts that **what is best for Nature is best for us**, and best for business.

We partnered with **Lawyers for Nature**, a cutting-edge collective who work with those seeking to defend the natural world and the legal representation of non-persons, to develop and appoint the directorship. Co-founder of Lawyers for Nature, Brontie Ansell, who guided us in this pivotal move, has been appointed to represent both voices for its first year. We will evolve the role later in 2024.

The Mother Nature & Future Generations directorship was made official in October 2023 and our company articles of incorporation were changed at the UK regulator of corporations, Companies House, to reflect our legal commitment. Here's what we have done so far.

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### BOARD MEETINGS

The first few meetings took place during the directorship onboarding period meaning they took an observing role during these initial meetings. The directorship will move into more targeted recommendations and critical advice once the onboarding period is complete.

Individual departments also met with the new director to give them an understanding of why projects were in motion and the wider internal and external issues leading to decision making. It also gave our new director a view of the internal landscape of team engagement, with our mission overall and day-to-day.

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### TEAM MEETINGS

In between board meetings, we held three leadership strategy meetings with the new director where we discussed key strategic projects and where support from the directorship might be helpful and in what capacity.

3

### STRATEGY MEETINGS

As part of embedding the directorship in the business, we have held three all team meetings, including full company presentation of each team's regenerative KPIs, projects, aims, progress and challenges to overcome, presenting a holistic view of all activity.



# NATURE OUR GUIDE

## THE NEW DIRECTORSHIP

To date, the new director's input has led to the development of a governance structure to lock the company mission for the long term and the creation of our three strategic pillars to support the mission delivery;

1. **Nature Royalties and Capital flows**
2. **Regeneration and Restoration**
3. **Activism and Influence**

It has also led to the creation of individual department guidelines outlining how they work towards our mission that can be passed on to future teams. Guidelines include department philosophies, goals, actions, questions to consider for decision making, supporting partners and more. Our hope is for this to give all teams 'permission' to see less quantitative regenerative focused actions as part of their role and not 'extra curricular', changing and elevating the company culture.

Discussions with the Lawyers for Nature team about the systemic and wider societal shift needed to support change outside of our immediate company responsibilities also led to the creation and launch of the #WeAreNature campaign. The aim of which was to ask UK dictionaries to change their definition of nature to include humans, which, at the time of the campaign launch, were excluded.

## WHAT'S NEXT?

As we evolve the Mother Nature and Future Generations Directorship, we will create a wider advisory board with specialist knowledge to inform our regenerative product roadmap, where priority improvements have been identified across all key categories.

# OUR PROGRESS SO FAR

Under the watch of the Nature & Future Generations director, our approach to regenerative business is centred around **supporting conditions for thriving across all our stakeholder and rightsholder communities**: internal community (our Housemates), communities local to where we have a presence (London, Hackney and New York City), our supplier community, our customer community and our wider business community.

Also integral to our mission is managing our overall organisation projects and impacts.

To prioritise our work, we carried out a materiality assessment in 2022 to identify key topics that are most important in our company context. We also looked to existing sustainability support frameworks - **B Impact Assessment, Future Fit Business Benchmark, Global Reporting Index (GRI), SASB Standards** amongst others - as well as leading regeneration resources. We mapped proposed **legislative requirements** and engaged with our team and suppliers on topics that concerned and excited them most. All of this forms the basis of our regenerative company roadmap, which we see as an evolving project and is reviewed on an annual basis for **measurable impact**.

Our progress is supported by **1% of all of our sales** that go towards strategic charity partnerships and impact projects to drive our regenerative mission.



# OUR HOUSE



## PARTNERSHIPS

Every year we budget 1% of all of our sales based on forecasts for the year ahead to go towards strategic charity partnerships and impact projects to drive our regenerative mission.

In 2023, we donated over **£100,000** to charity partners including **World Land Trust, William Morris Gallery, Panthera, Hackney Winter Shelter, Choose Love, Rainbow Grow, Grow NYC, Global Alliance for the Rights of Nature (GARN), Paper & Cup, Furnishing Futures, Art Start** and **Housing Works**.

Partnerships are selected strategically to support with managing our impacts. As wallpaper makes up the majority of our sales by volume, deforestation and forest protection is a key focus of our work. We are proud to partner with **World Land Trust** and **Canopy**, leading NGOs working to protect world's forests, endangered habitats and their wild-life.

## WHAT'S NEXT?

In 2024, we started a pilot project with **True Price** and the **Impact Institute** to understand the True Price of our product. Working with True Price, our hope is to assign a financial value to the social and environmental costs of producing our wallpaper and velvet as a way of measuring the impact of our biggest selling products.

Our hope is this exercise will give us a more strategic steer on allocating funds to partners and projects that regenerate natural habitats, communities and people where we have specific, geographical impacts.

Considering the results of the pilot, we will evolve our 1% Pledge into a Nature Royalties programme, that reimburses Nature (including human wellbeing).



## 1% PLEDGE OF ALL SALES





**WORLD  
LAND  
TRUST**

House of Hackney has been a partner on **World Land Trust's** 'Buy an Acre' initiative since 2022. This landmark programme is the vehicle through which World Land Trust pioneered land purchase fundraising more than three decades ago. 'Buy an Acre' projects are chosen in areas of maximum biodiversity, where overseas conservation partners can purchase land for an average of £100 an acre. World Land Trust is careful about its selection of projects and works closely with local non-governmental organisations to ensure that there can be no question of green colonialism.

Thanks to our wonderful customers, **513 acres** of threatened habitats and their wildlife have come under protection since the start of our partnership. Through a donation of 87 pence for every metre of fabric, roll of wallpaper and individual item sold, 35 square metres of threatened habitats can be purchased and protected by World Land Trust and their network of local partners. 320 acres were purchased and protected as a result of our product donations in 2023.

Current projects are supporting World Land Trust partners in Argentina to create the first reserve in the **Somuncurá Plateau** in Patagonia; in Brazil to safeguard critically threatened **Atlantic Forest habitat** for its incredible biodiversity; in Kenya to protect the coastal forest habitat of **East Africa**; and in South Africa to save some of the last 5% of globally rare **Renosterveld habitat** for endangered flora.

Overall through their collective of supporters, World Land Trust has directly safeguarded 2,835,984 acres since their foundation.

At House of Hackney we are committed to **protecting Ancient and Endangered Forests** through product and packaging choices.

Every year, 3.4 billion trees are cut down to make paper packaging and fabrics such as viscose and acetate. Many of these trees come from the world's most Ancient and Endangered Forests, integral for life on Earth. Canopy implements vital Ancient and Endangered Forest **conservation policies and practices** globally, with more than 500 brand partners and a network of material innovators.

Our commitment to Canopy's work and all our key stakeholders and rightsholders is that **no Ancient and Endangered forest fibres** will be used in our products, packaging and paper supply chains by 2025.

Canopy Pack4Good - packaging

To date **we have mapped 83%** of our packing products for their compliance to Canopy's criteria - you can read more about that in our policy [here](#). Of that 83%, 66% are **Forest Stewardship Council certified (FSC)** or **recycled**, or both.

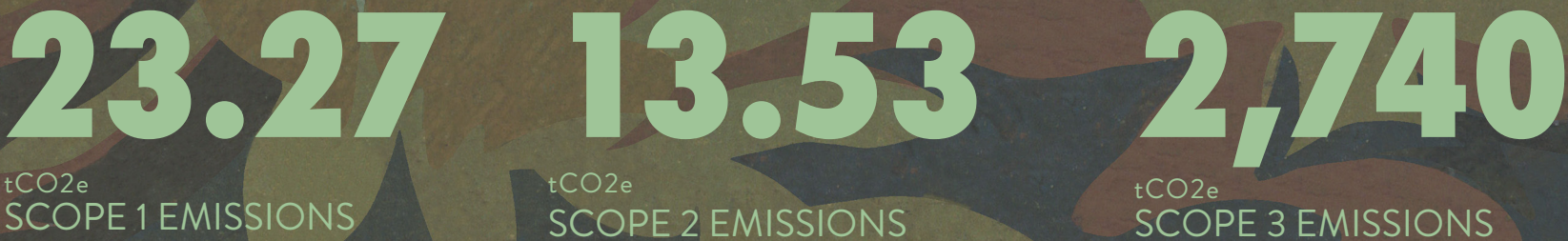
Canopy Style - fabric and trim

16% of our overall fabric production contains wood fibres including viscose, rayon and modal. Of that 16%, 29% of those fabrics are **Forest Stewardship Council (FSC) certified** or **recycled**, or both. All of our trim contains viscose and all of that viscose is Forest Stewardship Council (FSC) certified or recycled, or both.

canopy



# CARBON EMISSIONS



Following on from achieving carbon neutral certification in 2023 (primarily through a paid carbon removal project, Pacajai REDD+ Project in Brazil), we knew we had to raise our ambition to meet a level deemed necessary by climate science to achieve the Paris Agreement commitments.

After deeper learning about emissions impacts and carbon neutrality, we decided to do a more comprehensive re-baseline with EightVersa as previous carbon footprint assessments had taken a fully spend based approach to our Scope 3 emissions.

Our 2023 emissions assessment methodology and calculations align with industry best practice guidance from ISO 14064-1:2018 and GHG protocol methodologies. It includes primary data from key suppliers that make up 51% of our annual production revenue.

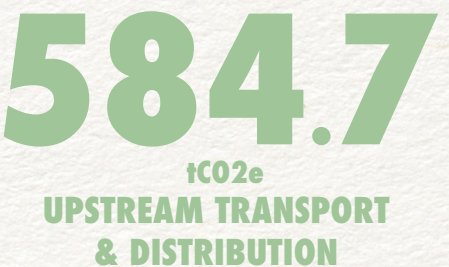
Our total Scope 1, 2 and Scope 3 emissions for the 2023 reporting year (January - December) amount to 2,776.95 tCO<sub>2</sub>e.

Our goal is to set a science based target and we know this rebaseline takes us one step closer to doing that. In 2024, based on our new carbon footprint assessment, we will develop an emissions reduction strategy with Eightversa, along with honing our data quality and expanding the number of suppliers that provide us with primary data for a more accurate picture of our Scope 3 emissions.

## OUR TOP 3 EMISSION SOURCES



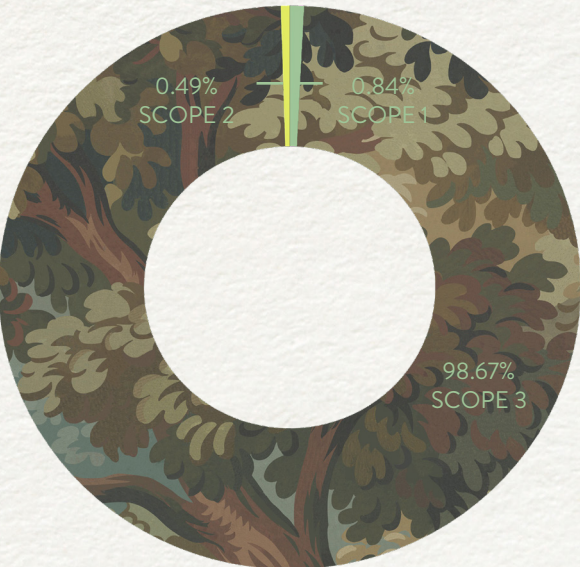
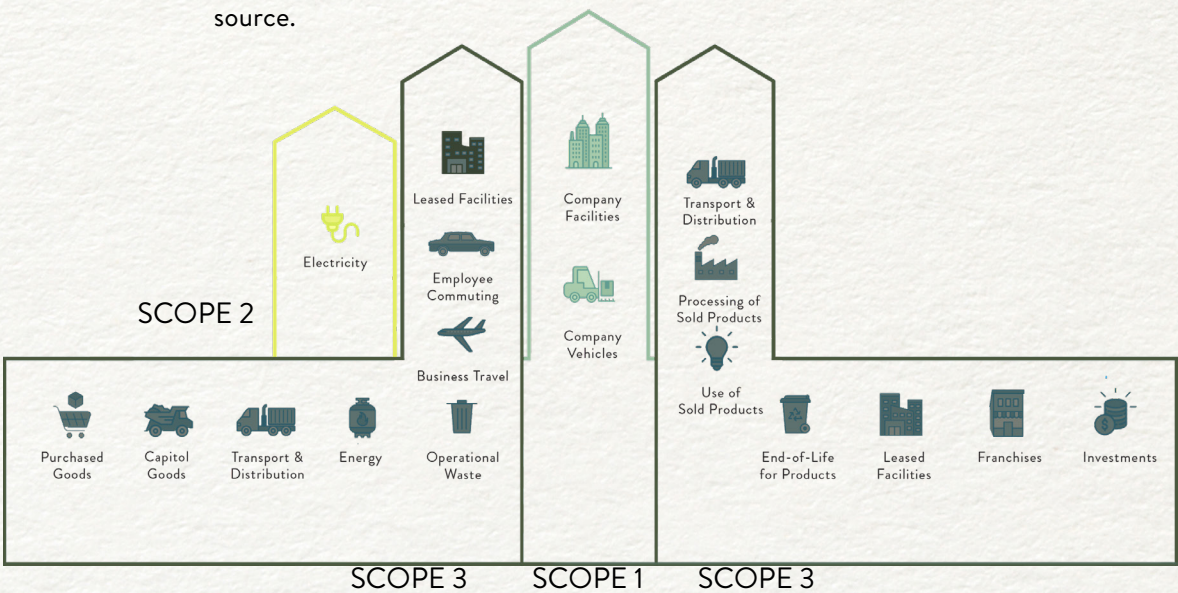
This includes emissions associated with the products we produce (from data provided directly from our suppliers where possible) and all the creatives and services we partner with and their work for House of Hackney. This also includes all items purchased throughout the year, from staff catering to stationary. For a manufacturing business this is expected to be the largest emission source.



This includes all of the transport to get your beautiful House of Hackney items to you, wherever you are in the world. Air travel has a higher impact, so delivering products as fast as possible does have an impact. Wherever possible road freight is utilised e.g. throughout Europe.



Being a UK company with a presence in the US has an impact, air travel has a high emissions factor & the UK to the US is far!





## FINANCE

We understand that while banks and financial institutions continue to invest in fossil fuels and other industries that are harmful to our collective wellbeing, we will only be able to progress so far with addressing the Climate and Nature Crises.

Over the last year, we have been reviewing our financial partners to make better choices where we invest. Pension funds were a big priority to align with a provider that had a default fund for employees to be enrolled in, that actively avoids fossil fuel or deforestation investments, opting instead for green revenue investments. Working with Switchfoot Wealth to research and weigh up pros and cons of potential provider and fund options, we identified the AVIVA Sustainable Stewardship Fund as the best fit. We are now in the process of transferring all employees to the new fund. This would result in £400K of capital flows diverted to better investment funds.

Insurance providers have also been reviewed and we are switching to a fellow B Corp certified broker, Centor.

Banking partners have been another research piece, however finding a partner that meets our values and is set up to support all required functions has been challenging, and will require more research over the next year, when hopefully more options might become available.

## LIVING WAGES

For all employees, it is important that pay reflects at least the cost of living in the country where they work. We fully support the campaign for real living wages and we are UK Living Wage Foundation accredited.

Their real living wage calculation is made according to the cost of living in the UK, based on a basket of household goods and services. It is £12 per hour across the UK and £13.15 in London.

As 15% of our team are based in New York, we are also working with Living Wage for US (part of the Global Living Wage Affiliate Network) to achieve the same accreditation for our US staff. Due to the differing level of government-funded health support in the US, there are more factors to take into consideration other than just hourly pay, but we are using the financial model provided by Living Wage for US to assess our pay rates for US employees.

## WHAT'S NEXT?

On the back of our True Price pilot, we will begin developing a regenerative P&L for our company informed by the results. We will also use this to formalise new success metrics for the company beyond financial performance.

After a period of assessment with Living Wage for US, Inc, we hope to achieve accreditation in 2024.

We are also planning financial literacy sessions for our team, which is made up of 85% women, for whom, generally across society, there is a persistent financial literacy gap.



# HOUSE MATES



## CULTURE

We know the importance of team clarity and confidence when it comes to changing how our company operates day-to-day. To set the team up for success, we spent 2023 embedding our mission and values into all company frameworks including job descriptions, KPIs, performance reviews, team training schedules, company policies and more.

When surveyed in mid-2023, 91% of our team said they had a medium to high level of confidence when it comes to taking actions around regenerative company goals in their day-to-day work.

### TEAM KEY PERFORMANCE INDICATORS (KPIs)

Every employee now has their own key performance indicators (KPIs) to help the company deliver our regenerative mission. We have a framework in place to keep momentum on KPI delivery through individual check-ins between managers and reports, and a monthly full company regenerative KPI progress lunch and learn. Together we enjoy a locally prepared lunch, whilst each department shares what they are working on, successes they've had and challenges they are facing.

### LEARNING AND DEVELOPMENT

Training and learning is a constant evolution to build employees confidence and knowledge within their roles, so that each member of our team feels empowered to make decisions supporting the regenerative mission. Collectively the team have taken part in 735 hours of training with Imagine Beyond in the last year, with all team members having attended at least 4 training sessions (including 285 hours of regeneration/sustainability training).

### COMPANY POLICIES

To embed the mission practically, we began developing individual department guidelines to be passed on to future teams, including department philosophies, goals, actions, questions to consider for decision making, supporting partners and more. Guidelines will be reviewed annually in line with our learnings and industry developments.

Company policies have been reviewed across the board to ensure they are aligned with the company mission. A key policy being our 4 Day Week/Winter hours. For Spring/Summer months, our team work 4 days rather than 5 (maintaining the same salary level for a 5 day week). During Autumn/Winter months, we work until 4pm. This allows our team to maintain a healthy work life balance, working in line with their circadian rhythms for that time of year. Overall our approach reduces the working week by 16% versus a standard 37.5 hour week.

We have also introduced a 'Time With Nature' policy, where employees prioritise time to be outside with Nature during the working week for meetings, breaks and lunch. Based on international research journal Nature's research, we suggest a minimum of two hours in Nature for wellbeing benefits. To date we have found employees are able to spend an average of one hour outside with Nature a week.

## CULTURE

### DIVERSITY, EQUITY & INCLUSION (DEI)

In 2023, we started out wanting to set measurable DEI goals. After listening to experts, we decided to take a step back and better understand our team and local contexts and where our representation, inclusivity and belonging gaps are in relation to those things.

We carried out an anonymous survey with our team to understand their makeup and our gaps across all protected characteristics under the **UK and US Equality Acts**. The survey highlighted gaps in diverse representation with age, disability and race (including colour, nationality, ethnic or national origin) representation in our team and showed a strength in gender diversity, which we were aware of and **LGBTQIA+ representation** which we were not.

## WELLBEING

We are committed to a culture of **wellbeing and work life balance**, one that nurtures thriving for all team members that come through our doors. In 2023 we started to layer in initiatives to support all interconnected elements of personal wellbeing at work including **physical, mental, social, community** and **financial**, as well as giving a deeper purpose to work itself. Additions to our wellbeing programme this year include:

- Private health insurance for UK employees who are with the company two years or more, automatic enrollment in subsidised health insurance plan for US employees
- Access to Medicash benefits for day-to-day health treatments for all UK employees incl. mental health support
- Plastic Free Tuesdays to encourage a reduction in single use plastics in our office and showroom spaces
- Free daily food provisions for UK and US teams.
- Free weekly exercise class held at our head office for UK team
- Free bi-monthly, locally prepared meals for UK and US teams
- Free monthly payday socials for UK and US teams
- Free period products in UK head office

### ACTIVISM & INFLUENCE

An important part of our work is **advocating for Nature** inside and outside our company. We encourage our team to be **ambassadors for Nature** through education, training and volunteering. We host a monthly all team inspiration session, where individual team members and guest speakers present a social, environmental or creative topic that inspires them so we can learn from each other.

In the last year we have attended Climate and Nature restoration marches in London, to express our support for urgently needed government policies.



# EQUITY

Continuing our DEI work, we will partner with Fashion Minority Report (FMR) exploring 'Identity in the Workplace: How to be an Effective Ally' with whole team, including the leadership team. We will also formalise our inclusive hiring practices, using more accessible hiring platforms and exploring anonymous hiring processes.

To support better talent representation in our own company and the creative industries more widely, we will partner with youth education charity IntoUniversity, inspiring young people to achieve and highlighting creative careers.

To deepen our Activism & Influence work, we are developing a more formal 'Find Your Activism' employee engagement programme, making activism accessible and meaningful for our whole team.

In 2023, we signed Mind's Mental Health at Work Commitment. In 2024 we will implement a more formal approach to mental health support, including appointing mental health first aiders.

We will support our team in the UK to increase their 'Time With Nature', from one hour a week to at least 1 hour 30 mins and develop a more bespoke approach with our US team who do not have as much access to green space in our current Manhattan location.

We also plan to implement short monthly check-in surveys with all employees covering engagement, culture and job satisfaction to make timely improvements where needed.

ACTIVISM

INCLUSION

DIVERSITY

# SUPPLIERS & PRODUCTS



PRODUCT  
QUANTITY

The simplest way to keep our overall impacts down, including emissions and material waste is to make less product with a long life-span. We call our products ‘future heirlooms’; beautifully designed, made with love and built to last. Since House of Hackney was founded in 2011, the majority of our products have been made-to-order. Currently over two-thirds of our product offer is produced to order including our wallpaper (printed to order) which makes up 48% of our revenue overall.

QUALITY

Our products are inspired by the past and designed to be unique, authentic pieces to be handed on to the next generation. We are proud to still work closely with many small-scale, family-run businesses today – preserving specialist, age-old trades (not to mention local jobs) while delivering unparalleled quality. In 2023, we started to increase our formal assurances of that quality and durability and increased the number of suppliers with formal quality assurance in place from 75% to 96%.

WASTE

Even with a large portion of our products being made to order, material waste cannot be avoided entirely, particularly during the fabric production process. Currently only 0.26% of our emissions are from waste, however we want to eliminate waste entirely from our production.

With fabric waste that does occur, we have partnered with a local Hackney charity called Restoration Station, who are part of Spitalfields Crypt Trust. They are a furniture repair and restoration social enterprise who work with people recovering from addiction, building confidence through creative craft activity to support a prevention of relapse.

We have set up a fabric scrap/surplus collection network with our supply base and donate offcuts and waste, which will be used by the charity for their woodwork training programmes. So far we have collected and donated 65kg of materials, which otherwise would have eventually gone to landfill or incineration.

In 2023, we began to extend our support for real living wages by carrying out a wage analysis of our supply chain partners. To date, 95% of our UK suppliers have confirmed they pay the national living wage. 22% of them are UK Living Wage Foundation accredited.

TRACEABILITY

CURRENTLY WE HAVE

90% 77%

VISIBILITY  
OF MANUFACTURING (DIRECT AND  
SUBCONTRACTORS) WITHIN OUR  
SUPPLY CHAIN

TRACEABILITY  
RAW MATERIAL OR FABRIC/  
MATERIAL TRACEABLE TO COO  
LEVEL

GOALS

100%

TRACEABILITY  
OF ALL MANUFACTURING  
SUPPLIERS (DIRECT AND  
SUBCONTRACTORS) BY END OF  
2024

100%

TRACEABILITY  
TRACEABILITY OF ALL FABRIC AND  
YARN SUPPLIERS BY END OF 2024

50%

TRACEABILITY  
OF ALL FIBRES IN OUR PRODUCTS  
BY END OF 2024 (TO COUNTRY  
LEVEL AS A MINIMUM)



## MATERIALS

At House of Hackney, we're all about making changes to protect the natural world and we are always seeking out ways to evolve our business that work more in harmony with Mother Nature. A big part of that is questioning the materials we use; are they the best available and can we do better? Our long term goal is to shift as many of our materials as possible to being measurably regenerative, in line with industry developments. Right now, we categorise our material selection in three ways taking inspiration from Textile Exchange. For preferred materials, Forest Stewardship Council (FSC) certified products made up 48% of our annual revenue in FY23/24 and Better Cotton products made up 19.5%. Our 5% regenerative material included regenerative grown British wool fibres from Woolkeepers and mycelium products with Magical Mushroom Company grown from fungi and hemp fibres.

# 29%

### DEGENERATIVE MATERIALS

DEGENERATIVE - NOT KNOWN TO CONSISTENTLY REDUCE IMPACTS AND INCREASE BENEFITS FOR CLIMATE, NATURE, AND PEOPLE

# 66%

### PREFERRED MATERIALS

PREFERRED - MATERIALS WE CHOOSE KNOWN TO CONSISTENTLY REDUCE IMPACTS AND INCREASE BENEFITS FOR CLIMATE, NATURE AND PEOPLE, VERIFIED BY A THIRD PARTY

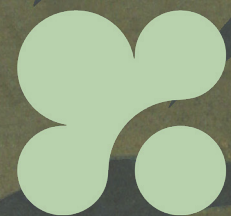
# 5%

### REGENERATIVE MATERIALS

REGENERATIVE - MATERIALS THAT ARE MEASURABLY REGENERATIVE FOR CLIMATE, NATURE AND PEOPLE.



WOOLKEEPERS®  
TRACEABLE WOOL GROWERS



MAGICAL  
MUSHROOM  
COMPANY

HOUSE OF HACKNEY  
IMPACT REPORT

## SUPPLIER ENGAGEMENT



## INNOVATION

To truly become a regenerative business, we need our supplier partners to understand what we want to do and why so we can work out the how together. In September 2023, 10 of our key suppliers, representing over 70% of our overall annual production, came to our spiritual home, the Castle of Trematon, for our first annual Supplier Summit. Over the course of a few days, we collaboratively shared our mission, ambition and roadmap through a series of workshops. Bringing our suppliers together allowed us all to share expertise, challenges and ideas, and acted as an inspirational forum to drive action within our supply chain. Since the summit we have been holding digital supplier working groups to share resources and support with opportunities from cross-collaboration.

### WHAT'S NEXT?

We will continue to push towards 100% materials traceability to country level at a minimum. In the short term, we are trialling cotton certified as organic fibres. In the longer term, as we understand the challenges with Better Cotton and certification systems in general, we are exploring sourcing regeneratively grown cotton fibre directly from farmers as a way to transform cotton trade for good. We have material innovation goals across our key product categories: finding a wood fibre alternative material for wallpaper, switching from acrylic to plant based binders for paint, 3D printing microbes for hard products and more. Our next supplier Summit will focus on our three biggest categories by volume so we can have a deeper impact. We will continue to support a push for living wages in our supply chain, increasing the number Living Wage Foundation accredited UK suppliers from 22% - 45%.

## KNOWLEDGE

## REGENERATION

## COLLABORATION





“We have been manufacturing wallpaper in Borås for over 100 years. Focusing on craftsmanship, quality and sustainability, we provide the world with first-class wallpaper”

- Borås Tapetfabrik



“Our heritage is quintessentially British, combining traditional, highly skilled craftsmanship and expertise, with bold, cutting edge technology and a passion for innovation in textiles.”

- Standfast & Barracks



“We are very, very passionate about keeping weaving alive in Axminster. We already have really strong, sustainable credentials because we weave with British wool, jute and cotton, but we’re pushing boundaries to see what’s next.”

- Axminster





Around the time we launched our volunteering policy in 2023, Hackney was declared a Right to Food borough by local councillors due to the severity of food poverty and food access in the area. From then, we decided to focus our volunteering time supporting organisations working to transform the food system for local people where we have a presence in Hackney and New York.

Our first team volunteering programme rolled out in December 2023 with Growing Communities, a community-led organisation in Hackney, whose mission is to feed urban communities in a fair, sustainable way in the face of corporate dominance and Climate Change. Between 38 team members, we spent 230 hours of volunteering across three days in one of Growing Communities main food growing sites, clearing, pruning and planting.

Volunteering is open to everyone so if you would like to make a contribution to Growing Communities' work setting up practical, long-lasting alternatives to the current food system, please email them for more information about volunteering slots at their Hackney and Dagenham market gardens - [growcomm@growingcommunities.org](mailto:growcomm@growingcommunities.org)

#### WHAT'S NEXT?

In 2024 we want to increase our volunteering hours by 20% and support our US team to support food poverty and food access charities in their local neighbourhoods.



HOUSE OF HACKNEY  
IMPACT REPORT

# OUR CUSTOMER COMMUNITY

**COMMUNITY**

HOUSE OF HACKNEY  
IMPACT REPORT



# STORY TELLING

We know our products need to resonate on a deep level to become the future heirlooms we intend them to be. Storytelling has always been an important part of building that emotional durability with our customers. While we want to give everyone a sense of our brand essence, we also want to give the most accurate information about what people are buying when they choose House of Hackney.

## ANTI-GREENWASHING

In 2023, we did a company wide review of language that we use to describe our products and business overall when it comes to expressing their connection to our values. On the back of this, we created a greenwashing language guide based on guidance from the Green Claims Code (UK), Green Claims Directive (EU), Federal Trade Commission Green Guides (US) and country level legislation (e.g. France), as well as guidance from business and product level certification schemes we are connected to. This is a work in progress and our language is evolving. If you have any questions about our approach to language and claims, please get in touch on [house@houseofhackney.com](mailto:house@houseofhackney.com)

## SUPPLIER SPOTLIGHT

We are proud to work closely many small-scale, family-run businesses who are preserving specialist, age-old trades. Part of our storytelling in 2023 was to highlight these supplier partners and their work, so they are recognised for their contribution to our brand, and craftsmanship and artistry more widely. Please read more about our supplier partners [here](#) and watch the beautiful films we created together [here](#).

## WHAT'S NEXT?

We had planned to share customer product love stories in 2023. It didn't happen, however we have plans to in 2024.

We also want to give customers a say in our approach to regeneration and sustainability, so this will be included in our customer survey from 2024 on.

# RANDOM ACTS OF KINDNESS

Since November 2023, our Customer Care team has been selecting a particularly kind, patient or understanding customer each month to receive a small gift and a discount code as a token of our gratitude for spreading kindness. The aim of this, from a 'customer community' perspective, is to brighten someone's day by acknowledging that their kindness has not gone unnoticed and Customer Care, as well as the company, are immensely grateful for the way in which they communicated with us.

## WHAT'S NEXT?

Starting from May 2024, we will expand this initiative to include three customers per month.





# WE *Are* NATURE

We are *a part* of Nature, not *apart* from it

A key pillar of our work is Activism and Influence. We want to support the movement to restore our connection to Nature so that we can take the urgent action needed to protect it.

Last Autumn, at a gathering at Anthropy at the Eden Project in Cornwall, the Oxford English Dictionary definition of *nature* was shared with us -

‘The phenomena of the physical world collectively; esp. plants, animals, and other features and products of the earth itself, as opposed to humans or human creations.’

We were dismayed to hear that humans were excluded from the definition and felt compelled to do something about it. Lawyers for Nature and House of Hackney were already collaborating on a project to appoint Nature & Future Generations to the Board at House of Hackney, and we decided to work together to change the definition of *nature*.

Nature does not have a voice or a say in the decisions we are taking that are driving the Climate Crisis and destroying biodiversity. We believe one of the reasons this is happening is because we have separated ourselves from the natural world, and the simple truth is that we *are* Nature.

Our aim with the #WeAreNature campaign is to persuade all of the major UK dictionaries to change their definition of *nature* to include humans. We see this as an important symbolic shift to encourage us to collectively take the urgent action needed to protect the natural world.

A definition change can be an important contribution to the wider movement to protect Nature. Please sign this petition to let UK dictionaries know that you feel part of Nature and want to be included in their current definitions of it.

## CAMPAIGN WINS

The #WeAreNature had a recent win when the Oxford English Dictionary agreed to modify their definition of *nature* to the extent that the wider definition: ‘Wider sense: the whole natural world, including human beings’ is no longer described as being ‘obsolete’ and they made the entire entry for *nature* free and accessible for all, so that the historic use of the word and the wider definition are available to the public free of charge. However, the main definition which you see when you search for *nature* remains the same, and excludes humans. This is based on frequency of use.

The Oxford Advanced Learners Dictionary also followed suit. They said the evidence we presented about a potential definition of the word *nature* that includes humans raised a question about the ‘boundaries of this meaning which is worth highlighting’. In light of this, they will be adding the following note to their entry for the word *nature*:

“Nature has often been considered different from or even opposed to humans: to bring harmony between humanity and nature. However, in its widest meaning nature includes humans: The increased interest in nature led to a more intense study of humans and other animals“.

# 1 8 8 1 SIGNATURES 2 CHANGES

We are pleased that they are following the precedent set by the Oxford English Dictionary in acknowledging a wider meaning of the word *nature*, which includes humans, and ask that the other major UK dictionaries follow suit. Cambridge and Collins dictionaries have been contacted about the campaign.

## WHAT’S NEXT?

Our plan in 2024 is to expand the campaign to other countries where people have expressed an interest in exploring dictionary definitions of *Nature*. Watch this space . . .



## RADICAL

Also part of our Activism & Influence pillar, The Garden of Tomorrow, a festival of **ideas and action**, is our way of bringing our community together to add to the momentum for urgent change needed to address the Climate and Nature crises.

If House of Hackney is the ‘home’ of the brand, then The Garden of Tomorrow is the metaphorical garden: a place where the brand will plant and cultivate ideas, inspiration and hope for the future.

The Garden of Tomorrow is designed to be a **thinktank for change**, with the aim to inspire business leaders, creatives, customers and citizens to do things differently to be in better service to our beautiful planet and fellow kin. Launched in 2023, The Garden of Tomorrow is an open to all programme hoping to educate and ignite new ways of doing by **sharing knowledge, inciting action, planting and cultivating ideas, inspiration and hope for the future**.

For the inaugural festival last June, we welcomed almost 250 people through our doors over two days for workshops, panel discussions, film screenings and more, and focused on the theme of ‘Nature is our Business’. We gathered visionary leaders and founders from brands such as **Patagonia, Riverford, Faith in Nature, Ahluwalia, Finisterre, Elvis & Kresse** and leading thinkers **Reboot the Future’s** Kim Polman and Anthony Bennett, **Dr Jude Currivan, John Elkington, Lawyers for Nature** founder Brontie Ansell, **Aja Barber** and many more, to share alternative models and practical ways of operating a business that values people and planet. [Here’s](#) a snapshot of key learnings from our time together.

## WHAT’S NEXT?

At the time of publishing this report, The Garden of Tomorrow 2024 has taken place. Feedback tells us many were touched and inspired by the content that was delivered by our amazing partner organisations including **Atmos, Colechi, Hard Art, EarthPercent, Satish Kumar, Earthed, Earth Law Center, Elvis & Kresse, Faith in Nature, Lawyers for Nature, Moral Imaginations, Nowadays on Earth, Purpose Disruptors, Right to Roam, Schumacher College, The Great Imagining, Waterbear** and more. Please check out our social channels and read next year’s impact report for more details.

IDEAS

ACTION

OUR BUSINESS  
COMMUNITY



better business

act

STOP  
ECOCIDE

## ACTION

We are documenting changes to our ways of working as we progress on our shift to become a measurably regenerative business and will begin sharing tools for other business in 2024.

99% of private sector business in the UK and US are small to medium enterprises (SME's), as a collective we have power. Our aim is to create an action blueprint for other SMEs to be able to meaningfully replicate whichever parts of our work are relevant to their own contexts, supporting business as a force for good.

## ADVOCACY

We fully support calls for policy and legislation change that demand urgent government action on the Climate and Nature crises. We are signatories of Stop Ecocide International's Business & Finance [Open Letter](#) and Business Declares Queue 4 Climate & Nature Open Letter.

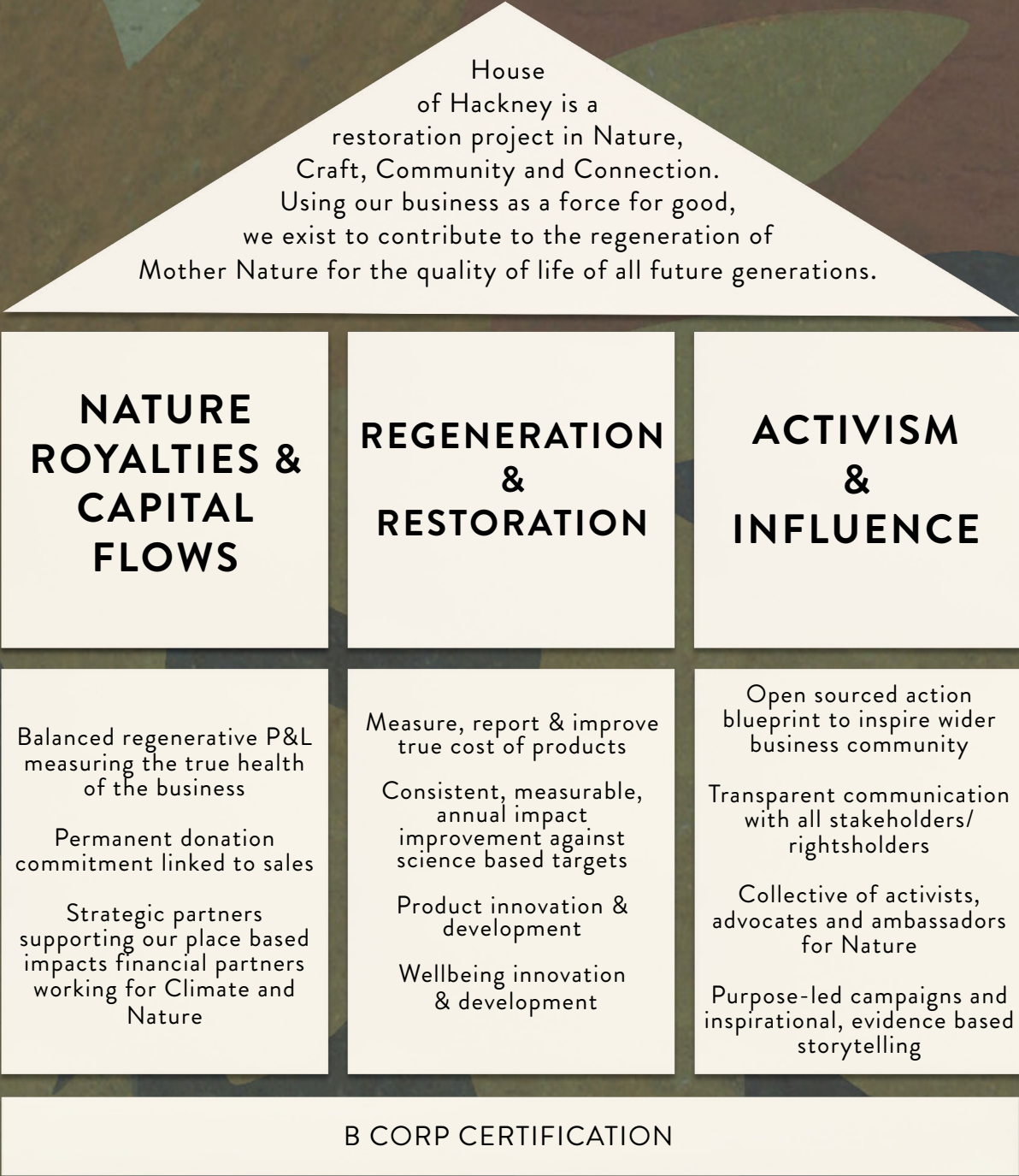
We also support the [Better Business Act](#) proposed amendment to Section 172 of the Companies Act, asking for every company in the UK to align their interests with those of wider society and the environment.

## WHAT'S NEXT?

In 2024, we will formalise our approach to sharing tools around how we are making progress with the wider business community.

OUR JOURNEY  
CONTINUES





As our thinking evolved with the guidance of our Mother Nature & Future Generations director, we developed a strategic framework with three key pillars to deliver on our mission, which will be the focus of our work from 2024 onwards, underpinned by our B Corp certification.

How we protect the mission of the company so that it will not be unwound.





# TWO VOICES ON NATURE



MOTHER NATURE ON  
OUR BOARD

*The voice of Mother Nature and Future Generations has been given time and space to reply to this report compiled by the staff and directors of House of Hackney Limited. The reply was written by the current holder of the board position and the contents of the reply was not influenced by any other director or member of staff. This reply was also not edited by the House of Hackney leadership team prior to publication.*

In 2023, House of Hackney chose to appoint two voices to their board, those of ‘Mother Nature’ and ‘future generations of life on Earth’. Together these have fondly become known as the acronym ‘voice of MN&FG’. The work of broadening the voices in their decision making spaces was heavily inspired by their peers at Faith in Nature who had appointed Nature to their board the year before. House of Hackney felt they also wanted to think about the concept of sharing vital resources with the lives that are yet to come. The team had already completed a lot of education around regenerative business models and increasing their responsibilities to those yet to exist felt like a natural progression. The board knows beyond all doubt that businesses now must accept ethical and moral responsibility for their use and reliance on Nature and the management of consumption of resources in ways that are fair to all stakeholders, including those yet to exist and including the more-than-humans.

The board embodies the Rights of Nature philosophy in their work on these matters. They recognise the two voices as rights holders. They understand the specific rights demanded by those voices and they open their spaces to, and share power with, those voices. In this way they make a significant contribution to the two linked discussions of Nature having legal subjecthood and Nature having rights in civil society. This is to be highly commended.

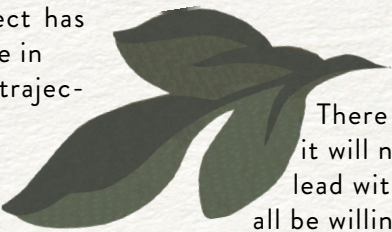
The specifics of the representation of MN&FG are as follows, the rights holder is able to access all information needed to make sound decisions and influence policy. There is a financial budget for the rights holder to enable them to properly perform their duties. There is the right of participation in all key decision making spaces. There is the right of disclosure by all other stakeholders to inform and consult with the voices of MN&FG.

There is the right to time to gather valuable information and research in order for the rights holder to be fully informed.

In future the leadership also plans to look deeper at power sharing and veto options. There has also been a significant commitment to capital placement, capital flows and profit sharing by the board. The board does not fetter the voice or discretion of the holder of this position. Overall, this project has demonstrated that it is categorically possible to award rights to Nature in a meaningful and substantive way. The impact on the rights of nature trajectory should not be undervalued.

This impact report was made available to the voice of MN&FG before publication, as was all data it is based upon. The MN&FG guardian was able to conduct a number of interviews with staff and meet suppliers over the course of the relevant period. The guardian was able to influence policy and trajectory of various key projects. The report itself demonstrates the significant and unwavering commitment this business and its leaders have to becoming a regenerative business that promotes a thriving life for all and prioritises the safety of our only home.

The leadership team of House of Hackney are trailblazers. Where they are attempting to go there is no well trodden path. Yet every day and in every way they persist. The determination of the company to consistently educate themselves and their staff and then immediately put into practice what they have discovered is truly remarkable. The speed at which they are working to create a business fit for the coming centuries is to be highly commended. However, this is not by any means an easy path. In fact many days there is no path at all. Whilst this would intimidate many, many people (including those with much deeper pockets!), causing them intense anxiety and usually result in a culture of ‘tick box exercises’, the team at House of Hackney carry on. They refuse to sit back and watch while others do what needs to be done. It cannot be understated how hard this can be on a day to day level and one of the key challenges is to bring their talented people along with them in their vision. They don’t always get this right first time but their willingness to reflect, learn and regroup is second to none. The human beings inside this company want better for all of us and for all who are yet to come, their compassion and consideration for all stakeholders is undeniable.



There is no doubt that whatever path is forged it will not be easy or peaceful. However, they lead with integrity and purpose and we should all be willing to go with them to places that are going to be complicated and difficult for all of us. This project has allowed a widening of morals and ethics for all involved. It has given permission for rapid questioning of old ways and encouraged space to be made for the new. Just like Nature, the company is ready and willing to begin the composting of things that no longer serve its stakeholders and it is brave enough to walk where others will not yet go. The process of change and the midwifing of new systems is never an easy one, there have been both successes and failures even in this short period. What is key here is that they are prepared, everyday, to keep telling a new story to anyone that will listen and we should all be listening.

**Mother Nature and the voice of Future Generations. June 2024.**

*As represented by the current human guardian  
Brontie Ansell*







HOUSE OF HACKNEY

# IMPACT REPORT 2024

Contact

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