



Providing advisory support to enable people from across Seasalt to produce a stronger sustainability report.

Case Study: Seasalt

Seasalt makes quality, durable clothing and accessories. Founded in 1981, the company has grown to become one of Cornwall's largest employers. Seasalt is committed to reducing the impact of their business on their communities and the environment, and to being transparent with stakeholders about their progress.



Seasalt was investing more effort in their sustainability reports but recognised that they needed support to produce a report that matched their ambitions. They engaged Junxion to help build their sustainability reporting capacity. Junxion drew on their deep reporting expertise

to design a process that built cross-team support, developed Seasalt's internal resources, and resulted in an engaging, well-structured report that successfully targeted key audiences.

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Having an external partner really helped to bring everyone along on the project and took the pressure out of potentially difficult decisions. Working with Junxion exceeded our expectations.

HELEN FORD

HEAD OF SUSTAINABILITY, SEASALT

The Challenge

Seasalt recognised that it needed support to build on its reporting work to date. Previous reports had varied in tone and length and hadn't sufficiently targeted expert – as opposed to consumer – audiences.

The Seasalt team were keen to make their next report more robust and to ensure it was in line with emerging legislation and the changing expectations of key stakeholders. Aware they wanted this report to be “more Seasalt” but unsure how to go about it, they engaged Junxion to provide sustainability reporting expertise.

While Junxion has a long track record in sustainability report consulting and writing, this project was explicitly about building Seasalt's capacity by working with and developing their internal resources.

The advisory support approach leaned into Seasalt's internal sustainability knowledge and writing capacity while drawing on Junxion's deep knowledge and experience of sustainability reporting. This resulted in an engaging, well-structured report that was positively received by stakeholders.

How We Helped

We began by looking at peer sustainability reports and interviewing staff to gain a deeper understanding of the business and what they wanted to achieve with this year's report. This resulted in a set of recommendations that reflected both Seasalt's ambitions and Junxion's deep knowledge of reporting practice.

We worked with the Seasalt team to review all their activities and performance across the year and provided them with a detailed wireframe and structure for the content.

When the Seasalt writers had produced a first draft following the structure, Junxion reviewed the copy and provided detailed feedback on how to improve it. Throughout the project we were careful to ensure that Seasalt had ownership of overall report production.

Measuring Success

Junxion's deep reporting expertise guiding the project resulted in a rigorous, well-structured report that targeted expert audiences. Having an external pair of eyes review the content helped ensure that it was engagingly written and that the key messages came through successfully.

Our deliberately inclusive, consensus-building approach was key to the success of the project. Exploring peoples' ambitions and concerns about sustainability reporting at the outset and including them throughout the process helped ensure the final report was embraced by the organisation. Having external experts present awkward truths was an effective way to manage potential friction. The process has resulted in a strong report this year and increased Seasalt's future impact reporting capacity.



Are you keen to map your outcomes, measure your impact and report effectively? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.