



Developing Seasalt's strategic sustainability approach and supporting B Corp Certification

Case Study: Seasalt

Seasalt, the fashion brand from Cornwall, was founded in 1981 and has more than 70 stores worldwide. Its purpose is to inspire a life worn well by making responsibly sourced clothing woven with stories of Cornwall and it has been recognized for its commitment to sustainability.



Seasalt approached Junxion looking for clarity about incoming regulations like the CSRD, a sharper focus on the sustainability issues that matter, data to inform a go/no go decision on B Corp certification and confidence to communicate with stakeholders about its sustainability progress.



Junxion aligned with our values and purpose and were able to articulate, challenge and collaborate with us from the very start of the project. Collaborating felt seamless, like working with trusted colleagues. This synergy enabled us to engage in more meaningful conversations, find innovative solutions, and chart a path forward, all while fostering a positive and value-driven environment.

CHRISTIAN JERMYN
DIRECTOR OF ESG, SEASALT

The Challenge

Seasalt has been demonstrating leadership in sustainable fashion since founding and developing its values of respect, adaptability, innovation and hard work. Over the years, they have led the way in advocating for transparency and ethical trade with all suppliers and invested heavily in the best available certifications such as the Global Organic Textiles Standard (the leading global textile processing standard for organic fibres, for example). Having spent time and resources building relationships with suppliers and measuring impact across its supply chain, Seasalt was able to work with them to source ethical materials to reduce the impact of its products. It has been voluntarily reporting on its social and environmental impact for several years. Seasalt was looking for an expert partner to build on its momentum by developing a cohesive approach to sustainability across its many activities, deepening its impact, understanding incoming regulatory changes and confidently communicating impactful sustainability initiatives.

Seasalt was looking for greater clarity on regulations, a more cohesive approach to sustainability and confidence to communicate with stakeholders about its sustainability progress.

How We Helped

First, we baselined Seasalt's current practice and policies within the B Impact Assessment (used to assess companies' governance, social and environmental impact) to generate a score. It became clear that Seasalt was well poised to certify. These insights were used to inform a CSRD-compliant double materiality assessment to understand Seasalt's material impacts.

After identifying material topics and running a prioritization session with senior leaders, we collaborated with an industry expert to develop a strategic roadmap to ensure that Seasalt's material impacts were part of its sustainability

strategy. We ran a target-setting workshop with senior leaders from across the business to gain feedback and input into the actions and metrics. We left Seasalt with a cohesive strategic sustainability roadmap for measuring and managing its progress, and an elevator pitch focusing on issues that matter, clarity on direction, a compelling story, and shared language. In tandem, we helped Seasalt navigate the journey to becoming B Corp certified which included reviewing its assessment to support it in improving its already high score and supporting them with documentation and verification.

Measuring Success

Seasalt was certified as a B Corp in July 2024 with a score of 101.2. This high impact score validates its long commitment to investing in best practices and its standing among a movement of peers in the B Corp community.

With so many worthwhile sustainability initiatives, the double materiality process and target-setting workshop really helped the senior leaders at Seasalt take an overview of its key impact topics and align on priorities for the coming years.

With a comprehensive roadmap for sustainability and an exceptional B Corp certification, Seasalt has demonstrated its sustainability commitment and its intention to continue to work hard to uphold its values, improve its impact and use its business as a force for good as it grows (B Corps have to recertify every three years).



Does your organisation want to make a tangible impact?

Email hello@junxion.com to start the conversation.