junxion



Turning commitment to responsible, durable textiles into clearer practices for managing impact across a complex value chain

Case Study: Alex Begg

For almost 160 years, Alex Begg has crafted luxury textiles for some of the world's most prestigious fashion houses. Its purpose is to 'responsibly craft exceptional textiles of enduring quality,' creating products in the best way possible for people and planet.

ALEX BEGG

Over a multi-year engagement, Junxion has helped Alex Begg turn its commitment into a more credible system, clarifying its B Corp evidence, identifying priorities, strengthening impact reporting, and guiding a successful certification on the first version of B Corp in 2023.

Three years later, we helped build those foundations, resulting in renewed confidence and a successful B Corp certification on the new performance standards.

> Junxion has provided moral support throughout this work. After everything we had put in place together, the B Corp audit felt like such a breeze.

FIONA MACDONALD
SUSTAINABILITY MANAGER, ALEX BEGG

The Challenge

Alex Begg's motivation to be a purpose-driven company is genuine. It shows up in its ongoing commitment to B Corp, Responsible Wool Standard and Sustainable Fibre Alliance certification, and initiatives with communities across its supply chain. Its comparatively short supply chain offers unusual visibility into the people and places behind its materials, from Scottish communities to Mongolian nomadic goat herders, one of many groups producing the natural fibres on which the business depends.

The new B Corp standards raised the bar further, requiring Alex Begg to show how impact is managed through evidence, accountability, and repeatable practices.

The challenge was to turn purpose into practical, durable impact management that could withstand commercial pressure.

How We Helped

Throughout the engagement, Junxion has been a long-term partner that has stayed close to Alex Begg as B Corp requirements, reporting expectations, and internal priorities evolved. Working alongside the company over several years created the familiarity needed to turn previous sustainability reporting and progress into starting points for the next cycle. Junxion supported certification, recertification, writing and editing impact reports, and designing, implementing, and embedding improvements.

The team already had strong competency and knowledge in data-heavy work, but the culture-building and embedding side of impact management needed greater attention. Junxion brought structure while creating space to build meaningful relationships. Working with the Human Resources team to embed B Corp requirements helps us to motivate, engage, and support the people responsible for the delivery of the Fair Work and JEDI impact topics.

Measuring Success

The collaboration allowed Alex Begg to bring impact topics into leadership conversations, rather than leaving them with a small sustainability function. This creates a clearer path for issues such as environmental impact, fair work, procurement, and stakeholder engagement to be discussed alongside commercial priorities.

At the same time, each annual report serves as a tool that complements the ongoing improvement works: the previous year's content shapes the next reporting cycle, while gaps identified through the B Corp certification process become actions for leadership and operational teams to carry forward.

Alex Begg's successful recertification under B Corp's new standards demonstrates that its commitments stand up to external scrutiny, and give the organization a stronger platform to continuously strengthen its sustainability strategy.



Interested in becoming B Corp certified or using B Corp to inform your strategy? Email hello@junxion.com to start the conversation.