HAILER

IMPACT REPORT 2023-2024

TABLE OF CONTENTS

1 Our Story So Far

2 Carbon Accounting

3 Climate Action

4 We Declare Climate Emergency

5 Hosting

6 Local Impact and Disclosure

7 Climate Transition Plan

SO FAR

At Hailer, we believe in the power of business to create positive change—not just in the marketplace, but within our community and the environment. Since our inception in 2015 we have remained steadfast in our commitment to both the local businesses we serve and the wider world. We exist to elevate brands, increase visibility, drive loyalty, and ultimately boost sales. As a regenerative business, we are dedicated to crafting thoughtful content that not only enhances the success of our clients but also leaves a meaningful and lasting positive impact on society and the environment.

This impact report highlights the positive strides Hailer has made over the years in fostering local economic growth, while also underscoring our unwavering conviction to minimise our environmental footprint. From monitoring carbon emissions and setting clear reduction targets to mitigating responsibly, we continually assess our practices to ensure we are minimising our impact on the planet. We take pride in our role as a socially responsible business, crafting content that drives not just revenue, but also fosters connection, awareness, and positive change in our community and beyond.
As we continue to grow, we remain firmly committed to aligning our business practices with our core values, creating content that elevates brands in a way that contributes to a more sustainable, equitable, and impactful future.

CARBON ACCOUNTING

At Hailer, we recognize the importance of understanding and managing our environmental footprint. As part of our commitment to sustainability, we have implemented a robust approach to carbon accounting, tracking our emissions and setting clear targets for reduction. Through careful monitoring and data analysis, we strive to minimise our carbon footprint and ensure that our business practices align with our environmental responsibility. This page outlines the steps we've taken to measure, reduce, and mitigate our emissions, reflecting our ongoing dedication to a more sustainable future.

Mitigation

We have mitigated our emissions three times over:

- Once through a certified scheme with Climate Impact Partners
- Twice more by planting 12 trees in Hailer's Trees for Life grove.



22 trees planted in total this year (including 10 trees planted as Christmas gifts)

Scope 3 Action

- Pension provider reviewed
- Internet switched to Wildanet, a B Corp certified provider
- Business banking switched to Starling, a provider commited to not investing in fossil fuels.

	2022	2023	2024
Scope 1 Greenhouse Gas Emission (metric tonnes-C02 equivelent)	0.98	0.91	0.88
Scope 2 GHG Emissions	0.3	0.3	0.2
Scope 3 GHG Emissions	0.61	0.58	0.51

At Hailer, we are committed to driving positive environmental change both within our business and through the support of our clients and partners. In 2023, we proudly joined the Business Declares movement, declaring a climate and ecological emergency and taking concrete actions to reduce our impact. Our team actively participated in climate action events, collaborated with environmental organisations, and provided guidance to clients on their sustainability journeys. From hosting workshops for environmental charities to speaking at local green business events, we are dedicated to fostering a more sustainable future through meaningful actions and ongoing partnerships.

CLIMATE ACTION





CLIMATE ACTION EVENTS ATTENDED

21/4
The Big ONE

20/5
Surfers Against Sewage Paddle Out

10/6
Wave of Resistance (with Oceana UK)

WE DECLARE A CLIMATE EMERGENCY

Business Declares

Hailer formally recognises the urgent threat faced by humanity and officially declares a Climate, Ecological and Social Emergency.

Climate and ecological breakdown is happening now, exponentially and with catastrophic effects. The scientific consensus is clear on that. This polycrisis is not just one of climate chaos and the loss of nature and biodiversity, but also of social and racial justice – both the historic injustices that have contributed to this situation and those current and future as the polycrisis disproportionatley impacts those in the global south with the least responsibility for it.

It is the responsibility of all of us as individuals and businesses to take ownership of the situation and to do what we can to reduce its impacts and work at every level to reverse its causes. Hailer is proud to be joining Business Declares, the network of businesses who are coming together to use our collective power to call for change.



Hailer has been operating beyond carbon neutral since 2018, measuring, reducing and mitigating our emissions and minimising impact on biodiversity, and our aim is to further interrogate our Scope 3 responsibilities to ensure that if not there already then we will reach Net Zero GHGs (without offsetting or mitigation), by 2050. To date, since that 2018 baseline, Hailer's carbon and GHG emissions have been reduced by 64%, but there is more work to be done. There are challenges and discomfort ahead for all of us, and we are excited by the opportunity to collaborate and accelerate action with others, and with optimism.

We urge you to join us and do the same.

HOSTING

Our workspace hosted teams from the Blue Marine Foundation, Sustrans, two B Corps, and volunteers from other environmental organizations



Mat, our founder, spoke at a local green business event on how small businesses can make meaningful changes to improve their environmental impact—covering topics like green web hosting, renewable energy, and sustainable banking.



LOCAL IMPACT AND DISCLOSURE

Clients

Hailer has made a concerted effort to support Cornwall's local economy, with 96% of our revenue coming from businesses based within the county. We currently work with 9 retained clients, 8 of which are based in Cornwall.

Industries

Outdoor activity and adventure	Surf Industry	Hospitality
Interior Joinery	Holiday Home Rental	Direct Sourcing Green Coffee
Cookery School	Photoshoot Productions	



Suppliers

We are committed to sourcing locally, with 74% of our purchases coming from local suppliers and 67% of our expenditure going to female owned suppliers.

HAILER'S CLIMATE TRANSITION PLAN

The aim of this climate transition plan is to set out a pathway for reducing Hailer's Scope 1, 2 and 3 greenhouse gas emissions by at least 50% of 2018 levels, by 2025, with additional longer term plans to achieve Net Zero GHGs (without offsetting or mitigation), by 2050.

To Reach This Goal, Hailer Has Or Will

Reduced Scope 2 emissions through reduced work travel, implementing a train not plane policy, and offering hybrid working.
Scope 1 emissions have reduced due to an increased proportion of renewable energy in the National Grid. Much of the electricity consumption at our premises is generated by a neighbouring solar farm, but the rest is from the national grid on a commercial (non renewable tariff) which our landlord controls. We are lobbying our landlord to switch to a renewable energy provider.
Since the 2018 baseline, Hailer's CO2e emissions have reduced by 64% from 3.707 tonnes to 1.32 tonnes in 2024.
In the five years since 2019 Hailer has planted 139 trees through Trees For Life's project to rewild the Scottish Highlands, supporting biodiversity in an attempt to avoid ecosystem collapse. We will continue to plant trees alongside our other carbon mitigation efforts, to ensure that the business's remaining GHG emissions are accounted for.
To address Scope 3 emissions, Hailer's digital properties were moved to servers powered by renewable energy, banking was switching to a bank that does not invest in fossil fuels, pension and insurance suppliers have been interrogated.
To further reduce Hailer's GHG emissions in order to reach Net Zero, we need to be successful in transitioning our landlord (and therefore all of the neighbouring businesses on site) to a renewable energy tariff.
Scope 2 emissions through team commuting will need to be reduced by half, possibly through increased cycling to work or a switch to an much lower emission or electric vehicle charged through a renewable tariff (which at present would mean at home).
To reduce the emissions indirectly related to the consumption of Hailer's services (primarily the viewing of digital content created for clients) Hailer will continue to work with clients whenever possible to reduce the climate footprint of their digital properties (not just hosting on servers powered by renewables, but by implementing low carbon design and build principles to reduce the energy consumption per page visit).

Barriers We Have Met Or Expect

Not owning our premises and therefore having no way to tell what percentage of Hailer's electricity consumption is generated by the neighbouring solar farm or control over our electricity supplier (Scope 1) is a current challenge.
The impact of the money spent on insurance is very difficult to measure. In 2024 we sought the advice of Tony Burdon from Make My Money Matter and liaised with Hailer's insurance broker to look into whether or not our insurer has a published Net Zero plan.
As a small service business with a relatively small carbon and GHG footprint, the majority of Hailer's future positive impact will likely be made through guiding and influencing the businesses that we work with to make changes that could result in much larger reductions than any that we could further make within Hailer.

TARGETS AND THINGS TO DO

The work is never done. There will always be more to do in an effort to reduce the impact of this business, help and encourage others to do the same, and work towards a better, more hopeful future.

To further reduce Hailer's Scope 1 & 2 emissions we need to succeed in persuading our landlord to switch to a renewable energy tariff for the entire site, and reduce commuting impact either through increased cycling to work, or purchasing an electric vehicle.
By increasing the occupancy of our workspace, we will be able to have an improved environmental impact per person based on the same energy usage for heating and lighting, with only a marginal increase in electricity use for computers. This is a priority for 2025.



To increase our positive impact, as a business and as individuals, we aim to introduce and increase volunteering days and pro-bono work next year, putting time and effort towards local environmental causes. We also intend to utilise our work space more often for events such as talks and workshops to spread best practice amongst the local business community.