

Oshcomm

Samples of
work

-





LinkedIn post

By Oisin Teevan • 4/10/2025

Carbon Responsible

1,967 followers

Visit website

2mo • Edited •

ESG is no longer just a sustainability issue — it's a financial one.

As regulatory frameworks tighten and investor expectations evolve, finance teams are being drawn into ESG reporting like never before.

From Scope 3 disclosures to net zero budgeting, carbon data is becoming a core input into financial decision-making.

Procurement, risk modelling, capital allocation - all now demand a firmer grasp of emissions data. The CFO's office can no longer afford to treat carbon as a compliance footnote.

The question is not whether your business is collecting carbon data - but whether it's precise, actionable, and trusted enough to inform the decisions that matter.

See how carbon data now flows directly into financial strategy in our latest visual.

#CarbonAccounting #Scope3 #ESG #Sustainability #Finance #NetZero #CarbonData #CarbonResponsible

ESG IS NO LONGER JUST A SUSTAINABILITY ISSUE—IT'S A FINANCIAL ONE.

Matthew Paver and 7 others

Like

Comment

Repost

Blog post + Report

The fashion industry is at a crossroads. Facing mounting pressure from regulators, consumers, and sustainability advocates. Carbon Responsible's latest report, launched today, offers a data-driven exploration of the sector's progress, ongoing challenges, and the tangible actions required to drive meaningful change.

'Our goal is to help organisations determine when and how to begin their carbon measurement and action journey.

Fashion is a complex industry with many challenges. While we can't solve them all, as carbon experts, we can provide accurate, meaningful data to drive effective reduction strategies – especially within the supply chain.

By mapping their impact, businesses can take the necessary steps toward real, measurable action.

This report doesn't just highlight the challenges; it offers a pragmatic roadmap for businesses striving to align their sustainability goals with measurable, lasting impact.'

There's always a lot to absorb post COP – but what is clear, this year's gathering has set the stage for intensified global collaboration and commitment to combat climate change, providing hope for a sustainable and resilient future, which is a welcome but somewhat unexpected development given the chatter around the beginning of COP.

Our advice to clients and anyone leading the charge on their company's carbon reporting; continue to be transparent across the entirety of your audits and reporting process. If you're unsure of what good looks like here, [please get in touch](#) for a free one-on-one assessment with one of our climate experts.

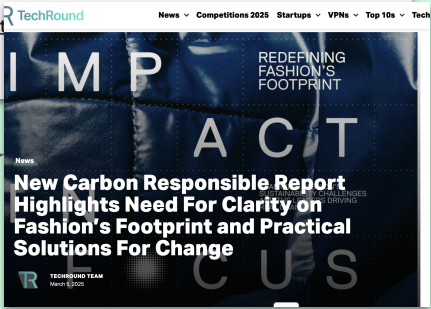
Key Findings from the Report:

- The fashion industry is responsible for up to 8% of global carbon emissions, a figure that could rise to 26% by 2050 without intervention.
- The equivalent of one rubbish truck of textiles is burned or sent to landfill every second, with less than 1% of materials being recycled into new garments.
- Regulatory landscapes are shifting: The EU's Corporate Sustainability Reporting Directive (CSRD) introduces stricter disclosure mandates, while UK and US policies remain fragmented.
- Carbon Responsible's research into 49 UK retailers found that only 6 have consistently reported greenhouse gas (GHG) emissions data since 2020, highlighting a significant transparency gap.
- Case studies from major brands reveal disparities between corporate sustainability commitments and actual carbon reduction progress, reinforcing the need for standardised reporting.

With sustainability efforts under more scrutiny than ever, it is clear that businesses must shift from pledges to verifiable progress.

To download the full report, [Impact ACT](#), [click here.](#)

This was then featured in TechCrunch



LinkedIn Carousel

THE BUSINESS CASE FOR DURABLE FASHION

THE PROBLEM: FAST FASHION = HIGH WASTE. LOW MARGINS. HUGE EMISSIONS.	
10%	OF GLOBAL CO2 EMISSIONS FROM FASHION
OF FAST FASHION GARMENTS DISCARDED WITHIN A YEAR	50%
5.8M	TONNES OF TEXTILES SENT TO LANDFILL ANNUALLY

THE SOLUTION: LONGER LASTING CLOTHING

1	HIGHER MARGINS PREMIUM PRICING FOR QUALITY
2	CIRCULAR REVENUE RESALE & REPAIR OPPORTUNITIES
3	LOWER EMISSIONS EXTENDING LIFE = 20-30% CARBON SAVINGS

ACCORDING TO THE WASTE AND RESOURCES ACTION PROGRAMME

THE FUTURE IS DURABLE FASHION.

JOIN OUR IMPACT EVENT ON THE 26TH OF FEBRUARY FOR MORE DISCUSSION ON THE CROSS-ROADS OF FASHION AND SUSTAINABILITY.

CARBON RESPONSIBLE

IMPACT IN F • CUS

SUSTAINABLE FASHION



Carbon Responsible

LinkedIn post

By Oisín Teevan · 3/12/2025

Carbon Responsible
1,967 followers
[Visit website](#)
3mo · 🌐

The reality of fashion's carbon footprint.

Less than 1% of clothing is recycled into new garments. The carbon cost of this is vast, with landfill decomposition and incineration contributing to millions of tonnes of CO2 annually, making waste a significant driver of Scope 3 emissions.

During its lifetime an item of clothing has a carbon footprint of its own, a pair of jeans for example can range from 16.2 to 80 kilograms of dioxide equivalent (CO2E).

That's an alarming statistic, but it's also a massive opportunity for brands willing to act.

The fashion industry is waking up to the reality that reducing carbon emissions isn't just an environmental issue—it's a business problem too.

Our latest report, *The State of Play: Fashion & Sustainability Impact 2025*, highlights why transparency and accurate carbon reporting of fashion's supply chain are the first steps toward real change. If brands don't know where their materials come from or where they end up, how can they ever build a truly circular system?

- Accurate carbon accounting can quantify the true carbon impact of waste and drive measurable reductions in emissions.
- Brands leading in sustainability are already outperforming financially—this isn't just about compliance, it's about future-proofing the industry.

Subscribe to our ESG focused newsletter to download the report and receive the very best in business sustainability tips: <https://lnkd.in/e45Nbesm>

#SustainableFashion #CarbonResponsible #CircularEconomy
#FutureOfFashion #TransparencyMatters

NEW REPORT NOW LIVE

SUBSCRIBE TO OUR ESG FOCUSED NEWSLETTER TO DOWNLOAD

LESS THAN 1% OF CLOTHING IS RECYCLED INTO NEW GARMENTS

CARBON RESPONSIBLE

IMPACT IN FUS

SUSTAINABLE FASHION

11

3 reposts

Like

Comment

Repost

Comment as Carbon Responsible...

LinkedIn post

By Oisín Teevan · 2/17/2025

Carbon Responsible
1,967 followers
[Visit website](#)
4mo · 🌐

🌱 13 Years of Carbon Responsible 🌱

As we begin our 14th year, we're taking a moment to reflect on our journey so far and the path ahead. From the start, our goal has been clear: deliver the highest quality carbon data and advisory services to help businesses navigate the complexities of emissions measurement, reduction, and disclosure.

- ✅ Independent & High-Quality – We've never compromised on accuracy or neutrality, ensuring our clients receive trusted, audit-ready carbon accounting.
- ✅ Focused on Carbon – With standards evolving rapidly, we remain specialists in delivering precise and actionable carbon intelligence.
- ✅ Avoiding the Hype – No carbon offsets, no shortcuts—just rigorous data and advisory to drive real impact.

🚀 What's New?

- ◆ New branding, website, and headquarters
- ◆ Cutting-edge Scope 3 data product launching soon
- ◆ Growing team and exciting new clients
- ◆ The launch of our sustainability podcast

As one of the longest-standing independent companies in our sector, we're excited for what's ahead. The market is maturing, and companies are increasingly seeking data excellence—something we've always championed.

🌱 To our clients, team, and partners—thank you for being part of this journey. Here's to another year of innovation and impact!

#CarbonData #Sustainability #Scope3 #ClimateDisclosures #ESG

Ghost written op-ed

Whether it's in creating a circular revenue stream or lifelong advocate customers, durable, high-value fashion is good for companies' margins and emissions. At my company, we are passionate about exploring the intrinsic link between sustainable business models to drive commercial success and, most importantly, lower carbon emissions.

The world of fashion has long been defined by relentless cycles of trends, speed and disposable clothing. The advent of fast fashion has entrenched a culture of cheap garments with fleeting lifespans, placing affordability over durability. But this model comes with a steep environmental price, as we've seen firsthand at my company when mapping out business impact. The fashion industry accounts for **around 10%** of global greenhouse gas (GHG) emissions, alongside colossal **water consumption** and textile waste.

Yet a shift is underway—one that benefits both the planet and the bottom line. A growing number of brands we work with are discovering that prioritizing higher-quality, longer-lasting garments is not just an ethical imperative but a financially sound strategy. From premium pricing to stronger customer loyalty and reduced environmental impact, embracing longevity is a win-win for fashion businesses and consumers alike.

The Environmental Case For Longer-Lasting Fashion

My company's data shows that much of fashion's environmental burden stems from material production, manufacturing, freight, distribution and disposal. For this body of research, we looked into 49 retailers in the U.K., focusing on their reports in 2020, 2022 and 2024. Of the 49 companies, seven were not expected to report data due to their revenue being under £35 million. Four companies were not expected to report as they had gone into administration, and five companies are owned by parent companies and are not reporting their individual emissions. There were 16 companies that didn't have publicly disclosed 2024 data when expected.

We found that the bulk of a garment's carbon footprint is generated in its early life cycle—spanning raw material extraction, fiber production and assembly. Short-lived clothing exacerbates this impact, with vast resources continuously needed to replenish consumers' wardrobes.





Carbon
Responsible

Newsletter

Key findings from our latest report

If you haven't seen it already we've launched *The State of Play: Fashion & Sustainability Impact 2025*, our latest report that provides an unfiltered look at where the industry stands today—and what needs to happen next.

- The report reveals the stark reality of fashion's footprint:
- 10% of global emissions come from textiles—with the majority stemming from production and supply chains.
- Fashion's supply chain reporting is still a mess—brands rely on multiple frameworks (CSRD, SBTi, CDP) yet struggle with inconsistent data, making it harder to compare and track progress.
- Ultra-fast fashion is accelerating emissions while growing profits—Shein alone has increased its emissions by 80% in the past year, despite rising awareness of sustainability issues.
- Regulation is catching up—the EU's Corporate Sustainability Reporting Directive (CSRD) and the US SEC's proposed disclosure rules are forcing brands to take accountability.
- Sustainability and profitability go hand in hand—data shows that brands leading in sustainability are also outperforming financially.

A key takeaway from the report is that while sustainability pledges have increased, many remain little more than PR exercises. Consumers are more informed than ever, but without systemic industry-wide change, the cycle of overproduction, greenwashing, and waste will continue.



Hi <<First Name>>,

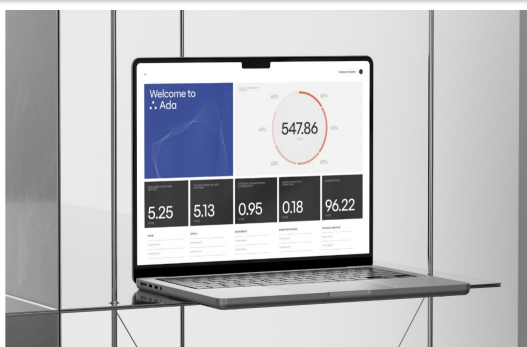
Welcome to our inaugural newsletter, helping sustainability managers and carbon conscious business leaders with the latest insights and advice in the world of carbon accounting.

The big topic of discussion this month has been the EU's Sustainability 'Omnibus Package' which looks to ease the burden of corporate sustainability reporting in order to improve competitiveness. These adjustments have sparked debate with some welcoming the reduced compliance burden, others warn that these rollbacks could undermine corporate accountability and hinder sustainability progress. At Carbon Responsible, we know that transparency and due diligence are essential for meaningful climate action and make general business sense too.

Meanwhile, closer to home we're excited to tease the launch of our latest carbon accounting companion, Ada...

Best,
CR

Meet Ada, the future of carbon data accuracy



Ada is Carbon Responsible's newest solution, built to provide the most accurate, reliable, and up-to-date carbon data available. Unlike competitors, who rely on datasets up to six years old, Ada ensures all data is less than two years old, offering a level of precision that allows firms to make real, informed decisions.

Using a proprietary machine learning algorithm, Ada processes diverse company metrics—including CAPEX, headcount, geography, SIC codes, and peer comparisons—to deliver the most precise Scope 3 emissions reporting available today. Unlike traditional spend-based approaches, which often oversimplify and miscalculate carbon footprints, Ada blends these inputs to rank and refine data, ensuring accuracy at every level.

Reach out to learn more

Matthew Paver · 1st
CEO @ Carbon Responsible | Sustainable Innovation | Seaweed Tech | ...
[Book an appointment](#)
5mo · 🌐

My journey in sustainability started with a simple but urgent question: **How can we make the textiles industry less harmful to the planet?**

Fashion accounts for 10% of global GHG emissions, not to mention its staggering water consumption and labour challenges.

With SeaWear, the previous business I founded before joining **Carbon Responsible**, we set out to disrupt this space—developing novel polymer-based fibers that aimed to cut CO2 emissions in finished garments by 80%.

That's why I'm excited about this full-circle moment I'm having with our next Impact in Focus event, where we'll be exploring the future of fashion in collaboration with **Sustainable Ventures**. We've gathered an incredible panel of industry changemakers:

- 👤 **Lydia Bolton** – Sustainable Fashion Designer
- 👤 **Anna Woods** – Founder, Positive Retail & former Topshop/ASOS Senior Buyer
- 👤 **Scott Staniland** – Sustainable Fashion Campaigner & Model
- 👤 **Helen White** – Brand & Product Director, BAM Clothing

From circular design to retail innovation, we'll dive into the biggest challenges—and opportunities—shaping fashion's sustainable future.

🎟 Tickets are nearly sold out so grab yours before they're gone: <https://lnkd.in/g/z67Yzv>



Founder post writing

The Benefits of Going Green

There's never been a better time to make your home more sustainable and reduce its carbon footprint. Particularly if you're considering renovating your home. New technologies are now available that help you produce and retain heat far more efficiently.


Renovating with sustainability in mind isn't only good for the planet, it's also good for homeowners. Here are a few reasons why you should consider renovating sustainably:

1. Lower energy bills

One of the biggest benefits of renovating with sustainability in mind is lower energy costs. An energy-efficient home can save you thousands of pounds over the years. Replacing single-glazed windows with double or triple-glazed ones, upgrading your insulation, and installing low-flow taps are just a few ways to make your home more energy-efficient.

Beams offers a Home Energy Assessment free of charge as part of your project planning. After the assessment, you'll understand how green your home is today. Your Beams renovation is an opportunity to make it even greener. Here are just a few of the energy efficiency improvements we can make in your home:

Blog post

**Beams**
7,774 followers
7mo • Edited •


We're excited to share a behind-the-scenes look at the Beams design process. Home renovations don't typically use modern technology, but we've found it benefits everyone—customers and builders.

We create digital, interactive replicas of spaces so customers can virtually walk through their future homes before construction even begins. Builders get more accurate specifications and fewer mid-project changes since customers already know what to expect.


Every Beams project includes both a Matterport and laser scan of the home before design begins. The precision is remarkable—measurements are accurate to within +/-1mm, ensuring every detail is just right. This also makes collaboration smoother, allowing customers to explore design options and make confident choices.

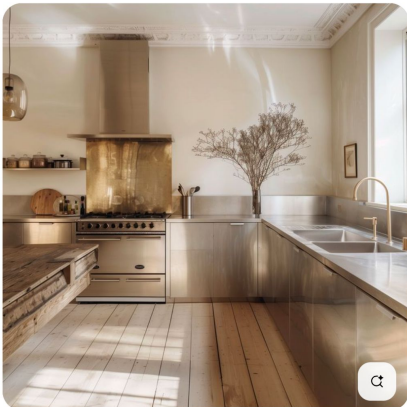
Curious to learn more? Check out our blog: <https://lnkd.in/ecYzuAWi>

[#HomeRenovation](#) [#DesignInnovation](#) [#Matterport](#) [#Beams](#)

**How Beams Uses Digital Twin Technology To Bring Your Vision To Life | Beams | Simpler, greener renovation in...**
[beamsrenovation.com](#)

22
2 comments · 3 reposts

 Like Comment Repost Send



♥️ ↗️ ⋮

Visit Save

[beamsrenovation.com](#)

Beams | Simpler, greener renovation in London

Beams is a new renovation platform. We offer a seamless, end-to-end service to plan, design and build every room in your home.

0 Tom

Comments

Add a comment

😊 🗨️ 📷

Social posts

Why Green Tile Bathrooms Are Here To Stay

In the world of interior design, trends often oscillate in and out of fashion, be it frosted glass mezzanines or stainless steel cabinets. These features usually have their time in the sun, only to come back in favour years later. The latest focal point of the bathroom bucks this trend however. Taking centre stage, this quasi classic-contemporary design is by no means a fleeting trend but a significant movement towards sustainability, nostalgia, and a refreshing aesthetic. Here's why green tile bathrooms are making waves in homes across the UK.

Blog post

Inside Mark and Zoe's Striking Bow Quarter Renovation



Breathing new life into a historic property is always a delicate balance of preserving character while creating a home that feels personal and functional. For Mark and Zoe, transforming their mezzanine apartment in East London's Bow Quarter was a dream project, but one they knew would require expert guidance to bring to fruition. Collaborating with Beams, they set out to reimagine their space with a focus on simplicity, practicality, and timeless style—resulting in a modern home that celebrates its industrial roots.

Case study

Blog post + Report

Blog > Industry News

Report: Modernising union recruitment and engagement



Oisín Teevan
Marketing • 4 min read

[Link](#) [LinkedIn](#) [Twitter](#) [Facebook](#)

Unions are no strangers to adversity. The legislation governing unions is now among the most restrictive in the western world, the economic landscape is turbulent, and workers are increasingly atomised. Unions are fighting on many fronts. The technology they use should make that fight easier.

Our recent webinar hosted with Join Together brought together organisers, developers and union leaders to discuss what a more effective approach could look like. This report draws on that conversation, highlighting the specific changes unions are making to improve member experience and what others can learn from it.

Digital friction is blocking growth

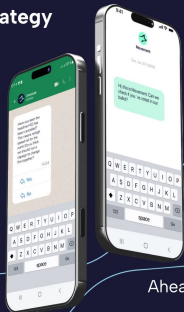
The crux of the problem is this: most union joining experiences don't receive the technical support slick corporates get. Union forms can be complex. Whether it's an intricate form, a complicated website or a question worded in an alienating way, these issues contribute to significant drop-offs in sign-up journeys. But in many cases, they are completely avoidable.

Sam Jeffers, co-founder of Join Together, explained how their work with unions like the NEU, CWU and Forsa has revealed a common theme: people want to join, but forms and systems get in the way. In one case, replacing a blank text box for employer name with a searchable list boosted completion rates from 66 to 81 percent. A small tweak, but resulting in a big difference.

"Digital technology allows us to measure things in a way we haven't before," Sam said. But many unions still aren't monitoring drop-off rates or testing how their forms perform. Instead, they rely on assumptions, often outdated, about how people navigate online spaces.

LinkedIn Carousel

Improving your SMS strategy



Ahead of the iOS 26 update

Apple has announced that it's releasing iOS 26 in October.

The main concern is that SMS messages from unknown numbers will be sorted into a secondary folder, like emails are, suggesting they're less likely to be read.

But fear not there's a few things you can do to improve your strategy ahead of October:



2. Balance urgency with long-term story-telling

SMS works well when it's urgent. It's also less likely to be put in a promotional 'unknown' folder by iOS. For example:

"Three seats too close to call. Your vote could decide the outcome, have you voted yet?"

Just don't forget the ongoing dialogue with members in the longer-term.



1. Encourage supporters to save your number

This ensures they see your messages.

Try sending an initial SMS like:

"Add 'Red Nose Day Alerts' to your contacts so you never miss an important update."



Blog post



Blog > Tech Talk

iOS 26 and your SMS comms



Oisin Teevan

Marketing • 7 min read



iOS 26 and SMS

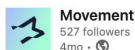
For campaigners who rely on SMS to mobilise and engage your supporters, this iOS update undoubtedly raises some questions. The main concern is how SMS messages from unknown numbers will be sorted into a secondary folder, suggesting they're less likely to be read. If you've relied on SMS as a key channel to remind people of an important vote, event, or petition, then now might be the time to start thinking about your SMS strategy.

It's important to understand that the best communications are built on relationships, not just transactions – and that's always been the case. iOS 26 may have changed how messages are delivered, but it hasn't changed the value of ongoing, two-way communication with your supporters. This could actually be a great opportunity to strengthen those relationships and ensure your supporters feel engaged and heard ahead of the update.

Relationship-building should continue to be the focus

Successful campaign outreach is ultimately about nurturing ongoing relationships through story-telling and high value, informative communications. Meaning when it comes to those one-time comms like 'Have you voted' or 'sign the petition now' followers are much more likely to complete the action.

The recent iOS changes might make it harder for your message to reach a cold inbox or unrecognised number, but it will have less impact on messages that have been built on trust.



Movement
527 followers
4mo •

Last night's event on fighting disinformation was a powerful coming together and sharing of ideas and tactics. We were also delighted to see so many new connections being made after the round of talks.

Some findings from our speakers included:

- Proactive sharing of information wins out over reactive fighting of disinformation.
- Peer to Peer messaging has a 73% higher response rate than mass messaging
- A focus on positivity and positive campaigns often bring people together more effectively than negative ones. People might be more likely to defend a local leisure centre than respond to something about Reform.

We want to thank those who attended. Whether you were one of the fantastic speakers, [Joe Mulhall](#), [Yasamin Alttahir](#) [Nat Whalley](#), or a member of the audience who sought to fight the continued spread of misinformation.

We'll be back next quarter so keep your eyes peeled for our upcoming events.



19

4 reposts

LinkedIn posts



Movement
527 followers
2mo •

We're excited to introduce our latest addition to the Movement platform:

The Organiser Dashboard.

Designed with organisers, reps, and volunteers in mind, the dashboard replaces clipboard note taking with a powerful, intuitive tool for tracking conversations, logging actions, and making sure no one falls through the cracks. All of it stored safely in one place on Movement.

It's already being used to support rep recruitment, ballot mobilisation, and workplace organising across sectors, and was recently featured in our webinar with Join Together, where we discussed the digital habits that improve recruitment rates and reduce drop-off.

Built for tablets. Built for teams. Built to help campaigns do more with less.

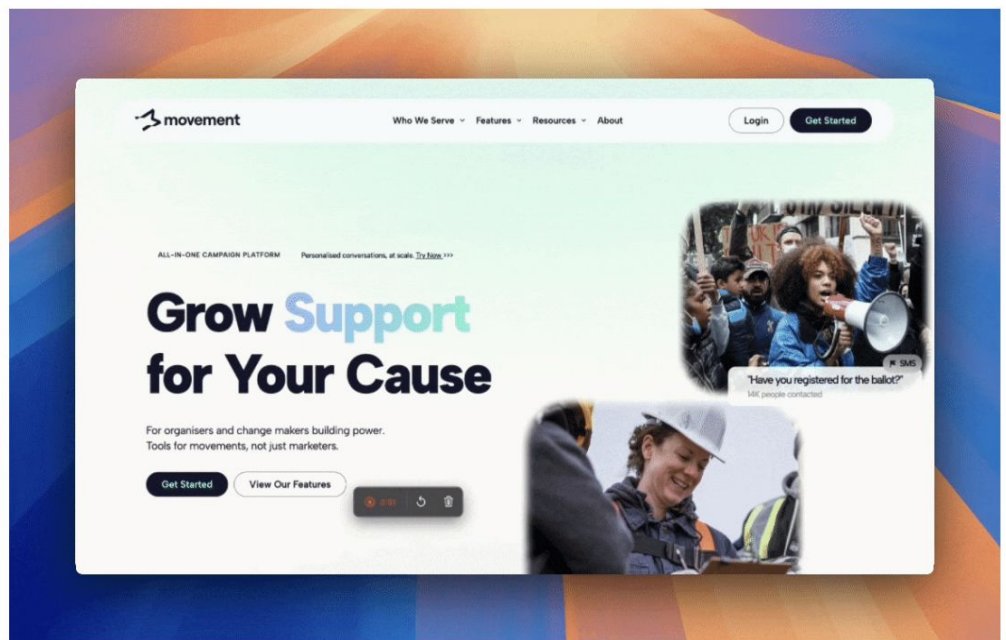


Oisin, meet the new look Movement with the same vibes

Hey Oisin,

It's your devoted campaigning companion, Movement, here to bring you the latest scoop on our newest features. Our main **update** has to be our incredible new good looks. Things are getting even smoother, more personalised, and, dare we say, a little more powerful. Let's dive in ...

Movement's new look 🧩



You'll find Movement's [website](#), [platform](#) and [support center](#) have a new vibe. But your experience will remain the same (although it will be nicer and prettier).

The new look is designed to reflect our name and our core abilities, an accessible and dynamic, ever-adapting platform that helps power progressive movements around the world.

All features and **products** will work as normal and nothing in our back-end has changed, so your data, as always, remains safe.