

House 337 launches new ethical consulting service and partnership with sustainability experts Good Business

4th October 2022: House 337 has launched a new ethical consulting service designed to help businesses deliver on their environmental and sustainability targets. The new service operates in partnership with sustainability experts Good Business.

The ethical consulting service combines the advertising, communications and brand consultancy know-how of House 337 with the sustainability and social leadership expertise of Good Business.

The service will deliver innovative solutions through applied creativity to help leaders transform their businesses for the good of consumers, communities, employees and shareholders.

At the heart of the new service is a proprietary and flexible diagnostic tool allowing businesses to measure performance (socially, environmentally and commercially) across 16 key priority areas. This enables precious resources to be targeted effectively, as well as ensuring all stakeholder groups are represented and performance over time is measured - delivering real change and stakeholder value.

Nathan Ansell, Director, Ethical Consulting practice at House 337 said: “In today’s world it is impossible – and indeed irresponsible – to ignore the climate emergency and the need for sustainable business practices. While most businesses have sustainability ambitions or targets, too few have a compelling plan to deliver them.

“By bringing together creativity and communications expertise with sustainability transformation capability, our ethical consulting service is uniquely placed to help business leaders navigate their way through what can be a complex agenda. We aim to help business leaders turn ambition into action, improving performance in a way that engages and inspires consumers and employees.”

Giles Gibbons, Founder, Good Business, said: “We believe the time has come for businesses to step up to the social and environmental challenges we face and take far-reaching action. The winners of the future will be those who embrace transformational change.

“For this to happen, every element of an organisation needs to coalesce around a progressive path forward, very much including brand and communications. That’s why we’re excited about this new partnership. It will help companies deliver the step change that is needed on ethical and sustainable issues, in a way that is embedded through the business, and delivers maximum commercial and social value.”

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For more information please contact:

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Goodbusiness



About House 337:

House 337 is a collective that demonstrates the power of creativity for our people, for our clients' brands and for society.

The collective merges the Titanium-Grand-Prix-winning creative agency Engine Creative - named by Fast Company as one of the world's most innovative companies 2022 - and fashion and lifestyle specialist creative agency ODD Group.

Services for brands include leveraging House 337's award-winning heritage in Advertising & Communications, Brand Consulting; Experience Design; Communities & Content, Ethical Consultancy and Product Innovation. House 337 clients include Sky and Sky Zero Footprint Fund, Marks & Spencer, E.ON, Tesco's F&F, Santander, JD.Williams and the Cannes Lions Titanium-Grand Prix-winning Kiyon Prince Foundation.

House 337 is driven by a common creative purpose: to help brands grow by taking them to unexpected places. Part of Next Fifteen Communications, House 337 launched in September 2022 and can be found at [house337.com](https://www.house337.com).

LinkedIn: <https://www.linkedin.com/company/house337/>

Twitter: <https://twitter.com/house337>

Instagram: <https://www.instagram.com/house337/>

About Good Business

Founded over 25 years ago, by Giles Gibbons and Steve Hilton, Good Business is a pioneering sustainability consultancy that has led the way in bringing a more sustainable model of business to the mainstream.

As champions for stakeholder capitalism, Good Business has worked with many of the world's leading brands and businesses supporting their journey to a more sustainable, more successful future. The mantra of the business has remained solid since day one, if you want to change the world, do it through business, if you want to build your business, change the world.

The business focuses on delivering transformative change through four broad areas of service which answer its clients' needs – sustainability strategies, climate services, purpose and values, and behaviour change. Since it was founded, Good Business has delivered impact for over 250 organisations across 50 countries including the Coca-Cola Company, NatWest Group, Virgin, O2, Innocent Drinks, Nike and Nomad Foods. In 2021 it became a certified B-Corp and a signatory to the Race to Zero climate commitment, demonstrating its commitment to practising what it preaches. www.good.business

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