



CARBON FOOTPRINT 2018

SCOPE 1: Total natural gas used for the Evolution Marketing office operation was 286 therms (1.5 metric tonnes of CO₂)

Oconomowoc Office: 117.75 therms (.624 metric tonne of CO₂)
Nashotah Office: 168.25 therms (.892 metric tonne of CO₂)

SCOPE 2: Total electrical energy used for the Evolution Marketing office operation 3204 kWh (2.3 metric tonnes CO₂)^{^1}

Oconomowoc Office: 613 kWh (.433 metric tonne of CO₂)
Nashotah Office: 2591 kWh (1.8 metric tonne of CO₂)

SCOPE 3: Total other emissions was .852 metric tonne of CO₂^{^#}

Transportation:
275^{^^} Fleet vehicle miles driven by the Zero emission Nissan Leaf (.002 metric tonne)
3,372 fleet miles (.85 metric tonne of CO₂) for the Nissan Versa

TOTAL SCOPE 1, 2, AND 3 EMISSIONS 4.652 METRIC TONNES OF CO₂

Offsets: 5.598 metric tons of CO₂ {from 845.85 kWh of low impact renewable electrical energy generated by local utilities & 5 metric tonnes of CO₂ purchased through Carbonfund.org in 2019 was applied to the 2018 Evolution Marketing footprint.}

Evolution Marketing was able to offer our services in 2018 and this year (2019) in a carbon neutral manner.

^{^1} = 845.85 kWh (.598 metric tonne) of this electricity was from low impact renewable energy with 750 of those kWh from the Oconomowoc Utility Green Power Partner Program and 95.85 kWh from the We Energies overall power mix.

^{^#} = All relevant Scope 3 emissions have been accounted for and offset.

^{^^} = 2018 was an unusual year as the office moved and major construction projects were completed at the new home/office. The mileage on the Leaf was very low, in a typical year the Leaf averages 4000-5000 miles.

CARBON OFFSETS

Evolution Marketing purchased a total of 36 metric tonnes of CO2 (in the form of low impact renewables) through the Carbonfree® Partner Program in June of 2019. We are supporting a Landfill Gas Project (details below) in the Midwest, that is helping to build a resilient energy infrastructure.



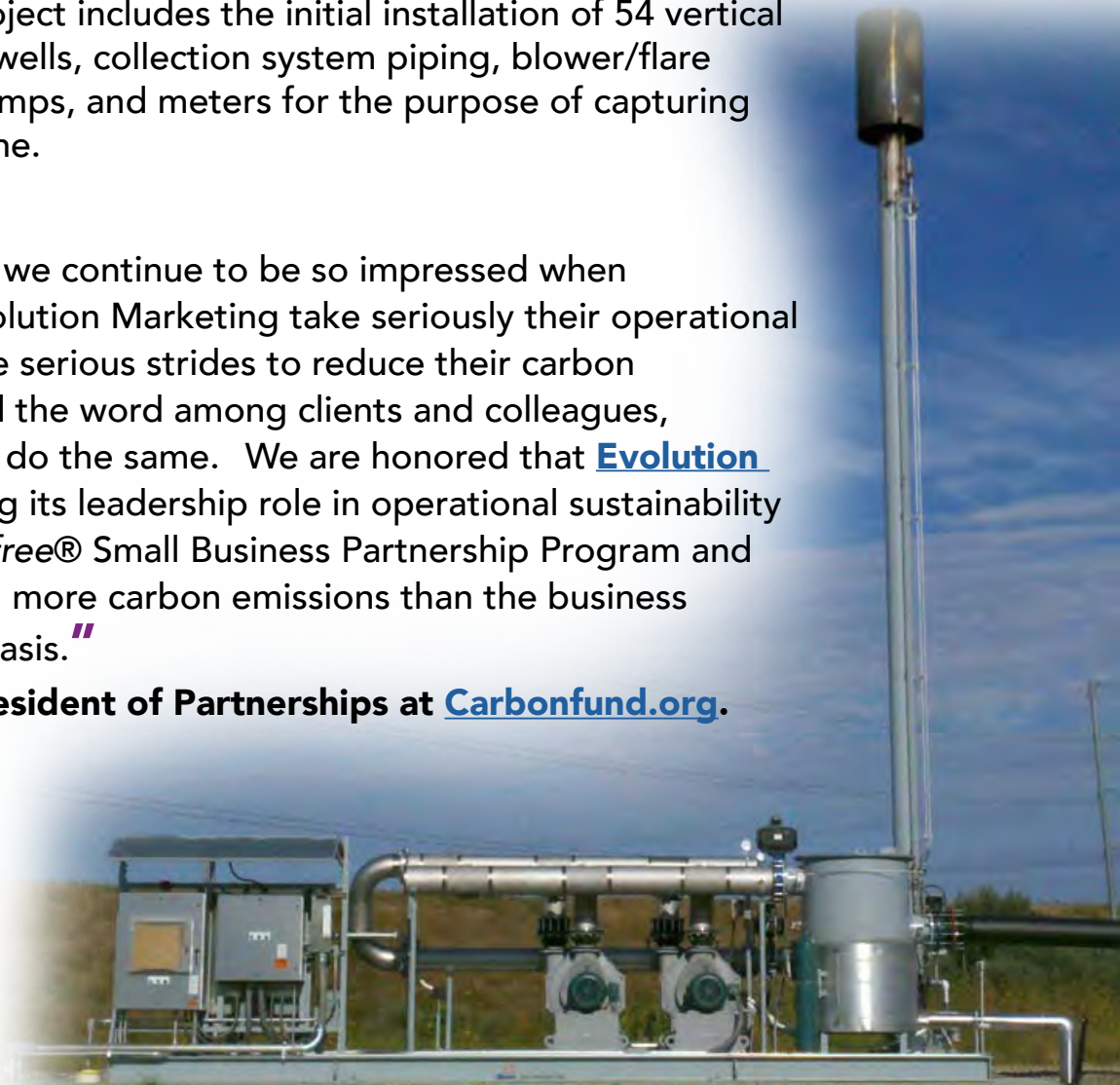
BLUFF ROAD LANDFILL GAS PROJECT

Location: Lincoln, Nebraska

Project Description: The Bluff Road Landfill Project is owned and operated by the City of Lincoln. The landfill began accepting waste in October 1988. The Project includes the initial installation of 54 vertical landfill gas extraction wells, collection system piping, blower/flare station, and valves, pumps, and meters for the purpose of capturing and destroying methane.

“At [Carbonfund.org](https://www.carbonfund.org), we continue to be so impressed when businesses such as Evolution Marketing take seriously their operational carbon footprint, make serious strides to reduce their carbon emissions, then spread the word among clients and colleagues, encouraging others to do the same. We are honored that [Evolution Marketing](https://www.evolutionmarketing.com) is extending its leadership role in operational sustainability by joining our Carbonfree® Small Business Partnership Program and voluntarily neutralizing more carbon emissions than the business creates on an annual basis.”

- Linda Kelly, Vice President of Partnerships at [Carbonfund.org](https://www.carbonfund.org).



At Evolution Marketing we are working hard to reduce the impacts of our business operations on the greater Nashotah/Oconomowoc Area, the Midwest Region and the world. **Below we have highlighted several of the seventeen United Nations Sustainable Development Goals (SDGs) and specific targets that we were working on in 2018.** We believe that by grounding our day-to-day operations, actions and strategic business decision making within the framework of the United Nations SDGs, our business will be able to help create a more just and equitable world while mitigating climate risks.



UN SDG 13: Climate Action

13.3 Target : Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



UN SDG 12: Responsible Consumption and Production

Target 12.2: By 2030, achieve the sustainable management and efficient use of natural resources

Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Target 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle



UN SDG 15: Life on Land

Target 15.5: Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

Target 15.8: By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species

In the following pages, Evolution Marketing shares decisions, policies and outreach efforts that are part of our daily business operations aimed at meeting the UN Sustainable Development Goals.

As a Certified B Corporation® we believe that business has a responsibility to its employees, community stakeholders and the natural world to operate in an efficient manner using the minimal amount of resources necessary to get the job done.



LOW CARBON BUSINESS DECISIONS:

- (1) All of our shipping occurs through the UPS Store in Oconomowoc, and we purchase, the [carbon neutral shipping option](#). Evolution Marketing has been using this service since it was unveiled in 2008.
- (2) Our staff traveled out of state in 2018 to the 1% for the Planet Global Summit in Boulder, CO. At the Global Summit Evolution Marketing was able to **purchase carbon offsets for our two conference attendees that helped to reduce the overall footprint of the event along with our travel footprint**, through Carbon Credit Capital. [See certificate](#)
- (3) Evolution Marketing implemented an on-site composting program in 2013. All paper products purchased for use in the kitchen (i.e. napkins, paper towel) are not dyed and made of recycled materials that are compostable. All kitchen paper products are composted along with coffee grounds, egg shells and all vegetable scraps/cuttings. **In 2018 - 104 gallons of food waste (or 867.92 lbs) was composted via Hartland Organic Family Farm.**
- (4) At the Evolution Marketing office we are big recyclers of office paper/printer paper, notebook paper, post-it notes, folders, glass bottles, plastic on the ink jet cartridges, ink jet cartridges, business publications, mail, cardboard. We also re-use the items until they have met the end of their life and we recycle them at that point . Examples of items include: plastic binders, folders, and reusable pencils. We also use [Box Latches](#) in the office on all of our cardboard boxes, so we are able to extend the life of the cardboard boxes. **The diversion rate for the Evolution Marketing offices in 2018 was 97%**, we sent one pound of trash to the landfill, while we recycled 32 pounds of materials.
- (5) **All electronic devices in the Evolution Marketing office are also [ENERGY STAR®](#) rated.**
- (6) Evolution Marketing's **email has been running on renewable energy** with [Fat Cow](#) since 2010.

- (7) **Outdoor natural light is the primary lighting source** for the Evolution Marketing office. Several large windows are utilized to light the space, if inside lights are needed, our desks all have LED task lighting fixtures.
- (8) **Since 2008, Evolution Marketing has chosen to purchase low impact renewable electricity from our local utility company** (Oconomowoc Utilities and We Energies in 2018), with the hope that our purchase of renewable energy will encourage the utilities to increase their investments in renewable energy projects.
- (9) **At Evolution Marketing we believe in the power of regenerative agriculture and as such we protect, and propagate native Wisconsin plant and tree species within in our yard.** We also work to remove/manage invasive species (i.e. buckthorn, garlic mustard, knockweed, etc..) from our property. We are working hard to create a native Wisconsin landscape that is beneficial to pollinators - bees, butterflies, birds and other wildlife.



LOW CARBON POLICIES:

(1) Evolution Marketing only purchases FSC Certified and at least (minimum) 30% post consumer recycled fiber paper products for our marketing materials and office supplies.

(2) Evolution Marketing's current transportation policy is...if we can attend the meeting via conference call/video call, we will participate in the meeting from our office. If an in-person meeting is required, we will (A) drive the zero-emission electric fleet vehicle to the



Our EV is pictured under a 300 year old Oak Tree "Jacob" in our yard

meeting; if the meeting is more than 30 miles away we will (B) try to carpool with a colleague going to the meeting/event and if that will not work, we will as the last resort (C) drive the 42 mpg compact car to the event. In the event that (C) occurs, Evolution Marketing will offset the carbon footprint of the miles driven by the gas vehicle.

LOW CARBON OUTREACH & LEADERSHIP:

**WE ARE
STILL IN**

[Our team signed onto the We Are Still In Declaration](#) in June of 2017. Each year we update our public support for this initiative, along with the actions that we are taking. **It was an important business decision for us to publicly show our support for this declaration** and we are proud to join over 2100

+ other businesses and investors that are working towards implementing a low carbon future.

Every year members of the Evolution Marketing team are asked to present educational talks to other business people regarding the rationale for why businesses are adopting sustainable practices and strategies. **During these talks our team members have become vocal advocates for adoption of low carbon business decisions.**



Evolution Marketing President, Lisa Geason-Bauer talking about the SDG's at the 2019 Women in Green Power Breakfast for International Women's Day