



evolution

M A R K E T I N G LLC

sustainability
consulting • PR • branding

GreenMkting.com

Our Mission: Live responsibly, work by example, lead by design & educate through action

About Us:

We Are: A Wisconsin based women-owned Certified B Corp™ specializing in the area of global sustainability storytelling, environmentally responsible creative design and ethical marketing. We also offer a variety of business advising and consulting services within the fields of sustainability, supply chain management, organic/natural food, farming and third-party responsible business certifications. We are also proud members of 1% for the Planet, and Carbonfree® Business Partner Programs.

Our Business Model: We are Wisconsin's only communications firm that works within the environmental, socially responsible and sustainability niche that is also operated, managed in a triple bottom line manner. Since our inception in 2007, our goal has been to lead by example, demonstrating that a small business could offer high-quality cost-effective professional services while also operating the business in an environmentally and socially responsible manner.

Our Team: Is comprised of marketing communications experts, consultants and practitioners of sustainable business initiatives. We are able to provide consulting services because all members of our team are subject matter experts, practitioners of "holistic sustainability" strategies, practices and protocols. That means that we are uniquely able to translate industry specific (i.e. wonky data driven language) to a wider/broader public audience.

We have over a decade of experience working at the intersection of sustainability, corporate social responsibility, public affairs, employee engagement, corporate branding and marketing communications.

Our Clients Are: Mission based for-profit businesses, farmers, nonprofits and governmental entities.



CARBON FOOTPRINT 2019

SCOPE 1: Total natural gas used for the Evolution Marketing office operation was 286.75 therms (1.52 metric tonnes of CO₂)

SCOPE 2: Total electrical energy used for the Evolution Marketing office operation were from 100% renewable energy *

SCOPE 3: Total other emissions was 3.697 metric tonne of CO₂

Business Transportation:

920 Fleet vehicle miles driven by the Zero emission Nissan Leaf 2012, powered by 100% renewable energy (no emissions)

3,478 fleet miles (.69 metric tonne of CO₂) for the Nissan Versa 2015**

Supply Chain/Procurement:

Printing purchased, computer storage devices, communications equipment, and purchasing WI handmade coffee mugs for clients based on costs per the CoolClimate Calculator for Business[^] (3 metric tonnes of CO₂)

TOTAL SCOPE 1, 2, AND 3 EMISSIONS 5.217 METRIC TONNES OF CO₂

Offsets: 31 metric tonnes of CO₂ from Carbonfund.org^{^^}

Evolution Marketing was again able to offer our services in 2019 in a carbon neutral manner.

* = We purchased 5687.50 kWh of low impact renewable energy in 2019 through WE Energies - Energy for Tomorrow Program. Our office used 2843.75 kWh of energy. Therefore we purchased more energy than Evolution Marketing used in our office/vehicle charging operations in 2019.

** = Nissan Versa 2015 emissions calculated using <https://calculator.carbonfootprint.com/calculator.aspx?tab=4>

[^] = Procurement of items purchased in 2019 for Evolution Marketing business operations using <https://coolclimate.berkeley.edu/business-calculator>

^{^^} = A total of 36 metric tonnes of CO₂ was purchased in 2019 to offset the Evolution Marketing carbon footprint in 2018 (we applied 5 metric tonnes to the 2018 footprint) and the remaining 31 tonnes were applied to the 2019 footprint.

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 (31 metric tonnes of CO2 was applied to our 2019 footprint). We are supporting a Landfill Gas Project (details below) in the Midwest, that is helping to build a resilient energy infrastructure.



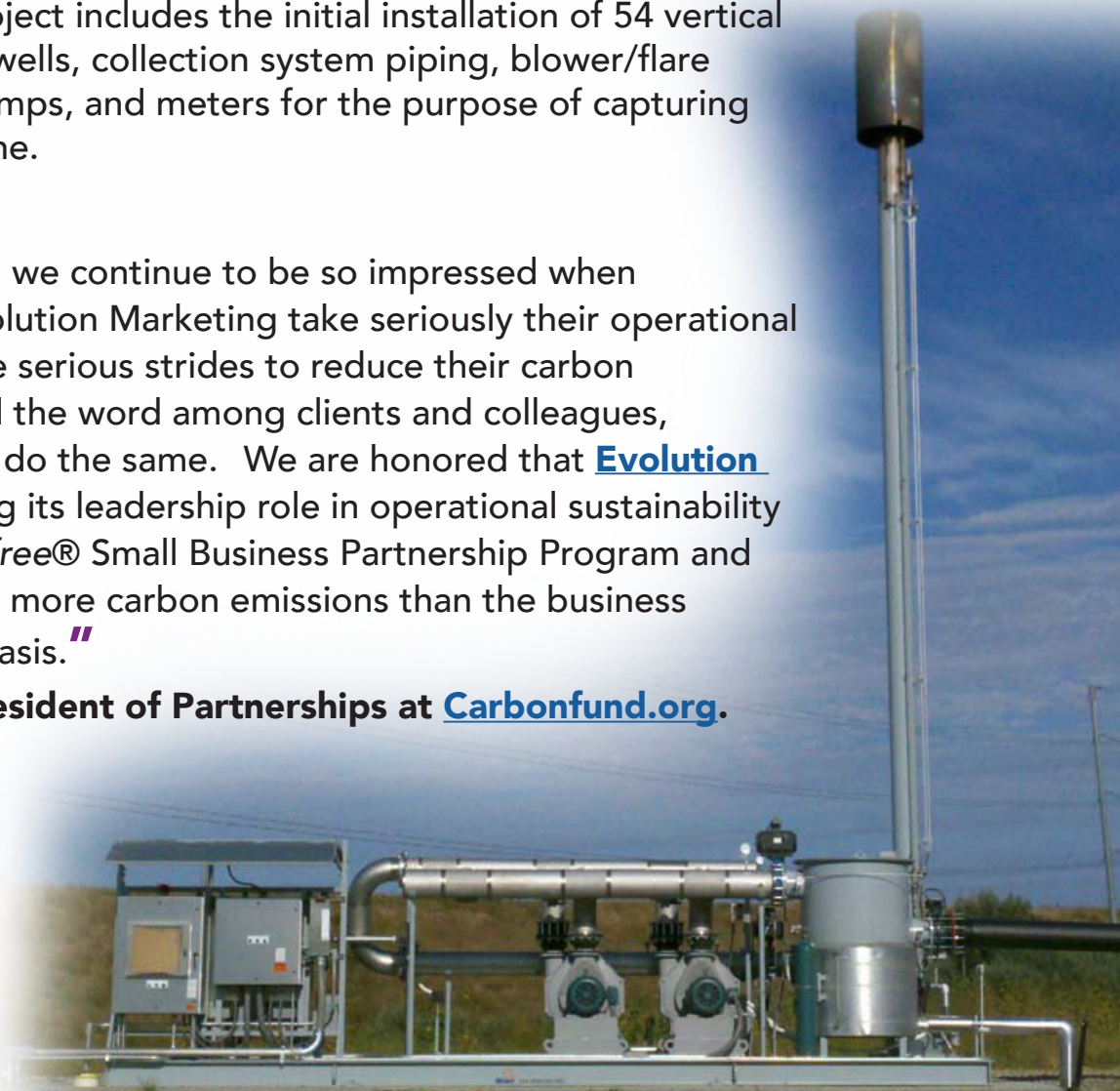
BLUFF ROAD LANDFILL GAS PROJECT

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 2019.** 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.

13 CLIMATE ACTION



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

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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

15 LIFE ON LAND



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) 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 2019 - 110 gallons of food waste (or 917.4 lbs) was composted via Hartland Organic Family Farm.**
- (3) At the Evolution Marketing office, we are avid 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, and cardboard. We recycled 12 ink jet cartridges in 2019. 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 extend the life of all cardboard boxes by using [Box Latches](#) in the office. **The diversion rate for the Evolution Marketing offices in 2019 was 98.5%**, we sent one half a pound of trash to the landfill, while we recycled 34.4 pounds of materials.
- (4) **All electronic devices in the Evolution Marketing office are also [ENERGY STAR](#)® rated.**
- (5) Evolution Marketing's **email has been running on renewable energy** with [Fat Cow](#) since 2010.

- (6) **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.
- (7) **Since 2008, Evolution Marketing has chosen to purchase low impact renewable electricity from our local utility company** - We Energies "Energy for Tomorrow Program" with the hope that our purchase of renewable energy will encourage the utilities to increase their investments in renewable energy projects.
- (8) **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, Japanese knotweed, etc.) from our property. In 2019, we removed over a quarter acre of buck thorn from our property. We are invested in creating a native Wisconsin landscape that is beneficial to pollinators - bees, butterflies, birds and other wildlife.
- (9) In 2009, **Evolution Marketing was one of nine businesses in Wisconsin to pilot the Green Masters Program** (a third party sustainability assessment program). Our score in 2019 increased by 520 points since the program's inception. We have been named a Green Professional for the last ten years, and were awarded Green Masters status **(our score was in the top 20% of all company participants)** in 2013, 2016, 2017, 2018 and 2019.



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 transportation policy is to participate virtually, whenever possible. If an in-person meeting is required, Evolution Marketing will:

- drive the zero-emission electric vehicle to meeting within 30 miles
- more than 30 miles, carpool (if possible).



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

In event the Evolution Marketing is required to drive, we will offset the carbon footprint of the miles driven by our staff's gas vehicle.

LOW CARBON OUTREACH & LEADERSHIP:

[Our team signed onto the We Are Still In Declaration](#) in June of 2017. **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.



Members of the Evolution Marketing team (left to right: Mike, Lisa, Leah and our friend Chloe) at the 2019 WI Sustainable Business Council conference at Potawatomi Hotel conference center Dec. 12th, 2019.



NET ZERO | 2030

Lisa Geason-Bauer presenting a talk about the Evolution Marketing carbon footprint and our pledge to be Netzero by 2030. December 12, 2019, at the WI Sustainable Business conference.

Evolution Marketing & other Certified B Corps Commit to being NET ZERO by 2030.

On December 11, 2019, at the UN Climate Change Conference, COP25, in Madrid, over 500 + Certified B Corporations® publicly committed to accelerate the reduction of their greenhouse gas emissions to reach a 1.5 degree trajectory leading to net zero by the year 2030 - 20 years ahead of the 2050 targets set in the Paris Agreement.

This commitment to significant carbon reduction leading to a net zero future by 2030 is part of the most aggressive climate action effort by a constituency of businesses in the world and demonstrates true leadership in a time of severe environmental and economic unrest and uncertainty.

