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**2018 - 2020 Evolution Marketing
Social Impact & Giving Report:**

*Showcasing Stakeholder Engagement
Projects & Our Mission in Action*



evolution

MARKETING LLC

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.

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.

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.

Table of Contents:

| | | | |
|--|----------------------|---|----------------------|
| Letter to Stakeholders | pages 3 - 4 | Section Four: Educate Through Actions | pages 24 - 29 |
| Section One: Live Responsibly | pages 5-9 | Public Talks Given | page 24 |
| Our Clients..... | page 5 | Moderating Workforce Culture Sessions | page 25 |
| Actions Taken | page 6 | Universities & Businesses | page 26 |
| Recognition..... | pages 7-9 | Presentation Topics | page 27 |
| Section Two: Work by Examples | pages 10 - 16 | Project 3: Business Workshop on Carbon .. | pages 28- 29 |
| Giving Report | page 10 | B Corporation Declaration of Interdependence ... | page 30 |
| Actions Taken: | | | |
| Co-authoring articles | page 11 | | |
| Spokesperson for Sustainability | page 12 | | |
| Media Resource..... | page 13-15 | | |
| Recognition..... | page 16 | | |
| Section Three: Lead by Design..... | pages 17 - 23 | | |
| Our Project Overview & SDGs..... | page 17 | | |
| Project 1: Oconomowoc H.S. Global Sustainability Class | pages 18 - 19 | | |
| Project 2: International Women's Day Programs 2018-2020.. | pages 20 - 23 | | |

Dear Evolution Marketing Stakeholders,

When Evolution Marketing was founded in 2007, I started this business with the goal of demonstrating that it was possible for a **sustainability consulting and marketing communications firm to operate in a triple bottom line manner**. From the beginning, Evolution Marketing has strived to lead by example, **demonstrating that a small business could offer high-quality, cost-effective professional services while also managing, operating the business in an environmentally and socially responsible manner**.

Guess what? We were able to meet and exceed our goals; **we spent our first ten years in business learning by doing**, and through that process streamlining our own sustainability operations and processes. We have also learned how to work with our clients and partner with entities across the spectrum from government to nonprofit, start-ups to established legacy businesses. **We have learned that being a change agent can be challenging; therefore, it is imperative that we share our story and the stories of our clients who are people using business as a force for good**. Sometimes we (society) need to see someone else do it before we believe that it can be done!

Following our 10th anniversary (in 2017), we have worked diligently to establish reputable third-party credentials that are audited and publicly demonstrate our commitment to operate in an environmentally and socially responsible manner.

Public Actions Taken:

Becoming a Member of 1% of the Planet Since 2017, on a yearly basis, **Evolution Marketing has donated at least 1% of our total profits** directly back to nonprofit environmental organizations. We have also donated time and professional services to Wisconsin-based environmental organizations because we believe that it is important to support our local region!

Completing the B Impact Assessment in 2018, we became **Wisconsin's 7th Certified B Corporation**. At the writing of this impact report (2021), we are currently working on our B Corporation recertification.

In 2019, we joined Carbonfund.org as a **Carbonfree® Business Partner** and we have offset our business' yearly carbon footprint (beginning in Jan. 1st, 2018 to present) through this program. [Click here](#) to review our yearly carbon footprint and operational impacts reports.



Transparency & Replicability:

One of the key purposes of this Social Impact & Giving Report is to showcase the impacts of our actions on the different stakeholder groups that we interact with (i.e. our clients, nonprofit organizations, local community entities such as school district and regional workforce development board.)

At Evolution Marketing we believe in the power of education and hope that by sharing this report, you and your **organization are able to walk away with some new ideas** about how to create lasting impact and examples of partnerships. **If one of our projects inspires you - we would like you to please replicate it, share it, tweak it and/or make it your own!**

We have broken this social impact report up into segments that correspond to our mission: Section One - Live Responsibly, Section Two - Work by Example, Section Three - Lead by Design, and Section Four - Educate Through Action.

Within each section, **you will learn about how we work responsibly to create positive social impacts, community projects and overall educational opportunities for business** to learn more about sustainability, and **actions that can be taken to address the systems of inequality that exist in the world!**

Thank you for reading,



Lisa Geason-Bauer and the Evolution Marketing team

P.S. If you have questions, thoughts or want to provide feedback about this report, please email Lisa@evolutionmarketing.biz



SECTION

1

Live Responsibly



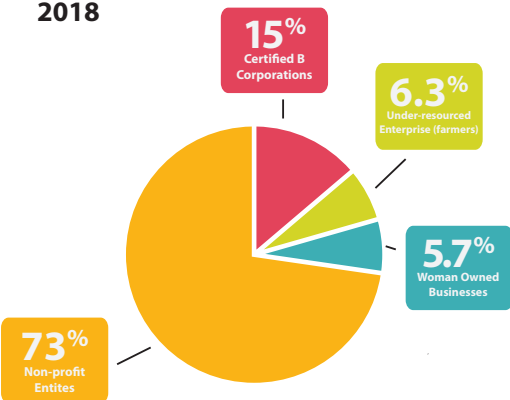
USING BUSINESS AS A FORCE FOR GOOD.

Who are our clients:

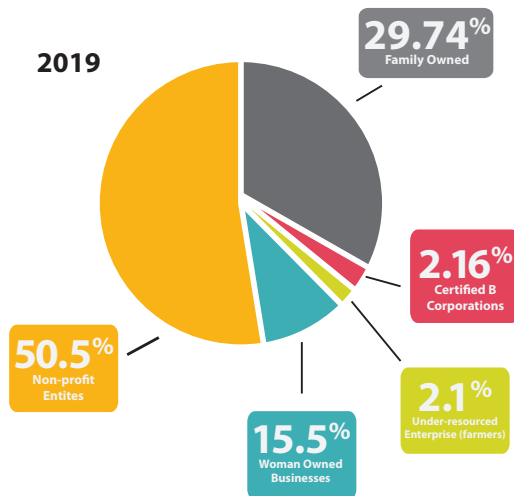
At Evolution Marketing our clients fit into one of three categories: mission-based for-profit entities (typically small independently owned and in many cases women led businesses, family led businesses, and/or Certified B Corporations™, or entities organized as benefit corporations), non-profit organizations, and under-resourced entities (i.e. governmental entities, farmers). **We made the decision to provide professional services to the aforementioned types of entities because we believe they should have the same access to professional service providers as those entities that are well funded and well resourced.** In order to ensure that women-owned and BIPOC-owned businesses, non-profit organizations, and other underrepresented entities are able to afford Evolution Marketing services, a cross-subsidization model has been implemented that reflects pricing for different categories of clients.

Below is a breakdown of the clients we served from 2018 - 2020.

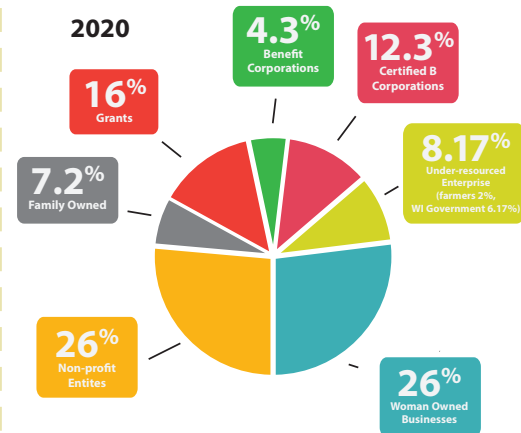
2018



2019



2020



People Using Business as a Force for Good.™

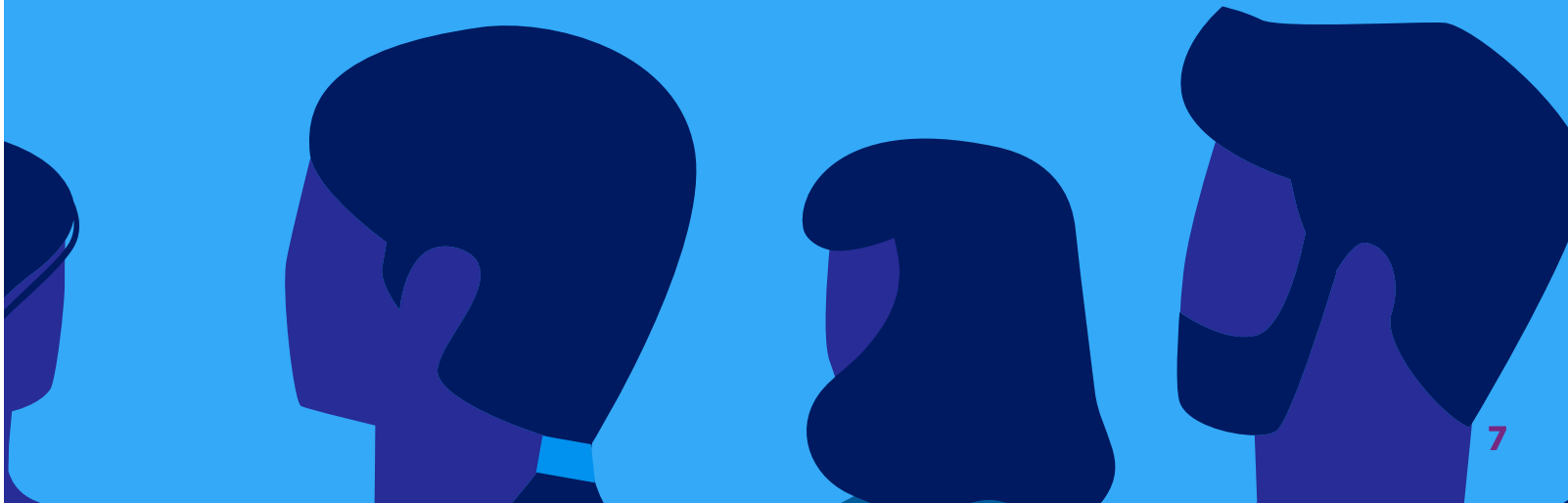


Actions that we took from Jan 1st, 2018 to Dec. 31st, 2020 to live responsibly

- We have publicly demonstrated our business actions by completing the B Impact Assessment in 2018. **Prior to Evolution Marketing becoming a Certified B Corp™, we volunteered our time with Wisconsin's newly emerging B Local (beginning in fall of 2017) and we have been at the table helping to grow the global movement of people using business as a force for good™ ever since.** We have helped to promote the movement through offering educational outreach events, talks for business groups, and consultations with businesses interested in learning more about B Corp Certification.
- We met with over a **dozen other women-owned businesses & shared best practices, lessons learned, etc. . .** and we have met with emerging professionals and college students to discuss career options/opportunities. **We have spoken to 100+ students and young professionals over the last three years about sustainability, and potential career opportunities.**
- We have provided **ethical quoting for Evolution Marketing services to potential clients**, our bids were based on honest estimates for our services, as well as other complementary services (i.e. estimates for printing, website hosting, advertising budgets, etc.), that are typically left out of other firms estimates. **We strive to provide our current and potential clients with realistic budgets for our services. If a potential client cannot afford our services we have been known to make DIY recommendations.**



Recognized for Leadership, Ethics and Community Service Awards Section



Oconomowoc Area Chamber of Commerce 2020 Small Business of the Year

This award **recognized Evolution Marketing for setting standards of excellence and innovation with their business operations** (i.e. operating in a triple bottom line manner, meaning that they run all management decisions through the lens of environmental stewardship, social responsibility, and economic viability). **It also recognized Evolution Marketing's over ten + years of Oconomowoc community services and involvement with the Oconomowoc winter and summer farmers' markets, Imagination Station (Oconomowoc Community Built Playground), and many other projects.**

[Click here](#) to watch Video of the Chamber Awards and the Evolution Marketing teams acceptance speech.



2018 Global Communitas Award for Leadership

In Community Service, Corporate Social Responsibility, and Leadership in Community Service as showcased in the **Evolution Marketing 2007- 2017 Social and Environmental Impact Report**



2020 Global Communitas Award for Excellence

In Corporate Social Responsibility, Ethical, Environmental Responsibility and Sustainability as showcased in the **Evolution Marketing 2019 Carbon Footprint & Operational Impacts Report.**



U.S. Green Building Council's West North Central Regional "2020 Award of Excellence" For Sustainable Business Practices

This regional U.S. Green Building Council Leadership Award recognizes the extensive work and long term leadership efforts of the Evolution Marketing team. Evolution Marketing performs services in an **emerging field of business** (i.e. consulting at the intersection of sustainability, corporate social responsibility, and environmental marketing communications) that **requires expert knowledge of sustainability, ecology and the social sciences**. We have a long history of sharing our knowledge, insight with others operating in the green building space.

We have created lasting impacts in WI by: (1) demonstrating the "do-ability" of our business model (i.e. we share in a transparent manner real world examples of practical and pragmatic sustainability solutions, used in our operations) with the public, through outreach engagement. (2) Being vocal public advocates for a low carbon economy. Evolution Marketing was also an early adopter of operating in a carbon neutral manner within the professional services space and we have publicly lobbied for adoption of low carbon public policies.

[Click here](#) to learn more about the award.

Pictured Left to Right: Evolution Marketing Team members Mike Bauer, Lisa Geason-Bauer, Leah Steinberg and Evolution Marketing friend, mentee Chloe Groth at the 2019 WI Sustainable Business Conference



SECTION

2

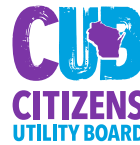
Work by Example

Giving Report

Financial Donations Made...

2018

2.9%* donated to non profits

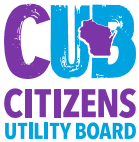


with 2.7%^ donated to environmental non profits



2019

2.5%* donated to non profits



with 2% ^ donated to environmental non profits



2020

3.5%* donated to non profits



with 2.8%^ donated to environmental non profits



* percentage of total sales from the specified year were doanted to nonprofit entities.

^ percentage of total sales that was donated to environmental nonprofit entities.



Triple Bottom Line Explained & In Action at Evoluti...




Watch lat...



Share

TRIPLE BOTTOM LINE



Watch on  YouTube

This video breaks down triple bottom line into People, Planet, Profit and shows it in action at Evolution Marketing. Video designed and narration by: Angelina Godinez - Sustainability Marketing & Communications 2021 Intern, Evolution Marketing

GIVE BACK

Donations of time and talents made by the Evolution Marketing team.

In 2018, the Evolution Marketing team donated a total of 277 hours of pro bono services, advice, and insight to nonprofit entities and the regional workforce development board. (1, 3)

- 60% (164.5) of those hours were donated as professional and consulting services to Wisconsin-based environmental nonprofits. (4, 5, 6, 7)

In 2019, the Evolution Marketing team donated 237.74 hours of pro bono services, advice, and insight to nonprofit entities and the regional workforce development board. (1, 3)

- 64.1% (152.5) of those hours donated were as professional and consulting services to Wisconsin-based environmental nonprofits. (4, 5, 6, 7, 8)

In 2020, the Evolution Marketing team donated 188.83 hours of pro bono services, advice, and insight to nonprofit entities, local high school classes and the regional workforce development board. (1, 2, 3)

- 80% (151) of those hours were donated as professional and consulting services to Wisconsin-based environmental nonprofits and the Nelson Institute of Environmental Studies University of Wisconsin-Madison's Earth Day @ 50 Program. (4, 5, 7)



“Evolution Marketing has been a huge supporter of the Waukesha-Ozaukee-Washington Workforce Development Board for over 10 years. Lisa Geason-Bauer has repeatedly served in leadership roles, including her current role as Vice Chair and member of the Communications Work-group (2021), and shared her subject matter expertise with the board and staff. Her time and contributions to the board have made us a stronger organization and have resulted in new and expanded partnerships.”

*-Laura Catherman
Workforce Development Board Director*

Actions that we have taken to Work by Example

Co-authoring article with 2020 intern

[Click to view article](#)



BUSINESS AS A FORCE FOR GOOD: _____

UNPACKING SOCIAL SUSTAINABILITY
by Emma Hofman and Lisa Geason-Bauer, Evolution Marketing

In a world where so much is uncertain and the dynamics of the global economy are evolving so rapidly, many businesses today are facing a critical juncture regarding their purpose and role in society. This is with good reason, as corporations and businesses have historically been driven by greed and profitability as demonstrated by the widespread adoption of Milton Friedman's shareholder theory which states, "a business's primary commitment was first and foremost fiduciary, to its investors." In other words, business success has been based solely on achieving financial gain/returns at the cost of society, the Earth, and humanity.

Over the last couple of years, many things have changed in the business world where businesses today have or are in the process of shifting how they think about their stakeholders (i.e. their customers, employees, greater community, society and their investors). Affirming this sense of change, in 2019, the Business Roundtable released a statement officially redefining the purpose of corporations to serve not only investors, but also their workers and community. The gravity behind the largest corporations in America acknowledging that it was time for the commercial world to start taking accountability for greater social problems was revolutionary, and it shook the business community to its core.

This statement was signed by 181 CEOs and demonstrates the internal shift among the world's leading corporations. Sustainability and corporate social responsibility are no longer trends in business, but are now viewed as legitimate strategies that all businesses can use to address risk and create opportunities. As they strive for positive impacts on all stakeholders rather than simply fulfilling financial responsibilities, business is truly becoming a force for good.

Why Sustainability In Business, Now?

Sustainability in business can take many forms, but what they all have in common is the drive to achieve more than just financial gain. The United Nations defines sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" as well as "harmonizing three core elements: economic growth, social inclusion and environmental protection." While more and

WORKING REMOTE: BUSINESS & WELLNESS GUIDE



Working towards creating a more environmentally responsible, socially just, and health conscious world



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PUREVANT LIVING an Ally of Certified B Corporations®

Co-authoring the "Workplace Wellness Guide" with Stephanie Krubsack and Purevant Living in 2020

The Guide was created as a response to the COVID-19 global pandemic in spring of 2020. Evolution Marketing partnered with Purevant Living to create this Guide to help our clients, fellow employers and virtual workers think through policies and practices for an environmentally responsible remote workspace. We provided resources, health/wellness tips for the remote worker and employer.

As a small firm strategically located inside of our owners home, we were able to share resources that we had created over time for our remote workforce. We shared our worker reference guide for our remote employees. It showcased environmentally responsible solutions and provides insight for setting up one's home office.

[Click to view Guide](#)



Participated in several podcast interviews

The Purevant Living Podcast: Things You Should Know

By Stephanie Krubsack

Episode 2: Evolution Marketing, B Corp Certification, Global Sustainability, Reducing Your Carbon
(Released March 5th, 2020)

[Click here to listen](#)

Green Cast (Sept. 15th, 2020)

Have you ever seen a little bunny on your product’s packaging? Or a little blue and green person waving? Or a capital letter “B”? Lisa Geason-Bauer joins us this week to explain all of the different Sustainable Certifications you might find on your products. From food, to clothing, to beauty products, the little symbol you see is just the end result of a usually long and laborious task of improving and proving processes to be more environmentally and/or socially responsible. We touch on what it takes to become certified, and the legitimacy of them.

[Click here to listen](#)

Served as a media resource and subject matter expert for national and international print journalists

MHI Solutions Magazine
(print publication of North America's largest Material Handling and Supply Chain organization)

Hood, Sarah B. (2019, Quarter 2). Feature - Rules of Engagement: Sustainability and CSR Initiatives Can Be Enticing to Younger Workers. MHI Solutions Magazine.

[Read Article by clicking here](#)

FEATURE

Rules of Engagement

Sustainability and CSR Initiatives Can Be Enticing to Younger Workers

BY SARAH B. HOOD



ORGANIZATIONAL CHANGE

Q&A:
As Stakeholders Demand More from Business, B Corps Rise to the Occasion

Sustainable Brands (interview by Editorial Staff 2020)

Sustainable Brands (2020, May 30). Q&A: As Stakeholders Demand More from Business, B Corps Rise to the Occasion. Sponsored Content by University of Wisconsin Sustainable Management.

[Click here to read Q & A](#)

Profiting and protecting the Earth

By Eileen Mozinski Schmidt - Special to Conley Media Jan 12, 2020 Updated Jan 24, 2020



Lisa Geason-Bauer, president of Evolution Marketing, and Leah Steinberg, marketing associate, at the 2018 Wisconsin Sustainable Business Conference in Madison. Submitted photo

Evolution Marketing Founder Recognized for Mentorship

Lisa Geason-Bauer named West North Central Region's SHERO[^] for Mentorship

At U.S. Green Building Council (USGBC), we believe in women supporting women, and one way that can be accomplished is through mentorship. Experience itself may be the best teacher, but having a **trusted advisor** who has been there is pretty helpful. Whether in the workplace or in our personal lives, **having a mentor can make all the difference in how our futures unfold.** For the month of June, **USGBC is celebrating women throughout the U.S. who have gone above and beyond to exemplify what it means to be a mentor.**

[Click here to learn more](#)

[^]SHERO: A female hero; a woman that displays strong heroic traits under tremendous pressure and is triumphant over her circumstances.

USGBC SHERO FOR JUNE 2020 Social graphic

“Remember to have grace, compassion, and empathy for yourself and others when challenging situations arise, and don't ever stop talking and envisioning what it is like to walk in someone else's shoes!”

— Lisa Geason-Bauer
President
Evolution Marketing

SECTION

3

Lead by Design

Community Service & Outreach Engagement Projects that Incorporate the Sustainable Development Goals



Evolution Marketing has formed several strategic partnerships over the last thirteen years with nonprofit entities working in the environmental, social equity space. From 2018 - 2020, **Evolution Marketing partnered with the Wisconsin Sustainable Business Council, U.S. Green Building Council Wisconsin Chapter, Social Impact 360, Citizens Utility Board of Wisconsin and Oconomowoc High School to design impactful educational events and programming.** All of the programs that Evolution Marketing helped to curate were intended to **provide relevant holistic sustainability knowledge to business owners, employees, and our future workforce (i.e. college and high school students) while offering a forum for honest, thoughtful communication to occur about the adoption of BOTH environmental and social sustainability actions.** Evolution Marketing and our partners incorporated the United Nations Sustainable Development Goals (SDGs) into all of the projects that we designed. **We believed it was important for the participants to not only learn about the SDGs, but to also understand how sustainability was present within each of our lives.** The SDGs do an excellent job of showcasing the interdependence and interconnection between each of the individual sustainable development goals - helping the public to understand that you cannot solve the issue of gender equality without also addressing issues of education, sanitation, and access to healthy food. **For the purpose of this report we are showcasing projects that have had tremendous impact and are fully replicable, if you want to learn more please reach out to Lisa@evolutionmarketing.biz .**



“Lisa leads by example and sets the bar high as a model of a sustainable business leader. She is a mentor to the students as well as to us. Her expertise in sustainability is helping to shape the next generation of global citizens. Lisa’s partnership with us is vital in creating unique learning opportunities for the students in Global Sustainability, to prepare them to continue to work on the UNSDGs in their own lives, beyond the walls of the school. We are honored to work with Lisa and Evolution Marketing and we look forward to many more future projects with her!”

Mrs. Kelly Holtzman and Ms. Danielle Chaussée - Global Sustainability Teachers, Oconomowoc High School

Fall 2019 kicked off a multi-year partnership between Evolution Marketing and two innovative Oconomowoc High School teachers, who were leading a NEW “Global Sustainability” course that was based on the UN Sustainable Development Goals. The students were able to earn credit through the class for Advanced Placement Environmental Science and either Spanish Language 5 OR International Baccalaureate Spanish.

As part of this collaboration, Evolution Marketing arranged a partnership between the class and the Citizens Utilities Board of Wisconsin in which the **students translated marketing materials into Spanish** and were working towards putting on utility bill clinics. The students learned about global sustainability hands-on through their volunteering in various ways with CUB.

Not only did Evolution Marketing facilitate **SDG #17 (partnerships)**, but these partnerships also supported **SDG #4 (quality education)**, **SDG #11 (sustainable cities & communities)**, and **SDG # 7 (affordable and clean energy)** through the Citizens Utility Board’s work. According to one of the students, “We volunteered at CUB’s 40th-anniversary event. We welcomed guests, staffed the registration table, and ran an information booth, which featured the materials that we had translated into Spanish for CUB. We also had the opportunity to listen to the speakers and learn more details about CUB and everything they’ve done for our community.”

Evolution Marketing strives to ensure that future generations are equipped to work for a regenerative and equitable world. Lisa has been a strong advocate and champion for the Global Sustainability class and she remains a strong community partner and resource.

To review **2019-2020 class projects click here** and to see the **students first Impact Reports for the 2019-2020 class click here.**

WE CAN'T HIDE OUR #OCONPRIDE

for Energy Educators of the Year,
Kelly Holtzman & Danielle Chaussee!



Kelly Holtzman and Danielle Chaussee received the 2020 Energy Educators of the Year award from the Wisconsin K-12 Energy Education Program and Oconomowoc Utilities.

Evolution Marketing nominated the instructors of this sustainability class for the **K-12 Energy Education Program Energy Educators of the Year** award! Teachers Kelly Holtzman & Danielle Chaussee were awarded this honor for their leadership in creating this new Global Sustainability class that Evolution Marketing and our team were collaborator on! **Click the image above for more information on this award!**

[Click here to read the news release](#)

Social Impact:

The Global Sustainability class at Oconomowoc High School **can be replicated by other high schools across Wisconsin, or the nation.** This project demonstrated how businesses and nonprofits entities can work together, hand-in-hand with the public educational system in the U.S. to provide high quality hands-on learning opportunities from sustainability minded business leaders and nonprofit professionals.



PROJECT 2: INTERNATIONAL WOMEN'S DAY (IWD) PROGRAMS FROM 2018, 2019, 2020 (EVENT CURATOR)



Background:

Prior to 2018, neither the **Wisconsin green building sector** nor the **sustainable business community** had held an event produced **by and for professional women working in these sectors tied to International Women's Day themes/programming**. In the summer of 2017, Korinne Haeffel (Community Director for USGBC-WI) approached Lisa Geason-Bauer (President of Evolution Marketing, Ilc) and Jessy Servi Ortiz (leader of Women in Sustainability, a program of the Wisconsin Sustainable Business Council) about the potential to join forces and offer the first ever Wisconsin based International Women's Day event that was targeted at women working in the "green" sector. **Together they decided to advance the 2018 theme of "Press for Progress" and the planning team created a program showcasing ways to engage employees through the adoption of sustainability strategies.** The session also addressed empowerment through a more sustainable workforce. This was the beginning of an excellent **partnership #SDG 17**, that provided resources, speakers and education on the social side of sustainability (i.e. **SDG #5 gender equity** and **SDG #10 reduced inequalities**) for professional Wisconsin women working in the sectors of green building, and sustainability.



2018 Planning committee members left to right: Lisa Geason-Bauer (Evolution Marketing), Jessy Servi Ortiz (WSBC's Women in Sustainability), Korinne Haeffel (USGBC), Susan Gartell (Wisconsin League of Conservation Voters) and Anastasia Kraft (Milwaukee Talks Green)

View the 2018 Program by [clicking here](#)

2019 Wisconsin Women in Green Power Breakfast

IWD is all about unity, celebration, reflection, advocacy and action, and the 2019 theme encourages us all to help create a #Balancefor-Better. **At our Women in Green power breakfast, we delved into the ways women can lead with purpose to inspire others and drive continued creativity and progress.**

Our distinguished panel of speakers shared their personal experiences and insights about the role their work is playing in helping to create a more equitable and just world for all. Our speakers highlighted real world examples of actions that can be taken by each of us, in order to grow a #CultureofCourage and empowerment.



Geason-Bauer framing out the 2019 Women in Green Breakfast Program with a discussion of the UN's Sustainable Development Goals

View the 2019 Program by [clicking here](#)





USGBC WI Women in Green Meetup 2020

Women in Green is a worldwide leadership platform creating space for women who are shifting the narrative on empowerment, access and impact in the clean energy economy. USGBC Wisconsin along with event collaborators,

Show more

121 photos · 120 views



Women in Green is a worldwide leadership platform creating space for women who are shifting the narrative on empowerment, access and impact in the clean energy economy. **USGBC Wisconsin along with event collaborators, WSBC Women in Sustainability and Evolution Marketing, convened WI #Sheroes for an International Women's Day celebration at EBI's Milwaukee showroom on March 5, 2020.**

Women play an integral part of that future for ALL. **Women in Green reminds us that each of us is a person of great influence. In fact, we are all "sheroes" - SHERO: A female hero; a woman that displays strong heroic traits under tremendous pressure and is triumphant over her circumstances.** Individually, we're all responsible for our own thoughts and actions - all day, every day. **We can actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations, and celebrate women's achievements. Collectively, each one of us can help create a gender equal world. Definitely the work of everyday sheroes!**

To view the event program [click here](#)

To view pictures from the [event click here](#)



Event Attendee Feedback

"I was hooked right from the start! In 2018, I attended my first IWD (International Women's Day) and the women I met were motivating, inspiring, and welcoming. Years later, I am grateful for how much I've learned - about sustainability, my role in being a part of the solution, and the incredible impact Wisconsin women are making in this space!"

*-Maria Groves (participant 2018 - 2020 IWD)
President & CEO, Talent Growth Partners*

IMPACT: By providing a yearly event for ALL women from Wisconsin who are working in sustainability, renewable energy, green building systems to meet and connect has been priceless. Through our events, we have established strong networks and our attendee's have been able to share experiences and insights in a safe learning space. Attendee's have also had the opportunity to learn from a diverse group of female leaders, who have talked about their experiences with creating equitable systems that benefit all humans. Program attendees have appreciated how welcoming and open our events have been, yearly our attendance numbers have increased and the outcomes, partnerships that have resulted from the connections are hard to measure as we have found that women enjoy working with other women, and want to support each other when provided with the opportunity.



SECTION

4

Educate Through Action

Public Talks Given

At Evolution Marketing we believe in the “power” of education and we believe that educational materials and resources should be made open-sourced and freely available so that everyone - business leaders and community members alike - have the same access. With all the challenges (climate change, systemic racism, sexism and homophobia, global pandemic, recession) that the world faced in 2018 - 2020, our small Evolution Marketing team strived to be part of the solution. Therefore, members of our team have presented talks, guest lecturers to University and High School classrooms as well as talks at conferences and community events. **The nature of our public talks were varied but they all fit into the theme of actions that business can take to address the underlying systems of inequality that exist in our world today via adoption of sustainability strategies.**

Pictured below left to right are Women in Sustainability Session Speakers at 2019 Wisconsin Sustainable Business Conference Beth Noms (Waukesha County), Maria Groves (Talent Growth Partners), August Ball (Cream City Conservation Consulting), Lisa Geason-Bauer



Conferences that Lisa Geason-Bauer spoke at:

- **Understanding Certified B Corps Workshop: Quick Impact Assessment and B impact Assessment Deep Dive** (2018)
- Wisconsin Sustainable Business (WSBC) Conferences 2018, 2019, 2020
- **American Family's Dream Bank Dream Summit** (2019) with Scott Anderson (of Artisan Dental)
- Webinar on “**How Sustainability Can Address Workforce Challenges**” with Laura Catherman (of WOW WDB)
- **Business Workshop On Carbon: Tactics And Tools For Carbon Strategy And Management** (part of the 50th Earth Day Event Sponsored by the Nelson Institute at UW Madison in 2020)
- **Growing Sustainable Communities Conference** (2018) with Kathy Kuntz (of Cool Choices)
- 2019 Waukesha County Green Team's Sustainability Fair - “**Making Sustainable Shopping Decisions**”
- Women in Green: Empowerment through a more Sustainable Workforce (2018 IWD Program)
- Wisconsin Women in Green Power Breakfast (2019 IWD Program)
- Wisconsin Women in Green Meet-Up Celebrating International Women's Day (2020)
- **Shift Series Social Impact 360 conference** (2020)

Wisconsin Sustainable Business 2020 Virtual Conference

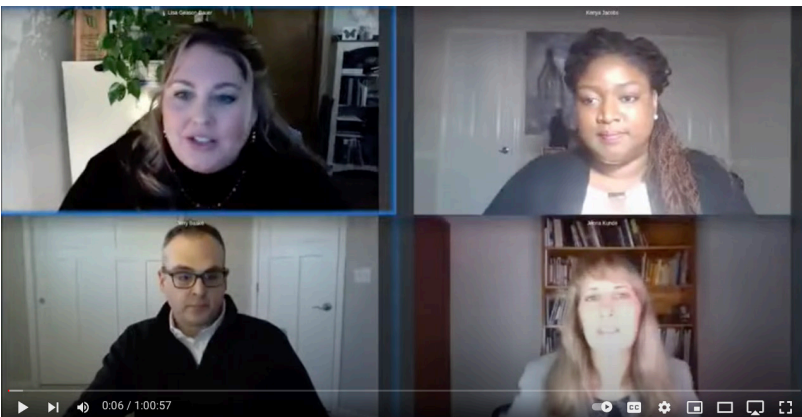
As a volunteer on the conference committee, Lisa helped to curate the content for two sessions addressing workforce challenges and opportunities during the pandemic. Images below from the two sessions. Featuring Speakers: Kenya Jacobs (Trane Technologies), Jerry Baake (Advocate Aurora) and Jenna Kunde (Johnson Controls, Inc.). Sessions Moderated by Lisa Geason-Bauer (Evolution Marketing).

Session 1: Leveraging Partnerships for a More Robust and Inclusive Workforce



[Click here to watch the session presentations](#)

Session 2: Deep Dive into Talent Development, Employee Engagements & audience questions



[Click here to watch the discussion](#)





Universities & Business where programs were presented:

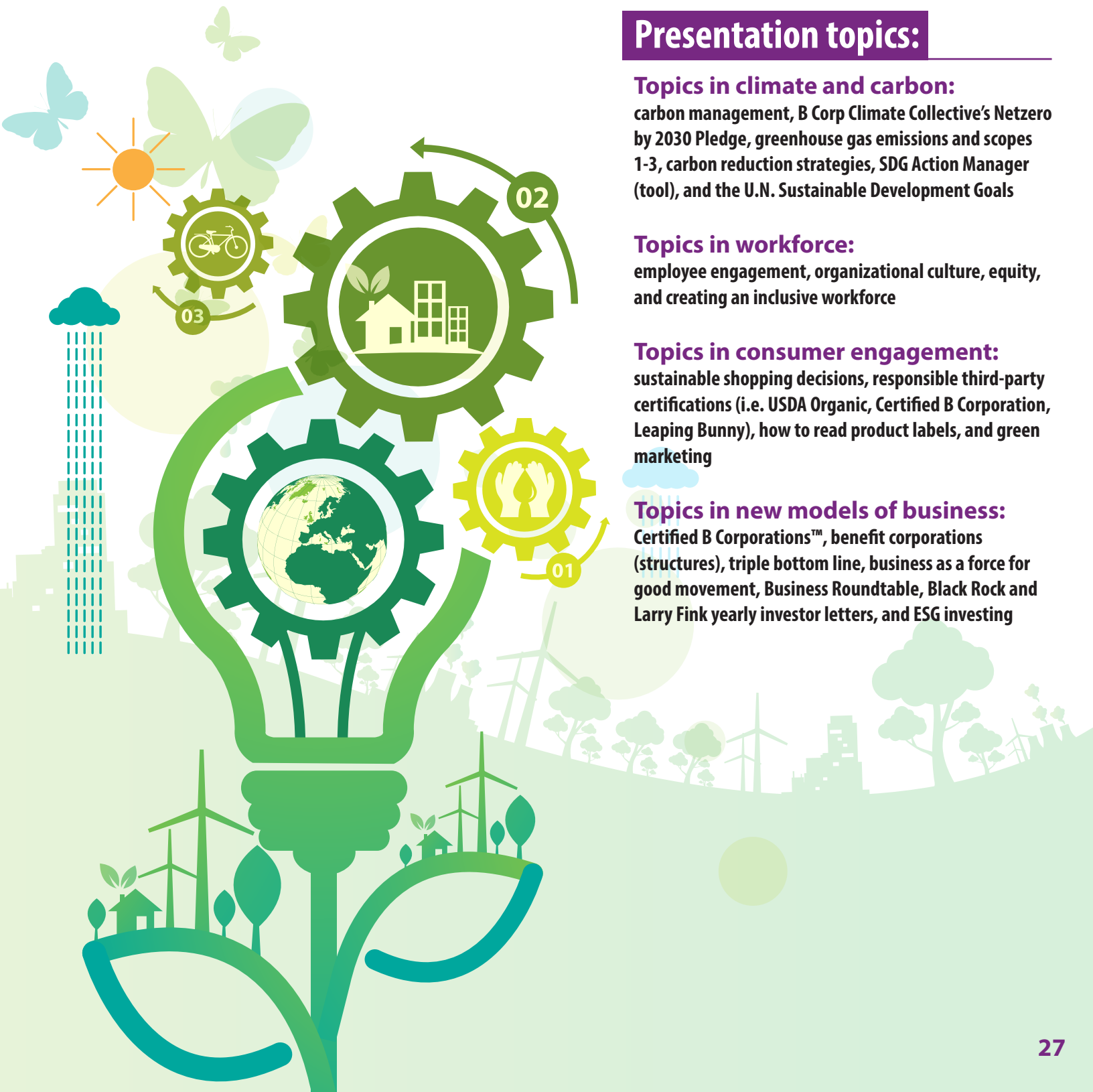
- Marquette University **“Business & Society class”** (2020)
- **“Badgers Exploring Environmental Careers Virtual Trek!”** hosted by University of Wisconsin-Madison, College of Letters & Sciences (2020)
- **The Stritch Hub for Innovation and Community Engaged Learning at Cardinal Stritch University**
- Oconomowoc High School (**Various Classes 2018 - 2020: Global Sustainability, Marketing, AP Environmental Studies**)
- Ellenbecker Investments
- Outpost Natural Foods



Screenshot from the “Badgers Exploring Environmental Careers Virtual Trek” - Nov. 2020



Screenshot from the students asking the panelists questions



Presentation topics:

Topics in climate and carbon:

carbon management, B Corp Climate Collective's Netzero by 2030 Pledge, greenhouse gas emissions and scopes 1-3, carbon reduction strategies, SDG Action Manager (tool), and the U.N. Sustainable Development Goals

Topics in workforce:

employee engagement, organizational culture, equity, and creating an inclusive workforce

Topics in consumer engagement:

sustainable shopping decisions, responsible third-party certifications (i.e. USDA Organic, Certified B Corporation, Leaping Bunny), how to read product labels, and green marketing

Topics in new models of business:

Certified B Corporations™, benefit corporations (structures), triple bottom line, business as a force for good movement, Business Roundtable, Black Rock and Larry Fink yearly investor letters, and ESG investing



Background:

For the 50th anniversary of Earth Day (in 2020), Evolution Marketing and the WI Sustainable Business Council (WSBC) partnered with the Nelson Institute at the University of Wisconsin to offer a workshop for businesses who want to address carbon within their operations. With the onset of the coronavirus pandemic, we moved our workshop online and the result was five one-hour webinars addressing various topics within the carbon management space. These webinars were curated and managed by Jessy Servi Ortiz (WSBC staff) and (WSBC Board member) Lisa Geason-Bauer from Evolution Marketing.

By going virtual, we offered:

2 pre-recorded sessions: *Carbon Jargon* (in partnership with Oconomowoc High School Global Sustainability class), and *Carbon Reduction and Management Tools*, that all Earth Day @ 50 attendees could watch throughout the day.

2 Live sessions: Aired at 10am on 4-20-2020: *Strategies to Address Carbon in Your Business* and at 1pm, *Innovation and Climate Leadership by Business*.

Following Earth Day we hosted one more webinar (June 2020), that was *"A Business Workshop on Carbon: Q & A with the Professionals"* where we could take audience questions and do a deeper dive.

IMPACT:

806 people watched either live or pre-recorded sessions on Earth Day and in June 2020.

Programming Impacts from Live Sessions presented on Earth Day:

In attendance were . . .

89 businesses organizations

28 nonprofit entities

19 governmental units from across Wisconsin and the US

15 educational institutions (Oconomowoc High School + 14 Universities)

4 utility companies had representatives who attended our LIVE programming on carbon on Earth Day.

[To see the full report on attendees click here](#)



“Lisa has been a long-standing board member of our organization (Wisconsin Sustainable Business Council) and continuously goes above and beyond what is expected of her. She is an advocate and strong ally who consistently works in support of our mission. She is a subject matter expert in sustainability and offers her expertise, experience, and council to our internal operations, as well as to our business base. Each year Lisa helps with the planning and promotion of our annual conference and other events.

In 2020, Lisa was instrumental in co-designing, planning, and executing an earth day conference with The Nelson Institute to celebrate the 50th anniversary of Earth Day and draw more business support to the school. The workshops were on the importance of paying attention to carbon in your business and covered a range of carbon topics and tools for business to motivate them to address carbon. Given the Covid pandemic, we had to shift the in-person four-hour workshop to four, one-hour web events that were all recorded. This required extra time and effort to pivot within a month of the event, but we managed and ended up with great resources we continued to share throughout the year. This would not have happened without the partnership and leadership of Evolution Marketing.”

Jessy Servi Ortiz, Managing Director Wisconsin Sustainable Business Council

Following the program, all of the webinars have been added to the Evolution Marketing website as a free resource for business. You can watch all of them at: <https://greenmktng.com/environmental-sustainability>



THE B CORP DECLARATION OF INTERDEPENDENCE

We envision a new sector of the economy which harnesses the power of private enterprise to create public benefit. This sector is comprised of a new type of corporation – the B Corporation™ – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

- **That we must be the change we seek in the world.**
- **That all business ought to be conducted as if people and place mattered.**
- **That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.**
- **To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.**

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