

Certified



Corporation

This company meets the highest standards of social and environmental impact



THIRD PARTY CERTIFICATIONS:

At Evolution Marketing we understand how important transparency is and **we have worked diligently over the last fourteen years to publicly share our sustainability journey.** To that end, we joined 1% for the Planet in 2017 and have **donated at least 1% of our total earnings yearly to environmental nonprofits** as verified by 1% for the Planet. We became the **7th Certified B Corporation® in Wisconsin in July of 2018** and are currently going through our recertification process with B Lab (the nonprofit that manages the Certified B Corporation® program.) In 2021, we are one of 4000+ businesses worldwide to have completed the only certification that measures a company's entire social and environmental performance. Since January 1st, 2018 we have been able to **offer our professional services in a carbon neutral manner**, thanks to our membership in the Carbonfree® Partner Program for Small Business.

AWARD WINNING:

Evolution Marketing has repeatedly been recognized for creative design, marketing communications excellence as well as for adoption of our robust sustainability initiatives, actions.

2020 Oconomowoc Chamber **Small Business of the Year**

2020 U.S. Green Building Council's West North Central Award of Excellence Recipeint for **Leadership in Sustainable Business Practice**



evolution
MARKETING LLC

sustainability
consulting • PR • branding

GreenMkting.com

Our Mission: Live Responsibly, Work by Example,
Lead by Design & Educate through Action



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.**

OUR SERVICES:

Our business model is very different then other marketing communications agencies in WI, or even the US. **First and foremost Evolution Marketing provides holistic sustainability consulting services (i.e. environmental stewardship, social responsibility, and the people side of sustainability) and third party responsible business certifications.**

At Evolution Marketing we only work with clients that are in need of professional communications and creative marketing services, who are also;

- (1) currently engaged in **adoption of sustainability strategies** (i.e. they need help telling their sustainability story),
- (2) wanting to **implement sustainable business practices** (i.e. they need help with implementation and then internal communications with their staff, stakeholders),
- (3) needing help **educating their sales force, market about the sustainability features of their product(s), brand, or organization.**
- (4) **Looking for third party certifications** within the sustainability field for their product, process or business,
- (5) wanting to **publicly disclose their carbon footprint, social/environmental impacts, and corporate social responsibility efforts.**
- (6) wanting their marketing **communications materials produced in an environmentally responsible manner.**

OUR BUSINESS MODEL:

We are Wisconsin's only communications firm that works within the environmental, socially responsible and sustainability niche that is also operated and managed in a triple bottom line manner. Since our inception in 2007, our goal has been to demonstrate 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 composed 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 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.