



evolution
M A R K E T I N G LLC

2020 CARBON FOOTPRINT & OPERATIONAL IMPACT REPORT



"Evolution Marketing continues to lead among Carbonfund.org's Carbonfree Small Business Partners, not only by taking the important steps of neutralizing their annual carbon footprint, but also by being a great ambassador and leader throughout their community encouraging other businesses to reduce their carbon emissions and to join the **Carbonfree® Small Business Partnership Program**. As an important partner of Carbonfund.org, they truly go above and beyond to spread the word to other small businesses and by ensuring that they are completely carbon neutral."

– Anna O'Brien, Small Business Program Manager
Carbonfund.org Foundation

Carbonfund.org



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 2020

SCOPE 1: Total natural gas used for the Evolution Marketing operations was 233 therms (1.2 metric tonnes) of C02.

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

SCOPE 3: Total other emissions was 2.20 metric tonnes of C02

Business Transportation:

214 Fleet vehicles driven by Zero-emission Nissan Leaf 2012, powered by 100% renewable energy (no emissions)

703 fleet miles driven by the Nissan Versa 2015 (.20 metric tonnes of C02)**

Supply Chain/Procurement:

Other items purchased throughout the year: printing purchased, new 2020 MacBook Pro 16" computer, 20 Mudita Magazines as client gifts (2 metric tonnes of C02)***

TOTAL SCOPE 1, 2, AND 3 EMISSIONS WAS 3.4 METRIC TONNES OF C02

Offsets: 36 metric tonnes of C02 from Carbonfund.org
(the project that we choose to support in 2020 was the [Aqua Clara Water Filtration Program](#))

* = We purchased 5765.5 kWh of low impact renewable energy in 2020 through WE Energies - Energy for Tomorrow Program. Our office used 2882.75 kWh of energy. Therefore we purchased more energy than Evolution Marketing used in our office/vehicle charging operations in 2020.

** = <https://calculator.carbonfootprint.com/calculator.aspx?tab=4>

*** = <https://coolclimate.berkeley.edu/business-calculator>

CARBON OFFSETS

Evolution Marketing purchased a total of 36 metric tonnes of CO2 through the Carbonfree® Partner Program in 2020. We are supporting the [Aqua Clara Water Filtration Program](#).



THE AQUA CLARA WATER FILTRATION PROGRAMME

Location: Kenya

PROJECT TYPE: Energy Efficiency

STANDARD: Gold Standard

VERIFICATION/VALIDATION: TÜV NORD CERT GmbH

ENVIRONMENTAL BENEFITS

- Mitigates global climate change
- Reduces indoor air pollution
- Reduces deforestation and forest degradation

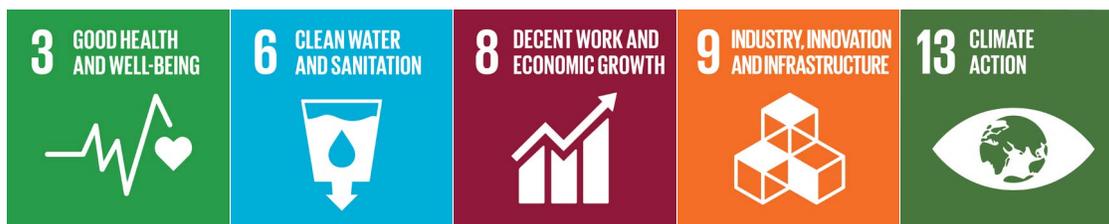
COMMUNITY BENEFITS

- Provides access to safe drinking water
- Generates employment opportunities
- Promotes new technology development



The Aqua Clara Water Filtration Programme
Photo Courtesy: Carbonfund.org Foundation

Project Description: In 2020 Evolution Marketing made the strategic decision to support the [Aqua Clara Water Filtration Programme based in Kenya, Africa](#) via our participation in the Carbonfree® Business Partner Program. This project supports the distribution of the **zero-energy ACF water purifier that displaces the use of firewood fuel traditionally used to boil water for domestic consumption.** This project is also Gold Standard verified and contributes to meeting multiple [Sustainable Development Goals](#) (they are below SDG 3, 6, 8, 9 and 13).



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 2020.** 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) Evolution Marketing implemented an on-site composting program in 2013. All paper products purchased for use in the kitchen (i.e. napkins, paper towels, etc) are not dyed and are composed of either bamboo or FSC Certified fibers that have a post-consumer recycled content. These paper products are composted after use, along with all coffee grounds, egg shells and vegetable/fruit scraps, cuttings. **In 2020, one hundred and thirty (130) gallons of food waste was composted via Hartland Organic Family Farm.** Based on research from [**BioCycle**](#) the **equivalent of 494 pounds of food waste was diverted from the landfill and composted into high quality soil inputs.**
- (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 2020. 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 2020 was 96.3%**, we sent .4 pounds of trash to the landfill, while we recycled 10.5 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. 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 2020 increased by 614 points since the program's inception. We have been named a Green Professional, every year since the programs inception, awarded Green Masters status **(our score was in the top 20% of all company participants)** in 2013, 2016, 2017, 2018, 2019 and 2020.

Evolution Marketing was proud to be named a Green Masters Company for the sixth (6th) time in 2020 and to have the third (3rd) highest score in the carbon category. Image to the right from the awards presentation by the WI Sustainable Business Council December 2020.

Sixth Time Green Masters



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).

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.



AS SEEN IN
Know
MILWAUKEE™
2020 BOOK

Lisa Geason-Bauer is pictured with Nissan Leaf fleet vehicle under "Jacob" 300 year old Oak Tree in our yard.



More info at: <https://www.ceres.org/events/lead-climate-2020>

LOW CARBON OUTREACH & LEADERSHIP:

Evolution Marketing was one of over 300 businesses who made the case to U.S House and Senate lawmakers, on both sides of the aisle that a climate-smart recovery is needed to build back better from the economic downturn. Evolution Marketing president Lisa Geason-Bauer was able to speak with several elected officials and their staff's about actions that could be taken to address climate change, carbon management.



Mr. John Katko, House of Representatives from New York's 24th District speaks with over 90 business leaders (Lisa was one of those individuals) during the Lead on Carbon 2020 event.

Specifically, we called for:

- an accelerated transition to a net-zero emissions economy by 2050 or sooner
- more investment in resilient infrastructure
- effective climate solutions—including those that fully leverage the job opportunities of zero-carbon industries
- support for longer-term, market-wide policy mechanisms such as a price on carbon



Presented by

**WE ARE
STILL IN**

AMERICA IS ALL IN

U.S. COMMUNITIES, BUSINESSES, AND INSTITUTIONS ARE READY FOR A NATIONAL MOBILIZATION ON CLIMATE AND RECOVERY

In 2017, Evolution Marketing signed the “We Are Still In Declaration” and joined the campaign to publicly showcase our businesses’ commitment to the Paris Climate Accord, taking action to address climate change. Since then, wildfires and other climate-fueled disasters have impacted the lives and well-being of millions of Americans, threatened our nation’s supply chains, and put countless communities at risk. COVID-19 has concurrently created a national health and economic crisis.

In December of 2020, we joined another coalition of stakeholders that called on the Biden-Harris administration and Congress to work together to form a national mobilization plan to address climate change while helping the U.S. to recover. Our “America’s All In” movement sought to address systemic inequalities that have forced vulnerable communities, especially communities of color, to bear the brunt of climate impacts and environmental and economic injustice.

We called on the administration and other federal policymakers to join us in a national response to ensure our safety and prosperity by taking immediate action to:

Drive economic growth across every sector of the economy through job-creating sustainable investments:

- Unleash innovation through extraordinary investments in clean buildings, low-carbon transportation, grid and infrastructure modernization, natural climate solutions, climate smart-agriculture, and community resilience, all of which will create millions of good-paying jobs and support a clean and just future for all Americans;
- Undertake the necessary actions to achieve a 100% clean energy power sector as soon as feasible; Expand U.S. leadership at home and abroad;
- Rejoin the Paris Agreement on day one, leverage diplomatic partnerships to finance and encourage ambition, and re-engage with the rest of the world on a global solution to the climate crisis;
- Put forward an ambitious and equitable nationally determined contribution to the Paris Agreement, with a science-based target for 2030 that takes community and institutional efforts and perspectives into consideration;
- Commit the United States to a trajectory of net zero emissions by 2050 or sooner, and implement policies that put us on a path to achieving that goal;

AMERICA IS ALL IN

Reimagine community partnership to advance just and equitable climate solutions and build resilience to climate change:

- Support states, tribal nations, cities and counties, businesses, universities, health care organizations, cultural institutions, and all other coalition actors in going above and beyond these policies to drive greater national ambition to tackle the climate crisis, while ensuring that the nation is prepared to adapt to the realities of climate change and strengthen its resilience to climate impacts; and
- Consult these leaders and impacted communities, recognizing their unique expertise and potential, and develop unprecedentedly inclusive processes in the formation and implementation of new targets, policies, and programs to tackle the climate crisis

By addressing the climate crisis, and undertaking these efforts, the United States could endeavor to do so in a manner that does not exacerbate local environmental justice conflicts nor ecological loss or damage, and proactively seeks to resolve injustice and restore ecosystems.

We pledge to support these policies at the national and local level, and place climate considerations at the core of our own institutions: how we do business, how we invest, how we govern, how we educate, how we serve. We urge the Biden-Harris Administration and Congress alike to adopt a similar whole-of-government approach to tackling this crisis, and look forward to working in close partnership and dialogue – public and private collaboration across all levers of power – to achieve our shared vision.

Learn more at: <https://www.americaisallin.com/whos-in/>



NET ZERO | 2030

Evolution Marketing is proud to be part of the B Corp Climate Collective and we are taking carbon management seriously, as such we have also pledged to be NetZero by 2030.



CARBON EDUCATION FOR OUR TEAM - WE PLAYED COOL CHOICES IN 2020!

Cool Choices is a gaming platform that encourages competition among teams to take sustainable actions at home and at work. It only takes a few minutes a day and is a fun and social way to share the actions you're taking to be sustainable.



Evolution Marketing played the Cool Choices game in 2020 with our friends at Reynolds Transfer and Storage in Madison. We had one team and Reynolds had several teams, we played for six weeks during the COVID pandemic with all of our small team working remotely.

Examples of actions from the game.



Lisa is composting



Beautiful Day

Amy Franczak

Amy took a picture of herself outside enjoying nature



Mitch and Leah receiving their eco friendly gifts.



Using reusable cups, dishes at the office

Lisa Geason-Bauer: THANK YOU Amy - for being an amazing graphic designer and for creating the beautiful vines that went on bunny. Today 8 years later those vines still look AMAZING! Thank you for being a super talented creative who loves to draw vines!

Thanking a team member

☆ Lisa Geason-Bauer @ Inbox - lisa...marketing.biz 10:53 AM Details

Congratulations Evolution Marketing team!!

To: Leah Steinberg, Amy Franczak, faganmitch@gmail.com, Michael Bauer, Cc: Lisa Geason-Bauer

Hello Amy, Leah, Mitch and Mike :

I wanted to send you all a note to remind you to play your last set of Cool Choices today. I also wanted to thank you all for playing with me and helping our team the "Evolving Energy Advocates" to take the top place last week and this week!! Excellent Job!! You all will receive a special reward from Evolution Marketing with your holiday gifts, as a way to thank you for your excellent participation.

Thank you for being team players!

Congratulations on making so many Cool Choices!

Cheers
Lisa

Partnered with cool choices

63 CHOICES 2088 POINTS

STANDINGS

Team	Individual	Location	Points	Actions	Players
1st	Evolving Energy Advocates		7065	236	
2nd	Butcher's Planet People		7145	226	
3rd	The Women of Reynolds Transfer		7410	219	
4th	Ben's Buddies		3440	132	
5th	Team Burger		500	12	