

# 2023 ANNUAL REPORT









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# A Message from Lia

Every day at Planet+Purpose Solutions (PPS) is an opportunity for learning and growth. Sustainability is a journey, and each step we take with our clients brings new victories – and sometimes a challenge or two. Through it all, one of the most frequent comments we hear is how much fun our team is to work with. We are grateful for the dedicated and passionate individuals and teams we collaborate with every day, helping them navigate the shifting terrain that comes with implementing new sustainability initiatives across global organizations.

During 2023, our team supported clients with their B Corp Certifications and EcoVadis sustainability assessments, drafted ESG and impact reports to highlight our clients' continued progress with their ESG and sustainability programs and developed purpose, mission and vision statements. The PPS team did it all – from supporting event sustainability initiatives to developing meaningful partnerships between our clients and conservation organizations, to conducting materiality assessments – our team works both behind the scenes and on the ground to support the varied initiatives we

are part of. Our daily interactions on Zoom took us from Hawaii to locations around Europe and across North America, with each conversation providing a fascinating case study in business sustainability. We worked with art museums, logistics providers, beauty industry leaders, marketing and communications firms, pet industry enterprises, engineering firms and apparel and accessories companies.

PPS's annual report highlights some of our own efforts as a public benefit corporation and member of the B Corp Certified community. Most of the focus, though, is on client initiatives that we help put in motion, which deepens the shared impact our collaborations create. It is truly our pleasure to recognize the leadership of our clients who are our partners on this adventure.

With gratitude.

Lia Colabello  
Managing Principal  
Planet+Purpose Solutions, PBC





# About Us

**Planet+Purpose Solutions, PBC is a women-led, boutique B-Corp Certified consulting practice that provides strategic guidance to management teams on targeted sustainability initiatives to advance core business objectives and create positive impact.**

Since 2015, PPS has been working with organizations to build sustainability initiatives and brand awareness by connecting our clients to their purpose and their purpose to consumers through authentic action. Our experience spans the outdoor, fishing, surf, eyewear, apparel, beauty, pet, natural products and logistics industries, as well as cultural institutions and private equity.

Our team has extensive experience helping clients identify, prioritize, implement and communicate sustainable business practices that are aligned with international frameworks including:

- B Corp Certifications
- EcoVadis Ratings
- Climate Neutral Certifications
- Global Reporting Initiative
- U.N. Global Compact, Sustainable Development Goals, Principles for Responsible Investment and more

We support companies with research and implementation of circular economy initiatives, and to establish carbon emissions, single-use plastic and broader waste reduction goals. We are ocean advocates with an extensive network and expertise related to plastic pollution and single-use plastic packaging policy and alternatives. We also shape communications plans that help our clients share their sustainability goals in ways that are meaningful, accurate, and transparent.



# Creating Strength through Diversity, Equity + Inclusion

As a women-led business and certified B Corp, PPS highly values diversity, equity and inclusion. We are committed to the principles of diversity and equal employment opportunity, and comply with all federal, state and local laws that are applicable to equal employment. It is our policy to recruit, hire, train, and promote individuals, as well as administer any and all personnel actions, without regard to race, color, religion, creed, age, civil union status, domestic partnership status, affectional or sexual orientation or identity, sex, gender identity or expression, national origin or ancestry, marital status, status as a disabled or Vietnam era veteran, service in the federal or state military, liability for military service, arrest or conviction record, union affiliation, pregnancy or breastfeeding, medical

or genetic information, atypical hereditary cellular blood trait, refusal to submit to a genetic test or make test results available to PPS, or status as a qualified individual with a disability, in accordance with applicable laws. PPS will not tolerate any unlawful discrimination and any such conduct is prohibited. PPS is committed to ensuring that our workforce reflects America's diverse population. We know that such diversity will enrich us with the talent, energy, perspective and inspiration we need to achieve our mission.

## OUR CERTIFICATIONS + AFFILIATIONS





## OUR IMPACT AT A GLANCE



Carbon Footprint

**18.73 tCO2e**



Energy Footprint

**2.47 MWh**



Water Footprint

**1,728 Gallons**



Waste Diversion Rate

**88.24%**

# Our 2023 Environmental Achievements

As a certified B Corp, PPS meets the highest standards of verified performance, accountability and transparency related to critical environmental and social criteria. This rigorous certification reflects our deep commitment to be a business force for Good.

PPS continues to be Climate Neutral for the fourth year in a row. We are one of 330+ organizations from around the world that have achieved this prestigious designation, which requires companies to not only measure and offset their carbon footprint through the purchase of verified carbon credits but also holds organizations accountable for future emissions reductions.

To offset our carbon footprint we purchased SeaTrees Tokens that consist of one Verra certified carbon credit from the Southern Cardamom REDD+ Project and three additional mangrove trees planted through a restoration project in Mida Creek, Kenya, becoming a certified Ocean+Positive brand partner.





# Notable Achievements from 2023

We had the privilege of adding several new clients to our roster of partners in 2023. Our team brings diverse experience and expertise to each project, as well as passion and creativity, to create a collaborative, customized solution to address each client's unique sustainability needs. On the following pages, we highlight some of the amazing work we have accomplished through our partnerships in the past year.





# Costa Sunglasses

PPS drives key initiatives for Costa Sunglasses' including their sustainability community and conservation initiatives.

We manage Kick Plastic, an ambitious endeavor to reduce the brand's single-use plastic footprint in its operations, at events including the Miami International Boat Show and the Stagecoach Festival, and in its supply chain. Kick Plastic Ambassadors avoid 500,000 single-use plastic water bottles annual and have recycled 35 tons of polycarbonate lenses since 2019.

In 2023, our team helped write the Costa Protect Report: Second Edition, building on the initial report that PPS created and quarterbacked two years prior. PPS continued to support Costa's Conservation x Community Partnerships program, developing a non-profit partner selection rubric and helping the brand expand its community marketing strategy to California and Hawaii. PPS has also provided annual planning and budgeting support to Costa and also managed sustainability data requests from retailers including REI throughout our multi-year engagement.

Scan this QR code  
to view Costa's 2023  
Protect Report.



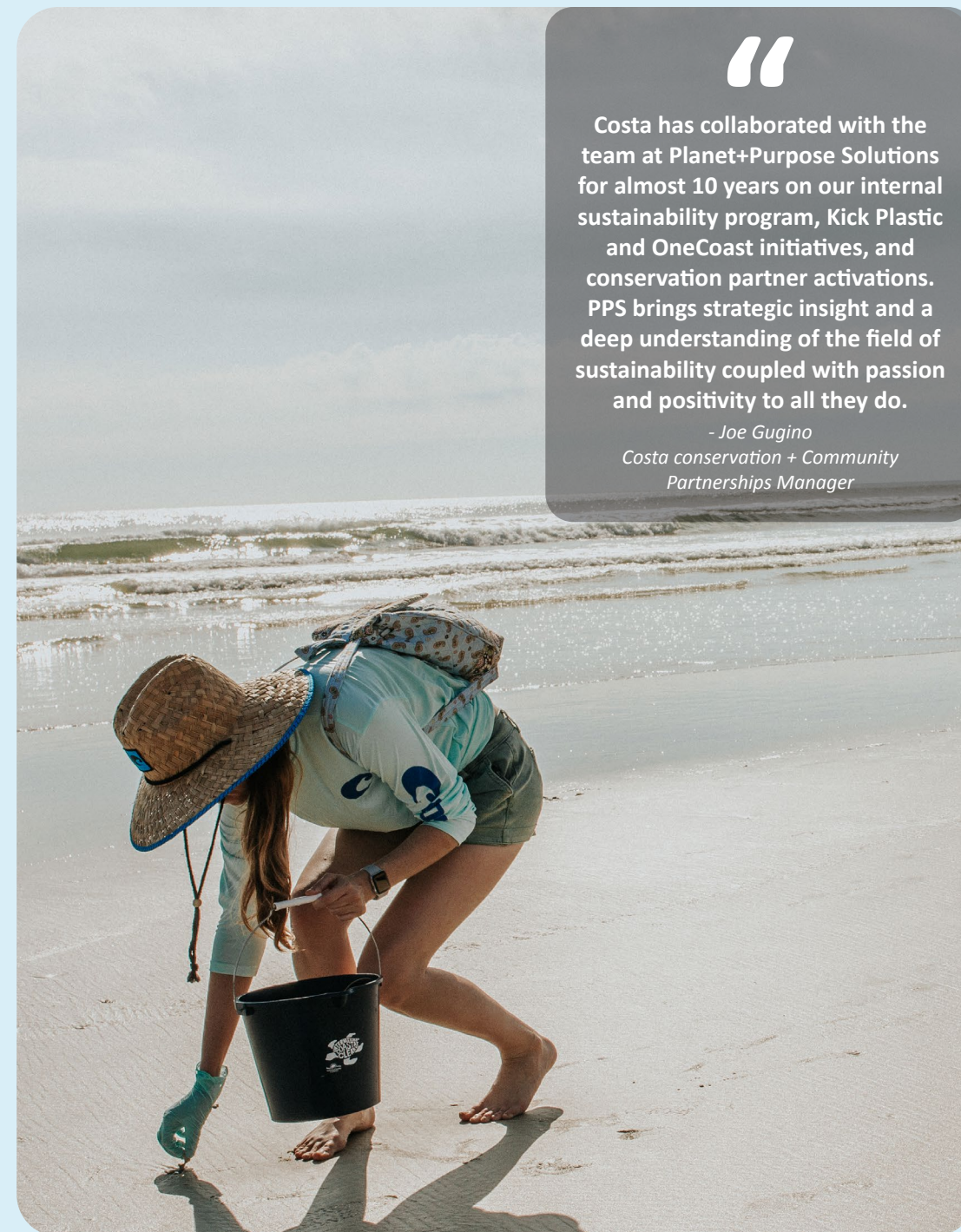
Note: Costa Sunglasses is a brand within EssilorLuxottica

“

Costa has collaborated with the team at Planet+Purpose Solutions for almost 10 years on our internal sustainability program, Kick Plastic and OneCoast initiatives, and conservation partner activations. PPS brings strategic insight and a deep understanding of the field of sustainability coupled with passion and positivity to all they do.

- Joe Gugino

Costa conservation + Community  
Partnerships Manager







# Shedd Aquarium

PPS has worked with Shedd Aquarium on a number of conservation and plastic pollution related initiatives for over five years. Shedd is one of the world's most respected aquariums and a landmark cultural institution in Chicago that welcomes over 2 million guests a year.

Our project support has included a large-scale operations and supply chain single-use plastic audit to identify and reduce Shedd's main sources of waste to landfill. In addition, our team has aided Shedd's single-use plastic policy efforts in the region.

We collaborated with the aquarium and offered strategic guidance related to its restaurant and community focused engagement initiative to reduce single-use plastic food service ware called Let's Shedd Plastic.







# Innersense Organic Beauty

PPS collaborates with Innersense Organic Beauty – a clean beauty brand founded on a commitment to use business as a force for good – offering strategic guidance related to their comprehensive sustainability initiatives.

Innersense Organic Beauty is unwavering in its commitment to preserve and protect the health of both people and the planet. The brand uses only clean, pure and ethically sourced ingredients that are formulated with conscious chemistry. Their sustainability initiatives also include a packaging stewardship plan, numerous certifications, including B Corp, Climate Neutral and Plastic Neutral through rePurpose Global, as well as a partnership with 1% for the Planet.

Innersense has shifted the majority of the brand’s plastic packaging to 100% post-consumer recycled content and launched refill pouches for its hairbaths and conditioners.

The company advocates tirelessly for stronger regulations related to health and safety in the beauty industry and gives generously (both time and treasure) to a wide range of non-profit partners that further the company’s mission “to inform, inspire and empower beauty professionals and consumers to make healthy choices.”

Innersense Organic Beauty continues to win covetable awards, industry praise, and customer loyalty and truly stands out as a clean beauty leader.







## Global Critical Logistics

PPS provided strategic guidance to Global Critical Logistics (GCL), a provider of international logistics solutions, on how it can strengthen its annual ESG report. In addition to drafting copy and organizing the report flow, PPS identified opportunities for GCL to deepen its ESG initiatives and further align with sustainability best practices.



## HRP Associates

PPS conducted a materiality assessment for HRP, an environmental engineering services firm. Collaborating with a cross-organizational working group, PPS conducted a competitive analysis and review of internationally recognized third-party frameworks and engaged key stakeholders through interviews and surveys to identify material topics and their relative importance to the company. The project outcome allowed HRP to better align its existing sustainability program with internal and external stakeholder expectations and reinforced the current sustainability commitments the company is making.





## Pet Sustainability Coalition

PPS worked with the Pet Sustainability Coalition (PSC) to provide independent, third-party verification for its sustainable business accreditation program. The PPS team reviewed participant SDG Action Manager submissions and conducted verification meetings with each company to enhance the objectivity and integrity of PSC's accreditation process. PPS also provided ongoing, strategic guidance to PSC related to how best to advance and scale the accreditation program.



## Ki Culture

PPS has partnered with Ki Culture to offer strategic guidance to select museums and other cultural institutions around the world on methods for incorporating sustainability into their operations. Ki Culture is an international coaching and training network designed to provide a comprehensive sustainability foundation for cultural institutions, offering tools, guides and other resources including training and mentoring.

In 2023 PPS had the privilege of working with the Bishop Museum in Honolulu, Nevada Museum of Art in Reno, High Museum of Art in Atlanta, Institute for Contemporary Art at Virginia Commonwealth University in Richmond, Terra Foundation in Chicago and Paris, and the Portland Museum of Art. Mentorship topics included How to Create an Effective Green Team and Using the B Impact Assessment to Develop a Sustainability Roadmap.



# Partnerships for the Planet

The PPS team volunteers in our communities and serves on boards of numerous philanthropic organizations. Our team works closely with the South Carolina Aquarium, the College of Charleston, and other environmental and educational nonprofit organizations. We also actively participate within the community to promote policy action around single-use plastics, climate action and other environmental sustainability initiatives. As a business member of 1% for the Planet, PPS also donates 1% of gross sales to our nonprofit partners.

**PPS has donated  
\$30K+ since 2018  
to non-profit  
organizations**

## We Support



American Sustainable Business Council (ASBC)  
Nonprofit Partner



Lonely Whale Foundation  
Nonprofit Partner



B Lab  
Nonprofit Partner



Naturally Boulder  
Nonprofit Partner



Breast Cancer Prevention Partners  
Nonprofit Partner



The Ocean Foundation  
Nonprofit Partner



Captains for Clean Water  
Nonprofit Partner



Pact Collective  
Nonprofit Partner



Charleston Waterkeeper  
Nonprofit Partner



Plastic Pollution Coalition  
(A project of Earth Island Institute)  
Nonprofit Partner



Climate Collaborative  
Nonprofit Partner



SeaTrees by Sustainable Surf  
Nonprofit Partner



Climate Neutral  
Nonprofit Partner



Trout Unlimited  
Nonprofit Partner



Eddie Aikau Foundation  
Nonprofit Partner



1% for the Planet  
Nonprofit Partner



Kokua Hawaii Foundation  
Nonprofit Partner



The 5 Gyres Institute  
Nonprofit Partner



# United Nations Sustainable Development Goals

5 GENDER EQUALITY



As a women-owned and led business, PPS seeks an end to all forms of discrimination against all women and girls everywhere. Through our work with organizations, we advocate for women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

7 AFFORDABLE AND CLEAN ENERGY



Through both our consulting initiatives and personal lifestyle choices, PPS works to increase the share of renewable energy in the global energy mix and support policy action to increase access to clean energy.

8 DECENT WORK AND ECONOMIC GROWTH



PPS embodies the effort to promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation. Our work helps improve global resource efficiency in consumption and production and endeavors to decouple economic growth from environmental degradation. We believe in the opportunity to achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Through our work with companies, and as engaged citizens in the City of Charleston, we advocate for the need to upgrade infrastructure and support the goal of retrofitting industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes.

11 SUSTAINABLE CITIES AND COMMUNITIES



Our work to reduce both our own and our clients' carbon footprint, along with our volunteerism as a City of Charleston Climate Ambassador and Town of Mount Pleasant Green Commission member, supports the opportunity to substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change and improve resilience to disasters.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Our work with clients is centered around reducing their environmental impacts, whether it be reducing reliance on virgin fossil-fuels by lightweighting packaging, choosing sustainable materials and using post-consumer recycled content or through waste reduction initiatives. We work to educate our clients and their key stakeholders on how to minimize their ecological footprint and design and manage circular programs to ensure a sustainable future for all.

13 CLIMATE ACTION



As a Climate Neutral certified brand, PPS not only offsets its carbon footprint through the purchase of verified offsets but also sets measurable targets to achieve emissions reductions going forward. We are proud to work with clients who have also achieved Climate Neutral certification and who work to reduce their climate impacts through offsets and more sustainable business practices.

14 LIFE BELOW WATER



We have expertise in ocean plastic pollution and have, since our inception, worked to stem the tide of single-use plastic flowing into our oceans, lakes and rivers. Our multi-faceted approach to addressing the issue includes educational outreach, designing and implementing B2B and B2C engagement campaigns, conducting waste audits, and advocating for policy change at the federal, state and local level.

15 LIFE ON LAND



PPS encourages our clients to adopt sustainable business practices that reduce their impacts on our planet's finite resources, including those related to loss of biodiversity and ecosystem degradation. We prioritize the use of renewable resources and high recycled content for products and packaging and organic and regenerative agricultural practices for ingredient sourcing.

17 PARTNERSHIPS FOR THE GOALS



The solutions needed to address the gravest threats to our planet and humanity are complex and require collaborative, multi-stakeholder partnerships at the local, national and international level. We work with our clients to take an active role within industry groups and work with NGOs and other organizations to share knowledge, financial resources and technologies that will help the collective whole make meaningful progress on the 2030 Agenda for Sustainable Development.





**[planetpurposesolutions.com](https://planetpurposesolutions.com)**

A South Carolina Public Benefit Corporation  
472 Meeting Street, Suite C-102  
Charleston, SC 29403

