

2025

Operation Impact & Carbon Footprint Report



evolution
MARKETING LLC

sustainability
consulting • PR • branding

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About Us

Our Mission:

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

We Are: A Wisconsin based woman-owned Certified B Corp™ specializing in the areas of **sustainability storytelling, environmental communications, impactful creative and ethical marketing.** We are practitioners of sustainability and responsible business consultants helping our clients within the emerging fields of social sustainability (i.e. belonging, employee experience, & organizational culture), supply chain sustainability, third-party responsible business certifications and impact reporting.

Our Business Model: We are Wisconsin's only marketing communications firm that works within the **environmental, socially responsible and sustainability niche** that is also operated, **managed in a triple bottom line manner.**

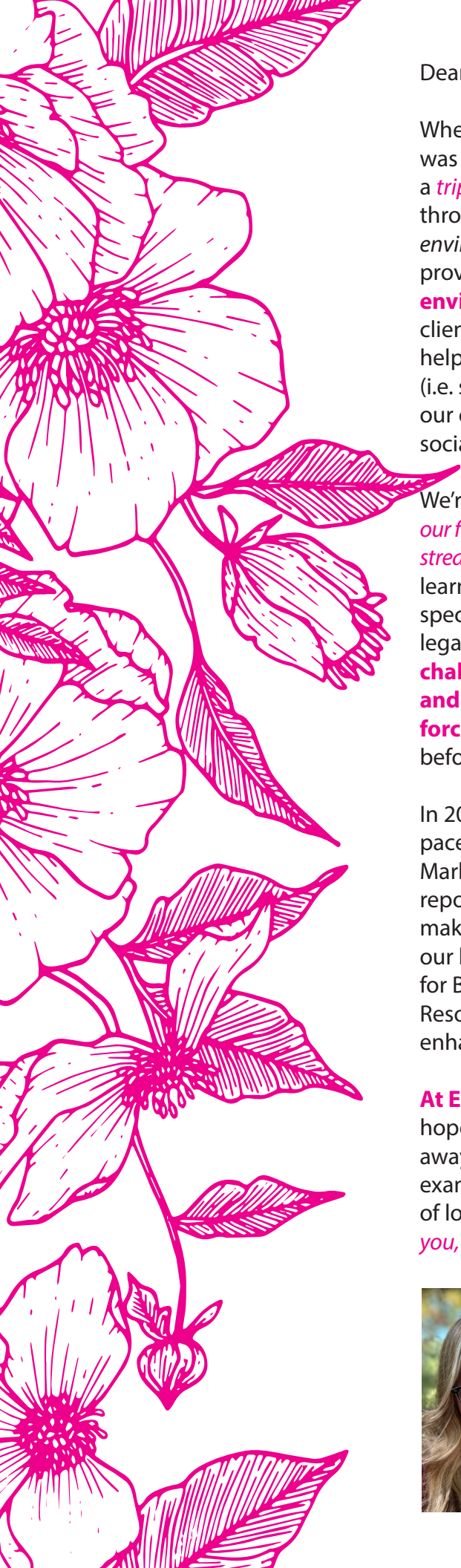
Our Team: Is composed of marketing communications experts, consultants and practitioners of sustainable business initiatives. We are able to provide consulting services because all members of our team are subject matter experts, practitioners of "holistic sustainability" strategies, practices and protocols.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

We have nearly 20 years of experience working as **sustainability practitioners in the intersectional space of operations, employee engagement, and corporate social responsibility.** We have helped a wide variety of organizations (i.e. mission-based businesses, nonprofits and governmental entities) to adopt sustainable business strategies, and bake holistic ESG practices, governance structures into their organizations' DNA.



Greenmktg.com





Dear Evolution Marketing Stakeholders,

When I founded **Evolution Marketing** in 2007, our purpose (mission) was to demonstrate that a professional service firm could operate in a *triple bottom line manner* (i.e. running all of our business decisions through the intersectional lens of *corporate social responsibility, environmental stewardship and long term economic viability*) while providing **sustainability consulting, ethical marketing and environmentally responsibility creative design services** for our clients. Simply put, I wanted to show how our business could be used to help address the biggest environmental (i.e. climate change) and social (i.e. systems of inequality) problems of our time, while also helping our clients to *adopt and communicate* about their environmentally and socially responsible business strategies, actions and practices.

We're proud to share that we've met and exceeded 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 governments and nonprofits to startups and established legacy businesses. **We have learned that being a change agent can be challenging. That's why we believe it's imperative to 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!

In 2025, ecological disasters continued to happen at an unprecedented pace showing the world what a warming planet looks like. At Evolution Marketing *we decided to double down on our decarbonization actions.* This report will provide a deep dive into the rationale for why we choose to make these **three strategic low carbon business decisions.** We (1) moved our business finances to Wisconsin's first bank to join the Global Alliance for Banking on Values (GABV), (2) joined the WI Department of Natural Resources Green Tier Charter for Climate Action and (3) joined the enhanced ClimeCo Program in 2025.

At Evolution Marketing we believe in the power of education and hope that by sharing this report, you and your organization can walk away with some new ideas about how to create beneficial lasting impact, examples of partnerships and different ways to advocate for adoption of low carbon responsible business actions. *If one of our projects inspires you, please feel free to replicate it, share it, adapt it, or make it your own!*



Thank you for reading,

Lisa Geason-Bauer

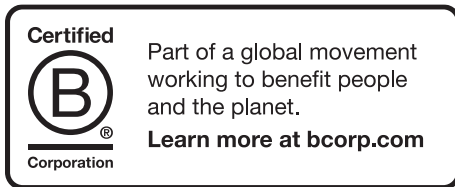
Lisa Geason-Bauer, Founder and President

P.S. If you have questions, thoughts or want to provide feedback about this report, please contact us.

evolution

M A R K E T I N G LLC

Evolution Marketing is one of a small group of businesses globally recognized as a “B1”. We harness the power of both the Certified B Corp movement and 1% for the Planet certification to effect change through business practices. **These certifications are a cornerstone of our commitment to operating transparently and responsibly, ensuring that our actions align with our mission to lead by example.**



Certified B Corporation

Since 2018, we’ve been a Certified B Corporation™, meeting rigorous standards of social and environmental business performance. Our 2022 recertification score of 120.3 reflects our continuous improvement in balancing purpose with profit. In Fall of 2024, we embarked on our third B Corp. certification (i.e. second time re-certifying) and as of **April 2025 our score had increased to 123.8.**



1% for the Planet

As a member of 1% for the Planet since 2017, we donate 1% of annual revenue to environmental nonprofits. This commitment amplifies our dedication to regenerating the planet through collaborative action.



Living Wage for US

The certification process, conducted by Living Wage for US, involved a thorough assessment of our wage practices, confirming that all Evolution Marketing employees earn wages that meet or exceed the living wage standards for our region in 2025.



Woman-Owned Business Enterprise (WBE)

Evolution Marketing re-certified as a Woman-Owned Business Enterprise (WBE) with the Wisconsin Supplier Diversity Program, through the State of Wisconsin in 2025. This program verifies, on a yearly basis, that we are woman-owned and operated.

2025 Carbon Footprint Report



Evolution Marketing Carbon Footprint

Jan. 1st, 2025 - Dec. 31st, 2025

SCOPE 1: Total natural gas used for the Evolution Marketing office operation was 145.82 therms (.9771 mt CO₂e^{^1})

SCOPE 2: Total electrical energy used in the Evolution Marketing office in 2025 was from renewable energy sources generated onsite.^{^2}

SCOPE 3: Total other value chain emissions were 3.708 mtCO₂e

Other Business Expenses:

Employee Commuting & Travel for conferences ^{^3}	.67 mtCO ₂ e
Employee Homeworking ^{^4}	1.098 mtCO ₂ e
Purchased Goods & Services (business services) ^{^5}	
Financial Intermediation (i.e. bank loan)	.54 mtCO ₂ e
Insurance and pension	.81 mt CO ₂ e
Legal, accounting and consulting	.59 mt CO ₂ e

Total Scopes 1, 2, and 3 emissions were 4.6851 mtCO₂e

We offset 32 metric tonnes of CO₂ through ClimeCo's EcoCommitted Small Business Partner program, the project that we chose to support was the Maple Hill Landfill Project.

In 2025, Evolution Marketing delivered our professional services in a carbon-neutral manner, thanks to our membership in ClimeCo's EcoCommitted Partner Program, it ensures that our operations have a net-zero carbon footprint.



Footnotes:

^{^1} = using the EPA's GHG equivalency calculator
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results>

^{^2} = Total electrical energy used in the Evolution Marketing office operations was 3,250 kWh (25% of the total 13 MWh) energy used by the home/electric vehicle. The onsite solar PV system generated 6.05 MWh of renewable energy, and remaining purchased electricity from We Energies (8.72 MWh) was made up of 9% renewable energy power mix. Meaning that of the 8720 kWh purchased, 784.8 of those kilowatt hours were generated from renewable sources.

^{^3} = [Vehicle miles calculator used](#)
1196 miles on a 2015 Subaru Outback (477.96 kgCO₂e) and
1375 miles on a 2024 Ford Escape PHEV SUV (193.12 kgCO₂e)

^{^4} = [Working from home calculator used](#)
3,290 hours worked from home by team members = 1.098 mtCO₂e

^{^5} = SME Climate HUB
3.1 mt CO₂e calculated from the Business Carbon Calculator powered by Equipoise in the SME Climate Hub, that is based on dollars spent by the business for insurance, pension, legal, accounting fees and the financial intermediation services for our small business loan.

Carbon Offset Project Supported in 2025: Maple Hill Landfill Project

The [Maple Hill Landfill](#) is a large waste site located just outside the city of Macon, Missouri. It has been safely storing trash since 1976 on a property of approximately 430 acres, with 130 acres for waste disposal. The landfill has created a system of wells that collect landfill-generated methane gas before it's released into the atmosphere and safely burn it through a designated flare system. **By capturing and destroying this gas, the Maple Hill Landfill project helps lower greenhouse gas emissions and provides cleaner air to the surrounding communities.**



Snapshot of Evolution Marketing’s Total Carbon Emissions & Inventory 2018 - 2025



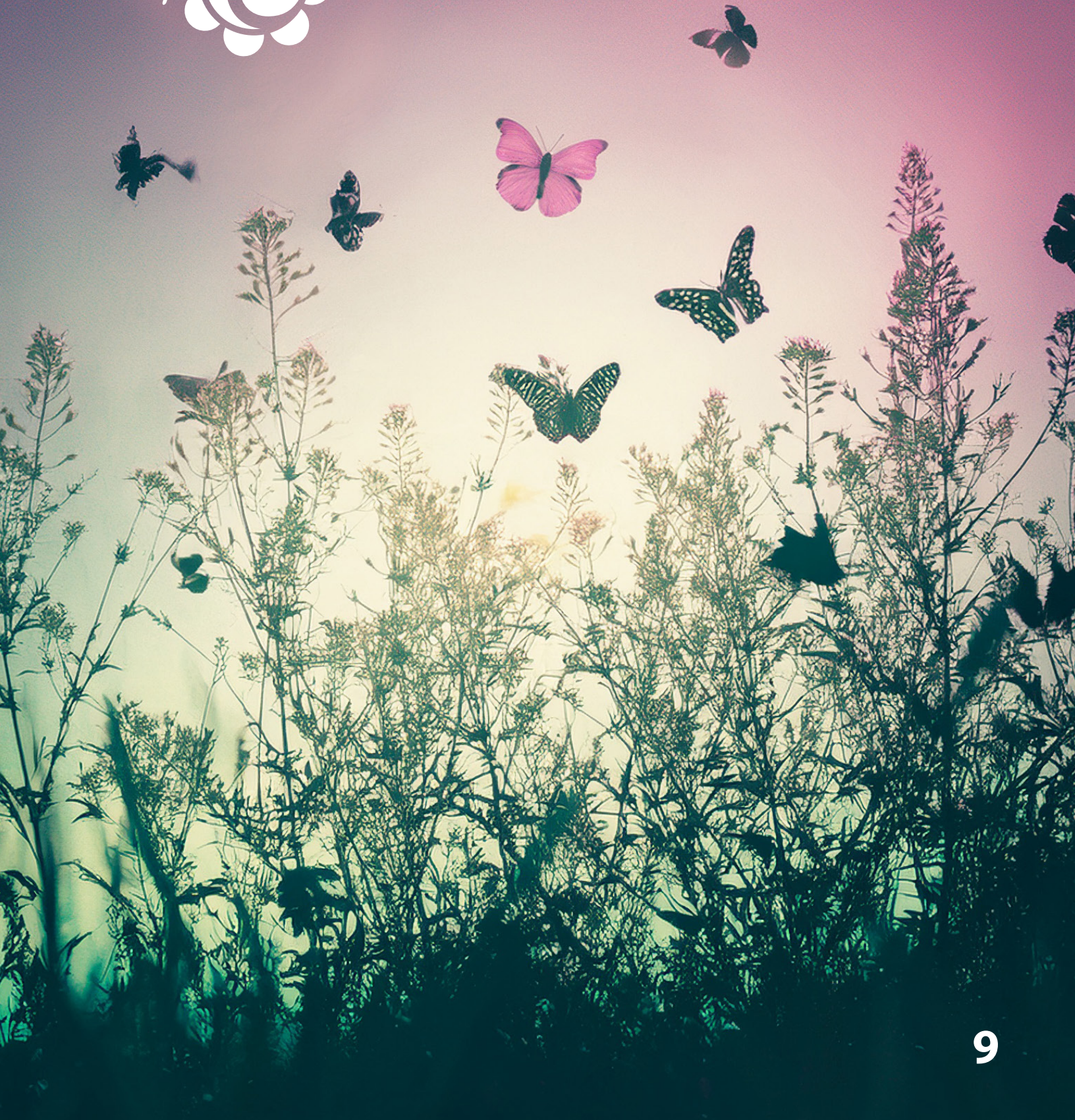
Evolution Marketing’s GHG Emissions 44.5601 mt CO2e



Evolution Marketing’s Carbon Credit Inventory 238.8 mt CO2e



History of Evolution Marketing's Climate Action



In 2008 when Evolution Marketing drafted our first climate action plan, we started with a handful of goals that we were going to focus our energy, time and talent on as part of our commitment to operating the business in an environmentally responsible manner.

2008 Climate Action Goals:

- (1) *To operate the business in an environmentally responsible manner through the adoption of responsible resource management, and carbon neutrality.*
- (2) *To publicly share our operational learning journey tied to the adoption of low carbon business actions, policies, programs and projects with our stakeholders.*
- (3) *To provide climate change, carbon management, holistic sustainability education to our stakeholders, and to elevate our actions by partnering with other Wisconsin based nonprofit organizations who are working in the same space.*
- (4) *To advocate for the adoption of low carbon business policies.*



Fast forward to 2025 and this is what our Climate Action Goals look like in practice.

(1) To operate the business in an environmentally responsible manner through the adoption of responsible resource management (i.e. prioritizing regenerative nature based solutions), and carbon neutral business operations (i.e. prioritizing energy efficiency, renewable energy generation and decarbonization actions).

In **2019 Evolution Marketing was Wisconsin's first B Corp** to commit to supporting the global goal of limiting global warming to 1.5°C at COP 25, as part of the B Corp Climate Collective's Net Zero by 2030 program. As the NetZero by 2030 campaign was retired (Sept 2022), we then joined the SME Climate Hub and have been sharing our commitments and actions to **Net Zero through its tracking.**

This report showcases our detailed 2025 Carbon Footprint (showcasing scopes 1-3, and unpacking all business operations that are part of scope 3.) Our report also showcases the credible carbon offset project that we supported in 2025, as well as the credible ocean-bound plastic recovery project and water restoration project we also supported. This report further unpacks how we have put low-carbon business decisions into action at Evolution Marketing. Over the last eighteen years we have created a robust tracking system for all of our different environmentally responsible decisions, actions and our report breaks those decisions into one of three segments - internal operations, purchasing/ supply chain, and low carbon operational policies. Each segment showcases what the decisions were, why they were done and if there is any quantitative data associated with an action, it is shared. Stakeholders interested in seeing our progress on actions, can visit reports from previous years and compare data points, as all of our reports are **publicly available on our website.**

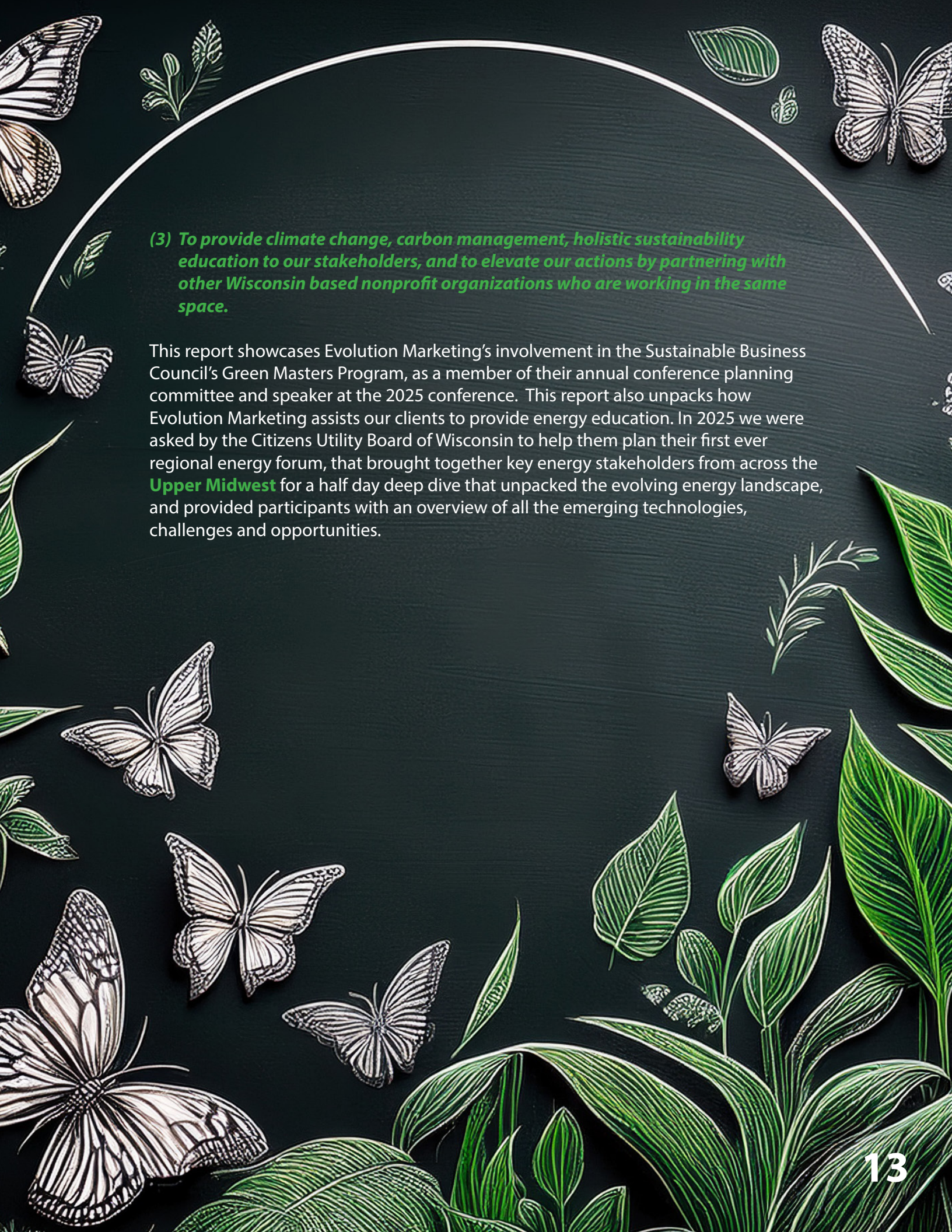


(2) To publicly share our operational learning journey tied to the adoption of low carbon business actions, policies, programs and projects with our stakeholders.

The goal of this yearly report is to publicly show our environmental sustainability journey, and specifically provide education about what low carbon business decisions look like in practice. In 2025 we moved our business banking from a regional bank that was running on renewable energy to the only Wisconsin financial institution (Summit Credit Union) that is a member of the **Global Alliance for Banking on Values (GABV)**. This was a major decision for us, and one that was not taken lightly as the regional bank we had been banking with since 2021, dropped their membership in the GABV in 2023, and closed their carbon neutral online bank in Q4 of 2024. A specific goal that we had for the 2025 year, was to find a new financial institution that was able to provide the full suite of commercial banking services that we need to operate Evolution Marketing. As well as ensuring that the financial institution is operating in a socially and environmentally responsible manner, ideally that they are also part of the GABV. As a small business we want to support financial institutions in our community that are prioritizing low carbon business actions. In 2023 Summit Credit Union became the first Wisconsin financial institution to join the GABV, and in 2024 **Summit Credit Union was one of seventeen banks** that were part of a global call for a binding treaty to end the use of fossil fuels (i.e. **Fossil Fuel Non-Proliferation Treaty**). Summit Credit Union's leadership with the Fossil Fuel Treaty demonstrated alignment with our business purpose. The fact that they joined the GABV, demonstrates to us they are serious about **meeting the organization's mission**. By Q3 of 2025 we had transitioned all of our commercial banking services to Summit Credit Union.

Mission for the Global Alliance for Banking on Values

"Our purpose is to expand and strengthen the practice of values-based banking, and to lead the way for a financial system that promotes social equity, responds to the climate emergency and delivers true and lasting prosperity and well-being for all."

A decorative border surrounds the central text area, featuring various butterflies in black and white line art and green leaves in a similar style. A thin white arc curves across the top of the page.

(3) To provide climate change, carbon management, holistic sustainability education to our stakeholders, and to elevate our actions by partnering with other Wisconsin based nonprofit organizations who are working in the same space.

This report showcases Evolution Marketing's involvement in the Sustainable Business Council's Green Masters Program, as a member of their annual conference planning committee and speaker at the 2025 conference. This report also unpacks how Evolution Marketing assists our clients to provide energy education. In 2025 we were asked by the Citizens Utility Board of Wisconsin to help them plan their first ever regional energy forum, that brought together key energy stakeholders from across the **Upper Midwest** for a half day deep dive that unpacked the evolving energy landscape, and provided participants with an overview of all the emerging technologies, challenges and opportunities.

(4) To advocate for the adoption of low carbon business policies. Since signing onto the We are Still in pledge in 2017, we have been a very outspoken advocate for local, regional, national and international policies aimed at protecting the natural environment, reducing reliance on non-renewable resources, and prioritizing nature based solutions to meet many of the world's biggest ecological challenges. In fall of 2025, Evolution Marketing was proud to have signed onto B Lab's COP30 Manifesto. This global call to action challenges policymakers to reimagine our economic systems so they serve the wellbeing of people, the protection of the planet, and the long-term resilience of our communities. It urges governments to embed stakeholder governance into law, require credible climate action from businesses, and mandate human rights and environmental due diligence for all companies.

This initiative aligns with our values and the way we operate every day. At Evolution Marketing, we see our work as part of a broader movement to redesign how business is done. We believe the private sector must lead by example, and we take that responsibility seriously. In support of the COP30 Manifesto's goals, we have continued to take clear, transparent actions across each of the key areas outlined in the call to action.

In November of 2025, after multiple interactions and a formal request from one of our external community stakeholders (i.e. the Wisconsin Department of Natural Resources Green Tier Program), Evolution Marketing's leadership decided to become the 5th Wisconsin business to join the **Wisconsin Department of Natural Resources Green Tier Charter for Climate Action.**



GREEN TIER

Advantage: Business Advantage: Environment

As part of our involvement in the Green Tier Charter for Climate Action, Evolution Marketing will continue to actively engage in collaborative low carbon business initiatives in Wisconsin through our membership in the **Sustainable Business Council, B Local Wisconsin and Citizens Utility Board of Wisconsin.** We will also continue to grow our educational partnerships with nonprofits and schools that help to promote climate awareness within our community. Examples of this type of work include: our ongoing partnership with the Wisconsin Citizens Utility Board (CUB) and Spanish language students at Oconomowoc High School. Since 2019, we have been co-creating hands-on learning opportunities and civic engagement activities for Oconomowoc high school students through sustainability-focused projects and Spanish-language communication. These educational partnerships have allowed us to make an impact within our community, spreading climate education and awareness among our youth.

We recognize that sharing knowledge with fellow Charter members is a valuable opportunity to contribute to the state's broader sustainability goals. We look forward to sharing our experiences, insights and learning with others in the Charter community.





Climate Action Goals for 2026

Goal 1: Expand Outreach, Community Engagement & Sustainability Education in Wisconsin

We will continue to grow sustainability-focused environmental education programming (i.e. by working with our intern Anna Englebert to co-create a two-part webinar series on farmer sustainability communication and outreach engagement to agricultural stakeholders) during spring of 2026.

Webinar Topics:

Farm Communications 101: How to Talk to Your Stakeholders

Growing Impact: Sustainability & Storytelling on Your Farm

We will continue to add timely, relevant new webinar offerings and public-facing resources to our website and the “**Free Sustainability Courses**” section.

We will lead, plan and facilitate a **Sustainable Living & Eco-Home Tour** as part of the Champions Retreat (i.e. B Lab U.S. and Canada’s largest gathering of B Corp®) that happens every two years and will be in Milwaukee April 20th -24th, 2026.

Goal 2: Continue to collaborate with key stakeholders (i.e. B Local Wisconsin and Citizens Utility Board of Wisconsin) tied to educational programming on energy management, adoption of holistic sustainability actions for Wisconsin’s small business community.

Goal 3: Submit recertification (two years early) under **version 2 of the Certified B Corporation™ standard** for Evolution Marketing in spring of 2026.

Goal 4: Support planning efforts for **WasteCap Wisconsin’s 30th Anniversary Celebration** by joining the planning committee as a volunteer advisor.

Goal 5: Continue to provide thought leadership, education and support for Wisconsin’s sustainability networks (i.e. Sustainable Business Council, B Local Wisconsin, and the Wisconsin DNR’s Climate Charter) through active membership.

Sustainable Development Goals in Action

Operational Impacts 2025

At Evolution Marketing, we strive to reduce the impact of our business operations on the greater Lake Country Area, Southeastern Wisconsin and in the Midwest Region. In the following pages we have highlighted several of the seventeen United Nations Sustainable Development Goals (SDGs) and specific targets that we were working towards in 2025. **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.**

****The content of this Impact Report has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. [Click here to learn more about the United Nations SDGs.](#) ****

4 QUALITY EDUCATION



GOAL 4

Target 4.4: By 2030, substantially **increase** the number of **youth and adults** who have relevant skills, including **technical and vocational skills**, for employment, decent jobs and entrepreneurship

Target 4.7: By 2030, ensure that all **learners acquire the knowledge and skills** needed to promote sustainable development, including, among others, **through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development**



7 AFFORDABLE AND CLEAN ENERGY



GOAL 7

Target 7.1: By 2030, ensure universal **access to affordable, reliable modern energy service.**

Target 7.2: By 2030, increase substantially the share of **renewable energy** in the global energy mix.

Target 7.3: By 2030, double the global rate of **improvement in energy efficiency.**



11 SUSTAINABLE CITIES AND COMMUNITIES



GOAL 11

TARGET 11.6: By 2030, reduce the adverse per capita **environmental impact of cities**, including by paying special **attention to air quality** and municipal and other **waste management**.

TARGET 11.A: Support **positive economic, social and environmental** links between urban, peri-urban and rural areas by strengthening national and regional **development planning**.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



GOAL 12

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**.

Target 12.8: By 2030, ensure that **people everywhere** have the relevant information and **awareness for sustainable development and lifestyles in harmony with nature**.

13 CLIMATE ACTION



GOAL 13

Target 13.2: Integrate **climate change measures** into national policies, **strategies** and **planning**.

Target 13.3: Improve **education, awareness-raising** and human and institutional capacity **on climate change mitigation, adaptation, impact reduction and early warning**.



Low Carbon Business Decisions

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.



Internal Operations



Onsite Composting: Evolution Marketing implemented onsite composting in 2013. All paper products purchased for use in the kitchen (such as napkins, paper towels, paper plates, etc.) are not dyed and are composed of either bamboo or FSC/SFI 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 and cuttings.



Recycling: 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, business publications, mail, and cardboard. We also reuse 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. **The diversion rate for the Evolution Marketing office in 2025 was 90%**, we sent 5.9 lbs of trash to the landfill, while we diverted 53.5 lbs of recycled material from the landfill. Our diversion rate was lower in 2025, due to a comprehensive cleaning of the Evolution Marketing office space (including removing items that were not able to be recycled.)



Electronics: All electronic devices in the Evolution Marketing office are **ENERGY STAR®** rated. Since 2023, the Evolution Marketing office has used an **Epson EcoTank ET-2850 printer**, featuring a cartridge-free design that reduces the number of ink cartridges sent to landfills (or in our case that get recycled). No new office equipment was purchased in 2025.



Platform: Evolution Marketing's **email service provider Fat Cow** has been running on renewable wind energy since 2010. Evolution Marketing's website(s) are hosted by Squarespace. They have taken a variety of different environmentally responsible sustainability actions, [learn more here](#). Evolution Marketing also used the full Google Suites for all business related activities and meetings. Google is a global leader in the adoption of clean energy and energy efficiency optimization of their data centers, [learn more about their operations here](#). Beginning in June of 2025, Google started to track individual business level carbon footprint data. From June 2025 to May 2026 the Evolution Marketing carbon footprint was 4.39424 kgCO₂e for use of our Google Suites account, **that is the equivalent of using .494 OR half a gallon of gasoline for one year.**

Total carbon footprint	
June 2025 - May 2026	
Scope 1 ⓘ	0.00604
Scope 2 location-based ⓘ	2.76394
Scope 3 ⓘ	1.62426
Total (kgCO ₂ e)	4.39424
Close	

Screencapture from Evolution Marketing admin panel in our Google Business account June 2026.



Electricity: Outdoor natural light is the primary lighting source for the Evolution Marketing office. Several large windows are utilized to light the space. If indoor lighting is needed, our desks all have LED task lighting fixtures. **Evolution Marketing runs on solar power generated onsite.** [Click here](#) to learn more about the energy efficiency actions we have taken over time at our home. Over time the owner of Evolution Marketing has prioritized taking actions to help **electrify their home in order to help the business operate in a more efficient manner.** In 2025, the home's outdated heat pump coils were replaced with the most efficient coils possible, so that the home/office can continue to be heated and cooled with outside air.



Agriculture: 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 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.**

Purchasing / Supply Chain

In addition to offsetting our carbon emissions through certified projects, **Evolution Marketing** is proud to expand our environmental stewardship in 2025 by addressing two other critical challenges: plastic pollution and water scarcity through ClimeCo's new EcoCommitted™ Partner Program. This program helps small and midsize businesses easily offset their carbon, plastic and water footprints.



TONTOTON

Ocean-Bound Plastic Recovery Project

This project managed by TONTOTON recovers post-consumer, non-recyclable, ocean bound plastic waste in the Vietnam coastal communities of Phu Quoc & Hon Son Island. In 2025, Evolution Marketing purchased 40 OBP (Ocean Bound Plastic Reduction Credits), corresponding to 40 kilograms from the TONTOTON Phu Quoc & Hon Son Island Project.

Economic & Community Co-Benefits:

Under this program, workers who are primarily female receive above-average pay, personal protective equipment, and primary health insurance for those individuals who need it. The project also advocates for the proper waste management infrastructure to be built to stop plastics from leaking into the natural environment in the first place. They provide education and guidance to local governments on building sustainable waste management infrastructure.

The collected plastic goes to the INSEE Ecocycle co-processing facility and is converted into AFRM (Alternative Fuels & Raw Materials), which is being used as a replacement for coal, reducing the facility's GHG emissions. The remaining material from the waste-to-energy process is used as raw material in cement manufacturing.

SDG's supported by this project:



**ZERO
PLASTIC
OCEANS.**

CERTIFICATE OF OCEAN BOUND PLASTIC POLLUTION REDUCTION

This certificate confirms that 40 OBP Credits, corresponding to 40 kilograms from the TONTOTON Phu Quoc & Hon Son Island Project in Vietnam have been retired on July 29, 2025, on behalf of

Evolution Marketing, LLC

The Verified OBP Credits have been retired by ClimeCo.

OBP Credits Serial Number : 2021-2-CUC-POTENTIAL-MIXED-TONTOTON/1-VN-13.190-13.229

Vincent Decap, President

July 29, 2025

Date

****NON TRANSFERABLE****

<https://www.obpcert.org/registry/>

Water Restoration Certificates (WRCs) Middle Deschutes River, Oregon

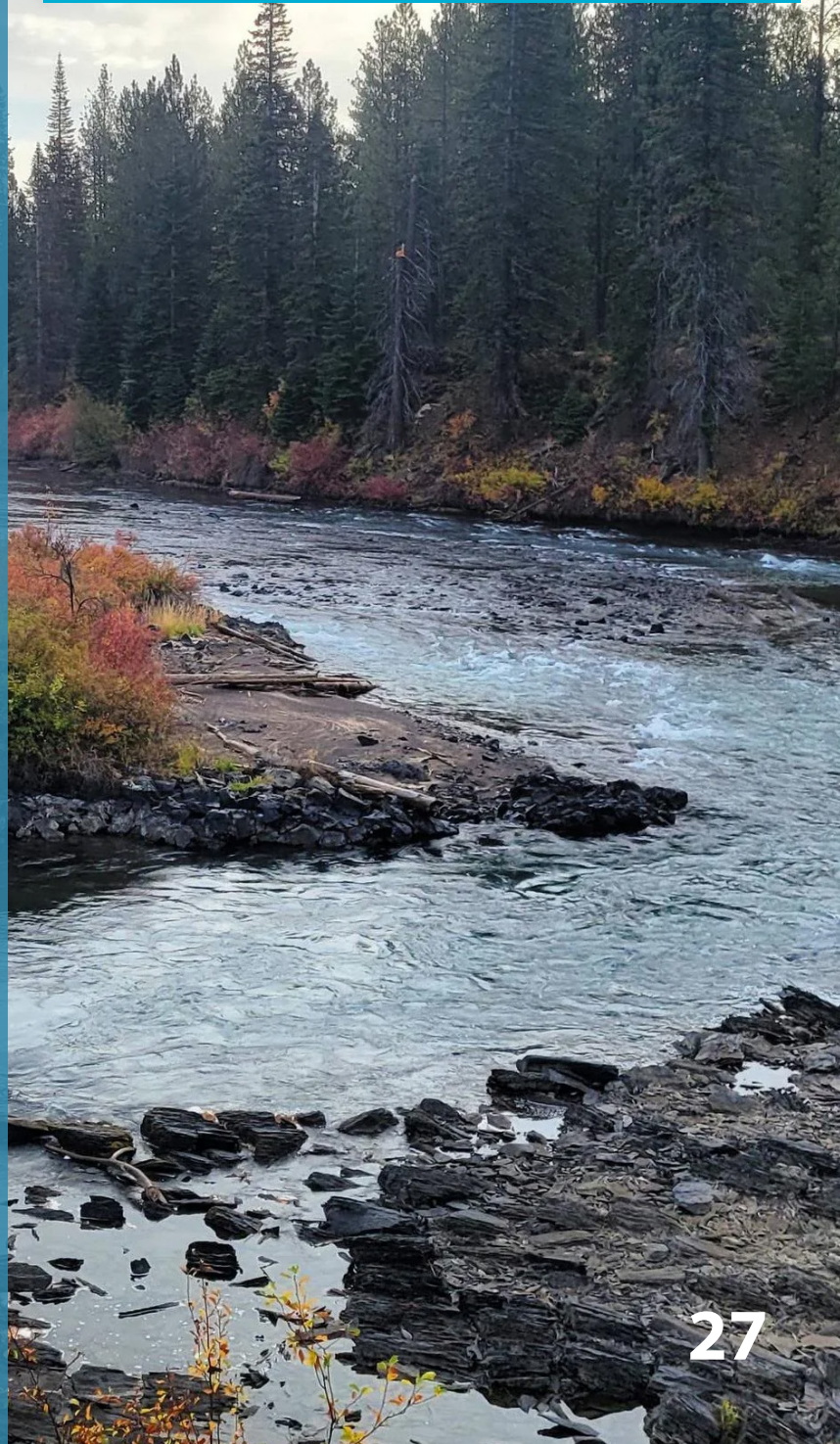
This project preserves an iconic Central Oregon river for wildlife, recreation and communities. Thanks to partnerships between the Deschutes River Conservancy and local irrigation districts, new solutions have been developed to restore over 115 cubic feet per second of flow to the Middle Deschutes during the summer months. Water leasing agreements with irrigators keep the river flowing, fostering a healthy ecosystem for people, plants and wildlife.

In 2025, Evolution Marketing purchased 15 Water Restoration Certificates® (WRC) from the Bonneville Environmental Foundation (BEF). Each WRC equals 1,000 gallons of water improved or restored to the Middle Deschutes River, which benefits people and nature. Evolution Marketing's total impact was to improve or restore 15,000 gallons of water in Central Oregon.

"Since day one, Evolution Marketing has been an incredible partner. As our partnership continues into its 7th year, they were one of the first businesses to pilot and join our enhanced small business program, going beyond addressing their carbon footprint to fund ocean-bound plastic recovery projects and water stewardship efforts in water-sensitive areas. They also teamed up with us on our fall webinar, helping us launch and market the program enhancements. This speaks to how deeply they weave education into everything they do - including climate action. They're a true partner in this work, and we're always excited to find new ways to work together."



Gabi Ferraris,
Manager
EcoCommitted/SMB Part-
ner Program at ClimeCo





Operational Policies

Since our inception in Sept of 2007, Evolution Marketing has run all of our management decisions through the *lens of the triple bottom line (i.e. environmental stewardship, corporate social responsibility and long term economic viability.)* **This is to ensure that our business operations are having a beneficial impact on our stakeholders (i.e. our employees, clients, the greater community in which we are operating and the natural environment.)**

Over the last eighteen years we have adopted a number of low carbon business operational policies that showcase how we have put the triple bottom line into action within our operations. Below is a snapshot of the policies that are directly tied to how we are managing our business in a low carbon manner. We share these policies in our operational impact report to provide examples of “doable” actions that small businesses can take to help address the climate emergency.

Low Carbon Business Policies

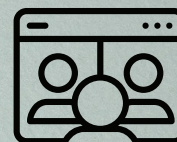
Purchasing Policy:

- (1) Evolution Marketing only purchases Forest Stewardship Council (FSC), and/or Sustainable Forestry Initiative (SFI) Certified paper products that also contain post consumer recycled fiber (pcrf) for our marketing materials and office supplies.



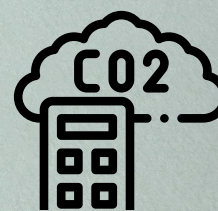
Transportation Policy:

- (2) Evolution Marketing's transportation policy is to participate virtually, whenever possible. If an in-person meeting is required, Evolution Marketing will drive their PHEV (plug in hybrid electric) Ford Escape to the meeting. The vehicle is charged with solar power that is generated onsite. We also strive to carpool to client meetings, when multiple team members are required to attend the meeting. Another part of our transportation policy includes tracking all team members' vehicle miles and we then report that in our scope 3 emissions (we also include intern vehicle miles), and we offset those emissions with high quality certified projects from ClimeCo.



Tracking Scope 3 Emissions Policy:

- (3) Evolution Marketing has been tracking our scope 3 emissions for years, we have a policy that prioritizes scope 3 education and investigation into how to measure and track scope 3 emissions. In 2025 we began tracking the carbon footprint of our small business administration (SBA) loan through the use of the Business Carbon Calculator powered by Equipoise in the SME Climate Hub.



2025 Internal Materiality Assessment

Our participation in the Green Masters Program allowed us to work through a yearly internal materiality assessment. *Our team identified internal ESG (environmental, social and governance) priorities to determine which sustainability topics are most important to our stakeholders and operations.* In 2025, we determined that this list of **topic areas (i.e. greenhouse gas management, energy management, diversity equity and inclusion, community impacts, customer welfare, ethical governance & sustainable leadership, and supply chain management)** were the most **material to Evolution Marketing's operations**. We prioritized these based on their potential beneficial impact to our stakeholders and the natural environment, based on feedback we have received in 2025 from our stakeholders (i.e. employees, clients, business partners, and community partners).

As a triple bottom line managed and operated business we understand the importance of sustainability education, and the role that business influence can play in the creation of socially and environmentally beneficial public policy. These understandings were also considered when we determined what priorities were material to Evolution Marketing in 2025. **Integrating both stakeholder feedback and strategic operational alignment, this assessment shapes Evolution Marketing's sustainability initiatives, ensuring our engagement concentrates on areas where we can drive impactful and measurable progress.**



2025 Green Masters Program Participant



Our history within the Green Masters Program:

In 2009, **Evolution Marketing** was one of nine businesses in Wisconsin to pilot the Wisconsin Sustainable Business Council's (WSBC) **Green Masters Program**® (a non-audited, third-party sustainability assessment program).

Since then, Evolution Marketing has remained a consistent top performer and leader within the Sustainable Business Council (SBC) community. In 2025, Evolution Marketing celebrated 11 years of being recognized at the highest level of "Green Master," reflecting a long-standing commitment to sustainable business practices. **The Green Masters Program offers a rigorous benchmarking framework, and Evolution Marketing is honored to be ranked among Wisconsin's most sustainable businesses for ten plus years**, standing alongside companies such as 4imprint, Inpro, Nekoosa, Riverwater Partners, Bankers' Bank, Empire, Leo, New Leaf Paper, Sadoff Iron & Metal Company, Sadoff E-Recycling & Data Destruction, Secura, TruStage, Masters Gallery, UW Credit Union, Appvion, Oshkosh, MGOE, KI, Mercury Marine, Green Bay Packaging, and Lands' End.

This milestone aligns with the SBC's 16th anniversary of the Green Masters Program in 2025, during which nearly 400 Wisconsin businesses have advanced their sustainability efforts through the program's value chain-focused approach.

Green Master designation: *this award indicates that Evolution Marketing has identified and is effectively managing all material sustainability issues and its performance related to those issues.* This organization takes a comprehensive approach to sustainability and is actively leading the transformation to a more sustainable society. More information about this award can be found in the [Green Masters Program® Overview Document](#).





The Sustainable Business Council recognizes and awards

Evolution Marketing, LLC

Top Performer

Less than 100 Employees

Jessy Servi Ortiz Jessy Servi Ortiz, Executive Director



2025

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In 2025, Evolution Marketing achieved a leading (top three) score among Green Masters Program® participants with less than 100 employees. The **Top Performer as a company with less than 100 employees**, recognized Evolution Marketing's exceptional sustainability performance relative to its size, showing that small businesses can be powerful leaders in environmental responsibility.



The Sustainable Business Council recognizes and awards

Evolution Marketing, LLC

Top Performer

Community Impact, Commercial & Light Industrial Category

Jessy Servi Ortiz Jessy Servi Ortiz, Executive Director



2025

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In 2025, Evolution Marketing was the Top Performer in the **Greenhouse Gas Management topic in the Commercial & Light Industrial category**. This award highlights our leadership in measuring, managing, and reducing its carbon footprint through innovative and impactful strategies, such as carbon offset.



The Sustainable Business Council recognizes and awards

Evolution Marketing, LLC

Top Performer

Greenhouse Gas Management, Commercial & Light Industrial Category

Jessy Servi Ortiz Jessy Servi Ortiz, Executive Director



2025

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In 2025, Evolution Marketing was the Top Performer in the **Community Impact topic in the Commercial & Light Industrial Category**. This recognition highlights our ability to interact with and create value for the communities in which we operate.



The Sustainable Business Council recognizes and awards

Evolution Marketing, LLC

Top Performer

Ethical Governance & Sustainable Leadership, Commercial & Light Industrial Category

Jessy Servi Ortiz Jessy Servi Ortiz, Executive Director



2025

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In 2025, Evolution was the Top Performer in **Ethical Governance & Sustainability Leadership topic in the Commercial & Light Industrial Category**. This award highlights and recognizes ethically organized and structured businesses who have also integrated sustainability throughout their operations.



“Since its founding in 2007, Evolution Marketing has demonstrated that climate action is not a one-time initiative, but an ongoing commitment embedded in how the organization operates and serves its clients. Through its participation in the Green Masters Program®, Evolution Marketing has consistently shown a dedication to measuring, managing, and improving its environmental and social impact. In 2025, the company earned the highest scores in the Greenhouse Gas Management, Sustainable Leadership, and Community Impact categories, an achievement that **reflects years of intentional effort and continuous improvement.** These recognitions help shine a light on the meaningful work Evolution Marketing is doing every day to lead by example and create positive impact for its employees, clients, community, and the environment.”

— Jessy Servi Ortiz, Executive Director, Sustainable Business Council

Client Spotlight:

Evolution Marketing was proud to partner with the Citizens Utility Board of Wisconsin to plan the inaugural Upper Midwest Energy Forum as a pre-SBC conference event. After months of thoughtful planning, it was incredibly rewarding to see so many powerful voices from across the Midwest come together to discuss the evolving energy landscape. The plenary sessions and breakout rooms were filled with insights and thoughtful conversations that businesses can use to navigate the evolving energy and sustainability challenges. We were inspired by the depth of expertise shared and the strong sense of collective momentum toward a more resilient future in energy. We are grateful to CUB for their partnership, and to the broader sustainability community whose leadership and engagement made the Forum such a success.



"We are pleased that Evolution Marketing has evolved along with CUB in recent years. As we have looked to expand our communication and education efforts, Evolution Marketing pitched in. In 2025, as we considered hosting our first ever policy-focused community event, Evolution Marketing came through again and helped create a memorable day for CUB and our team, and all who attended. What I appreciate is that Evolution Marketing lives its values, and not only partners with CUB but also donates to support our mission."

– Tom Content, CUB Executive Director



Evolution Marketing Team in Action 2025: Championing Environmental Sustainability & Climate Action Education



Public Policy Advocacy Actions 2025:

Since our inception in 2007, Evolution Marketing has only advocated for public policies that contribute to a positive impact on society or the environment. Our public policy work has been centered around advocating at the local, regional and national levels of government, where we have asked elected officials to implement policies that help consumers and businesses to operate in a more environmentally responsible manner.

In Jan of 2025 Evolution Marketing signed onto the **U.S. Green Building Council's letter asking Congress to preserve the energy efficiency and clean energy tax incentives** that were in the federal law (at that time) and that had been expanded with passage of the Inflation Reduction Act in 2022. **The letter was signed by 300 + organizations engaged in the built environment, construction, energy efficiency, renewable energy and product manufacturing companies who are working within the building supply chain.**

The letter articulated why it was so important to keep the tax related incentives on the books. *"The reality is the buildings related tax incentives that were expanded under the Inflation Reduction Act in 2022 have existed in some form for a decade or more and have long had bipartisan support in Congress.* This includes the Sec. 45L tax credit for homebuilders building more energy-efficient homes; the Sec. 25C tax credit for homeowners to make efficiency improvements to their homes such as upgrading their heating and cooling systems or adding insulation; the Sec. 179D deduction for commercial building efficiency improvements; the Sec. 48/48E Investment Tax Credit (ITC) for companies making clean electricity improvements such as geothermal systems and rooftop solar; and the Sec. 30C tax credit for alternative vehicle charging and pumping infrastructure (which includes a range of technologies).

These are tax incentives that at their core help American households and businesses lower their energy costs – including seniors struggling with high bills – while reducing demand on our overtaxed electric grid."

January 15, 2025

The Honorable Mike Crapo
Chairman
U.S. Senate Committee on Finance
Washington, DC 20510

The Honorable Ron Wyden
Ranking Member
U.S. Senate Committee on Finance
Washington, DC 20510

The Honorable Jason Smith
Chairman
U.S. House Ways and Means Committee
Washington, DC 20515

The Honorable Richard Neal
Ranking Member
U.S. House Ways and Means Committee
Washington, DC 20515

Dear Chairman Crapo, Chairman Smith, Ranking Member Wyden and Ranking Member Neal:

As companies and organizations representing thousands of employees nationwide working across the construction and real estate sectors, we write to urge you to preserve the energy efficiency and clean energy tax incentives currently in federal law.

Inflation, high interest rates, and commercial office vacancies have already created a challenging environment for the buildings sector. Eliminating these existing tax incentives would mean even stronger headwinds, slowing growth and job creation across the building trades.

Many companies have hired employees, modified business plans and even changed product lines with the expectation of increased market demand from these federal tax incentives; repealing them now would create widespread uncertainty and chaos while effectively imposing tax increases on those using the incentives. There are thousands of projects underway right now across the country that have been planned around the incentives.

The reality is the buildings-related tax incentives that were expanded under the Inflation Reduction Act in 2022 have existed in some form for a decade or more and have long had bipartisan support in Congress. This includes the Sec. 45L tax credit for homebuilders building more energy-efficient homes; the Sec. 25C tax credit for homeowners to make efficiency improvements to their homes such as upgrading their heating and cooling systems or adding insulation; the Sec. 179D deduction for commercial building efficiency improvements; the Sec. 48/48E Investment Tax Credit (ITC) for companies making clean electricity improvements such as geothermal systems and rooftop solar; and the Sec. 30C tax credit for alternative vehicle charging and pumping infrastructure (which includes a range of technologies).

These are tax incentives that at their core help American households and businesses lower their energy costs – including seniors struggling with high bills – while reducing demand on our overtaxed electric grid. They are poised to drive billions of dollars in economic activity and related job creation in the building trades, creating opportunities mostly in small businesses such as general contractors, electrical, insulation and HVAC contractors, engineering and architecture firms, as well as manufacturing companies up and down the buildings supply chain that make HVAC and water heating equipment, roofing materials, lighting, electrical components, insulation, sheet metal and other products, including many important U.S. exports.

As you know, the private sector needs certainty and predictability in the tax code. Eliminating these incentives would create the opposite, sending a chilling message that companies can't rely upon federal laws to make informed business plans and U.S. investments.

More than two years after the updates to these incentives became law, it's time to look ahead and not backward. We respectfully urge you to maintain bipartisan support for these provisions and oppose any efforts to repeal them.

1,000 companies, cities urge EPA to save Energy Star

By Christa Marshall | 04/11/2025 01:30 PM EDT

Organizations across the country signed a letter to the agency asking it to fully fund the voluntary efficiency program.



An Energy Star label is displayed on a new refrigerator at a store in Marin City, California. Justin Sullivan/Getty Images

More than 1,000 companies, cities and organizations sent a letter to EPA on Friday urging support for the Energy Star program — which provides efficiency seals of approval to appliances and buildings — as the agency prepares for deep funding cuts.

RELATED ARTICLES

CLIMATEWIRE

Trump's EPA wages war over \$20B in 'gold hare'

In 2025 we signed the **U.S. Green Building Council and Alliance to Save Energy's letter for continued support for the ENERGY STAR program**, which was sent to the EPA. Evolution Marketing was one of over 1,000 businesses, organizations who advocated for the continuance of the EPA's Energy Star Program. **ENERGY STAR** is a voluntary U.S. government program created in 1992 and managed jointly by the EPA and the Department of Energy (DOE) to help businesses and consumers identify high-efficiency products, buildings, and homes that lower utility bills and reduce greenhouse gas emissions. **[Click here to read the full letter.](#)**

WHY ENERGY STAR MATTERS

ENERGY STAR is one of the most successful public-private partnerships in U.S. history. With a budget of approximately \$50 million—less than 1% of EPA's spending—it saves American households over \$40 billion annually on energy bills. The program is instrumental in supporting American jobs, strengthening energy independence, and ensuring affordability and reliability for consumers.

- **Economic Impact:** Supports more than 750,000 jobs in manufacturing, retail, real estate, and energy services.
- **Consumer Savings:** Helps households save about \$450 per year on energy bills.
- **Grid Reliability & Resilience:** Reduces strain on the electricity grid, lowering blackout risks and improving efficiency.
- **Market Leader:** With 90% brand awareness, **ENERGY STAR** influences purchasing decisions for 300 million products annually, amounting to \$100 billion in market value.

[Learn more, click here](#)

In summer of 2025, we signed onto a **business letter coordinated by Ceres and the We Mean Business Coalition that urged the EPA to preserve the Endangerment Finding.**

The letter explains why it is imperative to keep the Endangerment Finding on the books.

"The Endangerment Finding, which affirms EPA's authority and responsibility to regulate GHG emissions under the Clean Air Act, created the legal foundation for EPA to set clear, nationwide GHG standards. These standards have supported U.S. economic growth, driven private-sector investment, and accelerated the adoption of clean, cost-effective technologies that strengthen America's ability to compete at a time of rapid global technological change. The Endangerment Finding and resulting standards have coexisted with and contributed to strong economic growth and technological leadership across key U.S. industries. These policies also align with the Administration's stated goals to provide clean air for Americans, increase energy independence and innovation, support auto manufacturing jobs, and position the U.S. as a global leader in artificial intelligence (AI).

Since the Endangerment Finding's adoption in 2009, automakers have invested nearly \$200 billion in U.S. clean vehicle manufacturing, supporting nearly 195,000 jobs, oil and gas production have increased by almost 40% and 50%, respectively, and power companies have invested approximately \$600 billion in clean energy and energy infrastructure. These examples demonstrate that strong GHG emissions standards are fully compatible with energy and industrial growth and profitability."

Learn more about, The Endangerment Finding: Defending a Cornerstone of Climate Policy from this [Ceres policy briefing](#).

Climate Leadership: Early Adopter of New Program



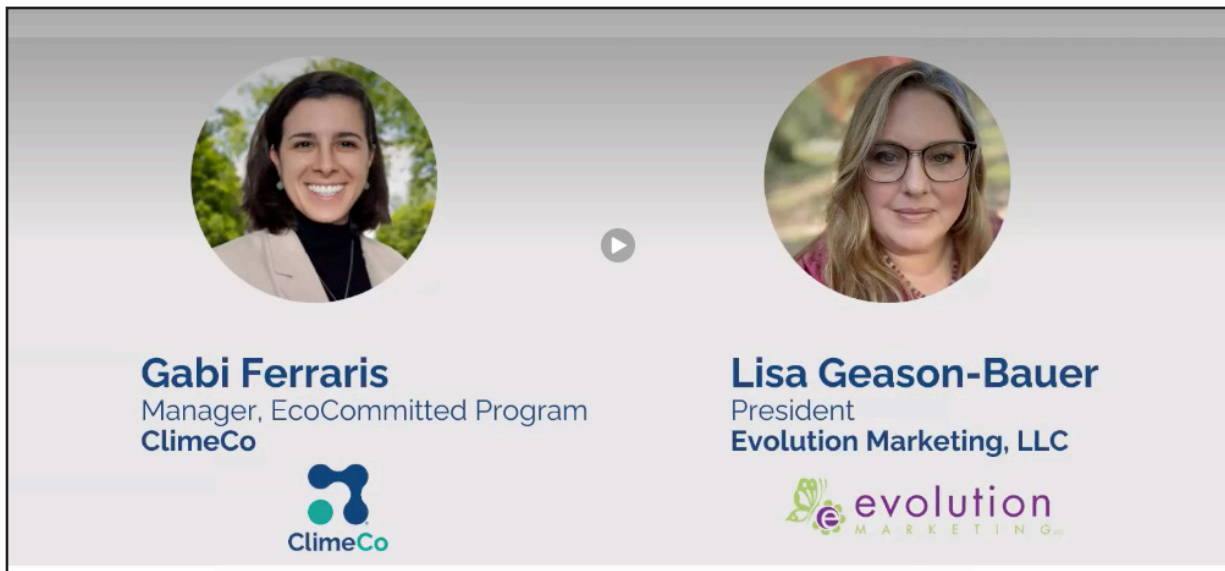
**EcoCommitted
Partner™ 2025** | **Small
Business**

TM

Evolution Marketing as a long time partner to ClimeCo was excited to be one of the first participants to join the enhanced EcoCommitted™ Partner Program. In summer of 2025 ClimeCo announced the newest enhancement to their EcoCommitted™ Partner Program for small and medium sized businesses. In addition to supporting their established Carbon Offset Projects, partners now have the opportunity to contribute to **Plastic Recovery Projects and Water Restoration Initiatives** – two critical areas that complement ClimeCo's mission of tackling today's most pressing environmental challenges. With this expanded project portfolio, partners can collectively address carbon emissions and the global plastic waste crisis, as well as help conserve vital water resources, all through one streamlined commitment.

Educational Programming & Small Business Support:

Webinar: How SMBs Can Do More with the Enhanced EcoCommitted™ Partner Program



The webinar covered the new program enhancements (i.e. the addition of ocean bound plastic recovery projects and water restoration certificates) and featured Evolution Marketing president Lisa Geason-Bauer, a long time EcoCommitted™ Partner discussing why Evolution Marketing chose to join this new program.

Webinar: Sharing Your Sustainability Story – Carbon/Climate Storytelling presented by Lisa Geason-Bauer, Evolution Marketing



This webinar was presented to the Wisconsin Department of Natural Resources (DNR) Green Tier Charter members in Sept. 2025. In the educational program, Lisa provided an overview of the state of sustainability communications, and she defined key terms such as greenhushing, greenwashing, ESG (environment, social and governance) and why it is imperative for business to engage their stakeholders. The educational talk also included tips to help a business tell its carbon and/or climate story.



Energy Conservation Behaviors & Actions You Can Take to Save Money

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Lisa Geason-Bauer
Sustainability Educator
Evolution Marketing

David Erickson
Leah Steinberg D...

The Citizens Utility Board (CUB) of hosts annual educational webinars that showcase examples of actions that homeowners, renters and small businesses can take to address their electricity needs. In 2026 the focus for the residential consumers webinar was getting back to the energy basics and the webinar covered foundational utility concepts, practical energy-saving measures, and showcased Wisconsin programs that are available to help consumers. **Lisa was asked to present an overview of energy education, and she also showcased examples of actions that her family has taken at their home.**

Read more about the webinar content in [this blog from CUB](#).

Conference & Engagement:



18th Annual SBC Conference
November 4-5, 2025
La Crosse Center, La Crosse WI

**“Driving Sustainability Forward:
Beyond Compliance to Competitive Advantage”**



Erin Bauer, Founder & Principal, Tack & Clew LLC
introducing the panel at the podium



From Left to Right, Lisa Geason-Bauer, President of
Evolution Marketing LLC, Alexis Marsh, V.P. of Operations
at Empire screen Printing, and Jennifer Koenig, Chief
Sustainability Officer at Brunswick Corporation

Sustainable Business Council Annual Conference

Evolution Marketing has been a long term supporter of the Sustainable Business Council (founded in 2009) and their annual conference that started in 2008. In 2025, Evolution Marketing was a sponsor of the 17th annual Sustainable Business Council (SBC) Conference, in which our president Lisa Geason-Bauer provided pro-bono advice and service as a member of the SBC planning committee. Lisa also participated in a keynote panel, **“The Green Masters Program® as a Tool to Advance and Integrate Sustainability”** representing the small businesses voice with other sustainability leaders. The panel unpacked the myriad of different ways that the Green Masters Program could be used to advance within a business’s operations.

Giving Back 2025



Evolution Marketing is committed to making a **tangible impact by supporting nonprofit organizations through direct financial contributions.**

Our cash donations help fund critical environmental and social initiatives, ensuring that mission-driven organizations have the resources they need to create meaningful change. **Whether supporting sustainability education, climate action, or**

community development programs, our financial giving contributions align with our values and extend our impact beyond our direct operations. As part of our commitment to accountability and transparency, Evolution Marketing is a proud member of 1% for the Planet, a global network of businesses dedicated to giving back to environmental causes.

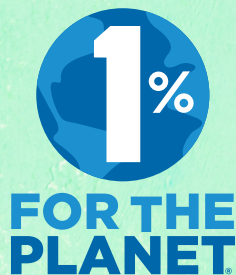
Through this certification, we pledge to donate at least 1% of our annual revenue to environmental nonprofits, ensuring that our giving is both tracked and verified annually. This membership serves as a third-party confirmation that we are following through on our commitment to financially supporting sustainability initiatives. To learn more about our 1% for the Planet certification and other sustainability commitments, [visit our certifications page.](#)



Cash Contributions 2025

Cash donations to 1% for the planet nonprofit partners:

In 2025, we made direct financial contributions to the following environmental nonprofits: 1% for the planet, B Lab U.S. and Canada, Sustainable Business Council, and The Farmlink Project. These nonprofits are working across Wisconsin, the US, and world to address the United Nations Sustainable Development Goals.



Cash donation to Wisconsin's only nonprofit, nonpartisan Consumer Utility Advocate:

In 2025, we made direct financial contributions to the Citizens Utility Board of Wisconsin to help support their energy affordability policy work, and their energy efficiency education programming in Wisconsin.



Designed to Give

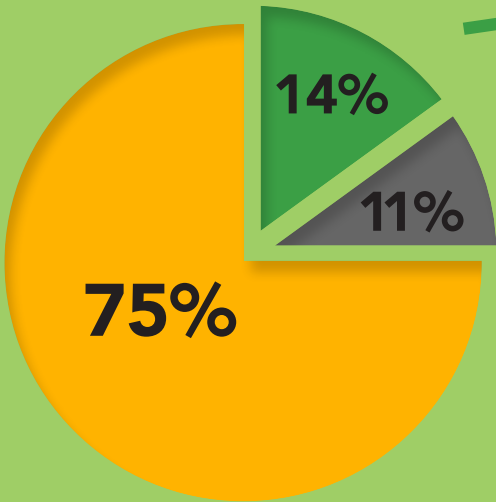
At Evolution Marketing, we operate under a Designed to Give business model, which is recognized as an Impact Business Model (IBM) under the B Corp Certification™. This approach is intentionally built to give back to our stakeholders and community. Each year, we carefully track and measure our giving efforts, ensuring transparency and accountability in our impact.

Through our advising and pro bono services to nonprofit entities, our team consistently exceeds the 5% giving requirement set by B Lab for the Designed to Give IBM. And as our small team has grown, so has our impact, allowing us to provide even more pro bono marketing, sustainability consulting and advising services for our nonprofit partners. In addition to making cash donations to 1% for the Planet nonprofit members, Evolution Marketing also provides pro bono services to several of those same nonprofits (i.e. B Local Wisconsin, Sustainable Business Council, U.S. Green Building Council) that are working to advance social and environmental sustainability in Wisconsin.

In 2025 we donated 261.97 hrs of pro bono services, advice, and insights to 1% for the Planet environmental nonprofit members operating in Wisconsin.

Environmental Nonprofits (Members of 1% for the Planet) 232.97 hrs total

B Local
Wisconsin
(167.47 hrs donated)



**Sustainable
Business
Council**
(38 hrs donated)



(27.5 hrs donated)



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Since our creation in 2007, we have strived to make climate positive decisions each and every day in our business operations. To that end, this report highlights how we operate in a carbon-neutral manner, adopting low carbon business actions and policies. This report also shows the importance of education, collaboration, and partnership when it comes to addressing the climate crisis. Every small action does have an impact and those impacts are magnified when we work together. Join us in being part of the solution.

Certified



Corporation

Learn more at
bcorp.com

