



evolution

MARKETING LLC

sustainability
consulting • PR • branding

GreenMkting.com

Operational Impact & Carbon Footprint Report

2023



evolution

MARKETING LLC

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 communications firm that works within the environmental, socially responsible and sustainability niche that is also operated, managed in a triple bottom line manner.

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

We have 15+ 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.

Certified



Corporation

This company is committed to accountability, transparency, and continuous improvement.



Dear Evolution Marketing Stakeholders,

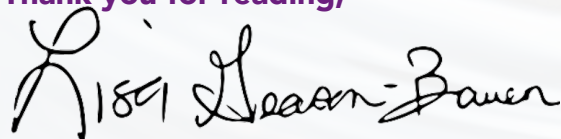
When [Evolution Marketing](#) was founded in 2007, I started this business with the goal of demonstrating that it was possible for a **sustainability consulting, ethical marketing, environmental communications** firm to operate in a [triple bottom line manner](#). From the beginning, Evolution Marketing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

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

In 2023, we added a [free sustainability courses](#) section to the Evolution Marketing website, and within that tab, the public is invited to watch or listen to talks either presented by Evolution Marketing or curated by our team for our clients. **With the aim of providing free education for individuals, homeowners, small business owners, and sustainable business leaders. We believe that information tied to creating a more just and equitable society should be shared publicly and not placed behind a paywall.**

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

Thank you for reading,

A handwritten signature in black ink, reading "Lisa Geason-Bauer". The signature is fluid and cursive, with the first name "Lisa" being more prominent.

Lisa Geason-Bauer, Founder

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

JAN. 1ST, 2023 - DEC. 31ST, 2023

EVOLUTION MARKETING CARBON FOOTPRINT

SCOPE 1: Total natural gas used for the Evolution Marketing office operation was **134.72 therms (.718 mt CO₂e[^])**

SCOPE 2: Total electrical energy used in the Evolution Marketing office in 2023 were from **renewable energy sources generated onsite**



Footnote 1: Total electrical energy used in the Evolution Marketing office operations was 3003 kWh 25% of the total (12.8 MWh) energy used by the home/EV. The onsite solar PV system generated 6.5 MWh of renewable energy, and remaining purchased electricity from We Energies (7.47 MWh) was made up of 6.53% renewable energy power mix. Meaning that of the 7.47 MWh purchased 460 kWh's were generated from renewable sources.

SCOPE 3: Total other emissions was **6.754 mt CO₂e**

Transportation

- **455[^] Fleet vehicle miles** driven by the Zero emission 2012 Nissan Leaf and powered by **100% renewable energy generated onsite**
- **2,467 miles** in 2015 Nissan Versa (.69 mt CO₂)
- **1,414[^] miles** in 2011 Toyota RAV4 (.39 mt CO₂)

Other Business Expenses (total 5.674 mtCO₂e)

- Business Travel (conferences) _____ **.895 mt**
- Purchased Goods & Services^{^*} _____ **3.89 mt**
- Capital Goods _____ **.899 mt**



Footnote 2: 5.674 mt CO₂e calculated from the Business Carbon Calculator by Normative, that is based on dollars spent by the business for business travel, capital goods and purchased goods and services (scope 3).

Total Scopes 1, 2, and 3 emissions was 7.472 mt CO₂e

Offset 32 mt CO₂e through support of the **Crow Lake Wind Farm**

In 2023 Evolution Marketing was able to deliver our professional services in a carbon neutral manner, thanks to our membership in the Carbonfree® Partner Program for Small Business. This program ensures that our operations have a net-zero carbon footprint.

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

^{*} = <https://calculator.carbonfootprint.com/calculator.aspx?tab=4> (used for vehicle miles)

^{^*} items include: new EV charging station purchased and installed in 2023, 96 handmade clay coffee mugs as gifts, updated devices (ipads, iphone).

CARBON OFFSET PROJECT SUPPORTED IN 2023: CROW LAKE WIND FARM PROJECT

Set on a 36,000-acre plot in South Dakota and comprising of 108 1.5MW wind turbines, the Crow Lake Wind Farm displaces fossil fuel-generated energy, meeting growing demands with clean energy and helping drive a low carbon future for the Midwest. In addition to generating clean energy, the project is building the next generation-in-energy workforce.

American wind power supports more than 120,000 jobs. Mitchell Technical College, located in Mitchell, South Dakota, created a Wind Turbine Technology program in 2009 to give local students a new career option. The program teaches students how to meet the workforce challenges of the wind industry and provides a fast track to these high-demand, well-paying jobs. The college received a generous donation of a wind turbine from NextEra Energy Resources, LLC, the Crow Lake Wind Farm owner and operator, to provide their students with hands-on training. At full capacity, the wind farm project's total installed capacity will be approximately 162 MW. Since 1 MW serves around 800 homes, this project will eventually serve about 129,000 homes with clean energy.

The Crow Lake Wind Farm yields many benefits to the local community. Residents involved in the project have taken the opportunity to gain ownership of their energy production and ensure that jobs and taxes stay in the area. Local economic development has also received a boost from the distribution of payments across landowners within the vicinity of the project. It is one of only a few facilities in the United States where a portion of the project is owned by the community, including 600 local farmers and ranchers.



Carbon Offset Certificate

PROUDLY PRESENTED TO
Evolution Marketing, LLC

FOR OFFSETTING
32 Tonnes of CO₂e

PROJECT
Crow Lake Wind Farm

DATE
August 28, 2023

Your carbon offset purchase supports third-party verified greenhouse gas emission reduction projects around the world.





**Verified Carbon
Standard**
A VERRA STANDARD

SNAPSHOT OF EVOLUTION MARKETING'S CARBON FOOTPRINT 2018 - 2023

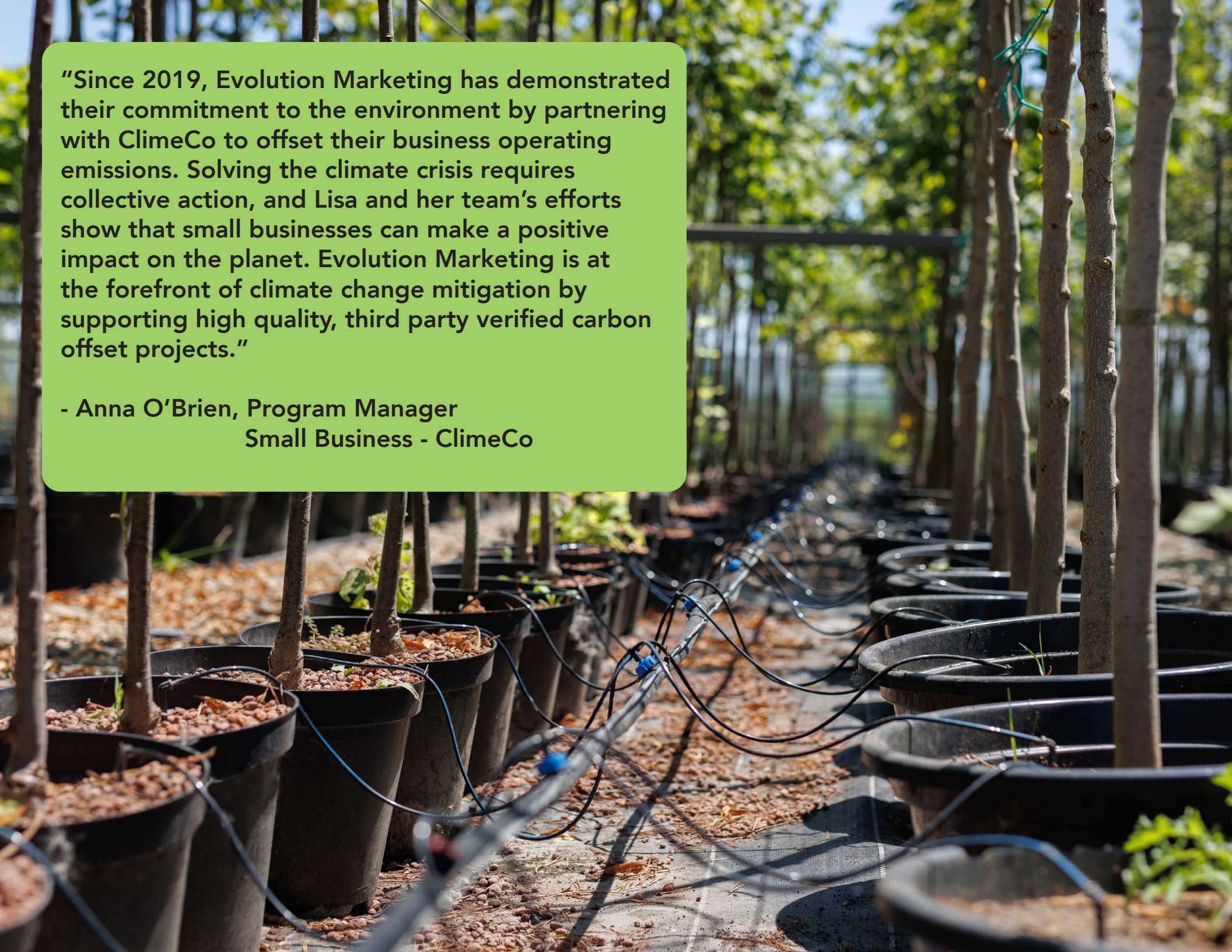
Evolution Marketing has been partnering with Carbonfund.org since 2019 to offset our yearly carbon footprints, starting on Jan 1st, 2018. In 2023 we celebrated 5 years of membership in the Carbonfree® Business Partner Program. As of Dec 31st, 2023 our emission offsets exceed our 2018 - 2023 carbon footprint, 5x over. Our team is proud to operate Evolution Marketing in a climate positive manner.



2018 - 23 CARBON CREDITS VS. GHG EMISSIONS INVENTORIES (mt CO₂e)

Evolution Marketing's GHG Emissions 30.528 mt CO₂e

Evolution Marketing's Carbon Credit Inventory 168.8 mt CO₂e

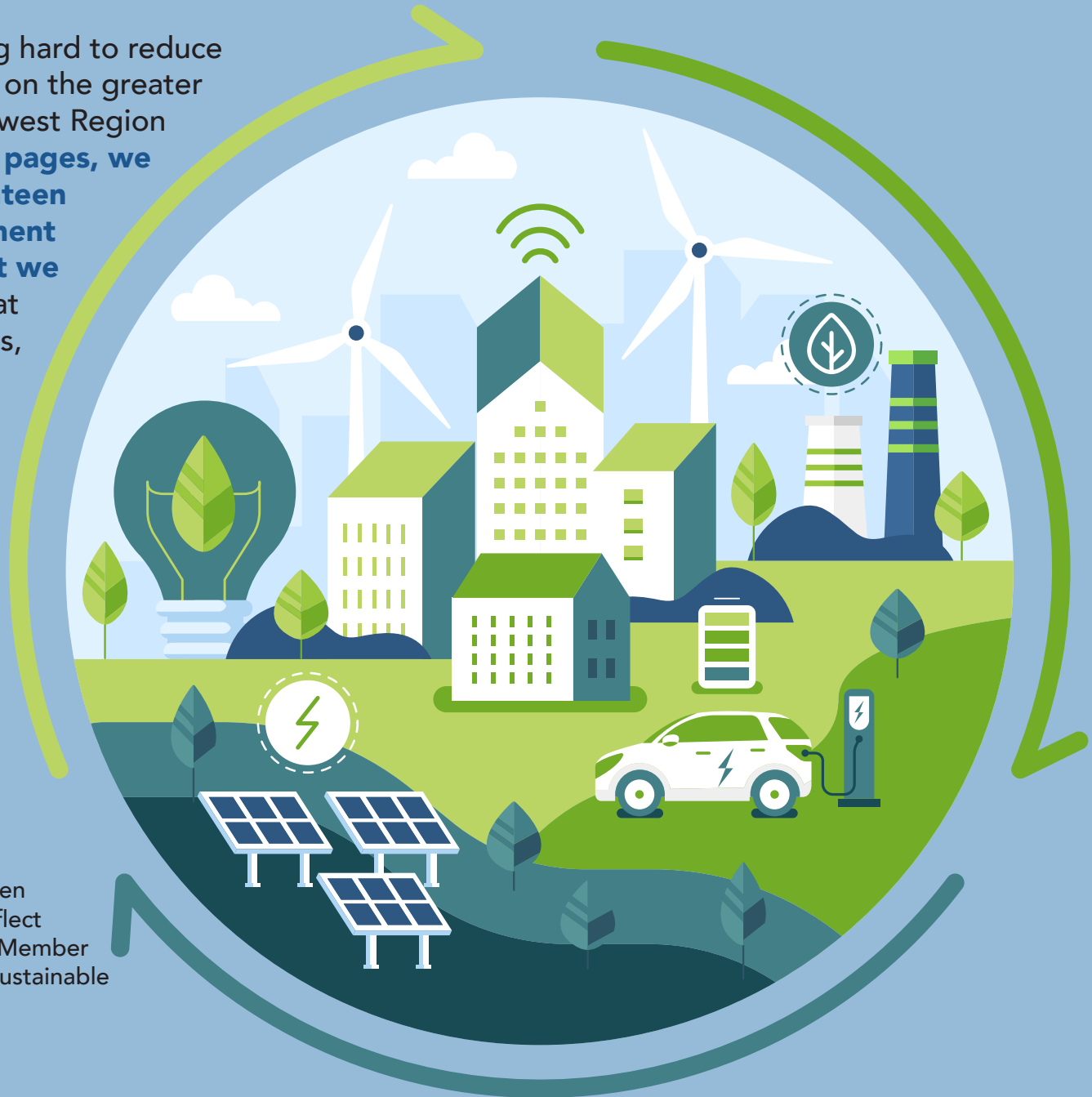
A photograph of a nursery or greenhouse setting. In the foreground and middle ground, there are numerous black plastic pots arranged in rows. Each pot contains a young tree sapling with thin, light-colored trunks. The pots are filled with brown mulch or soil. A network of black plastic tubing, likely for a drip irrigation system, runs along the ground between the rows of pots. Some of the tubes have blue connectors. The background is filled with more trees and foliage, creating a lush, green environment. The lighting is bright, suggesting a sunny day.

"Since 2019, Evolution Marketing has demonstrated their commitment to the environment by partnering with ClimeCo to offset their business operating emissions. Solving the climate crisis requires collective action, and Lisa and her team's efforts show that small businesses can make a positive impact on the planet. Evolution Marketing is at the forefront of climate change mitigation by supporting high quality, third party verified carbon offset projects."

- Anna O'Brien, Program Manager
Small Business - ClimeCo

OPERATIONAL IMPACTS 2023

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. **On the next couple of pages, we have highlighted several of the seventeen United Nations Sustainable Development Goals (SDGs) and specific targets that we were working in 2023.** 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. To learn more about the United Nations Sustainable Development Goals (SDGs).

Please visit <https://sdgs.un.org/> ****

7 AFFORDABLE AND CLEAN ENERGY



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



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.



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

13 CLIMATE
ACTION



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.

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.

Target 15.9: By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.

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.

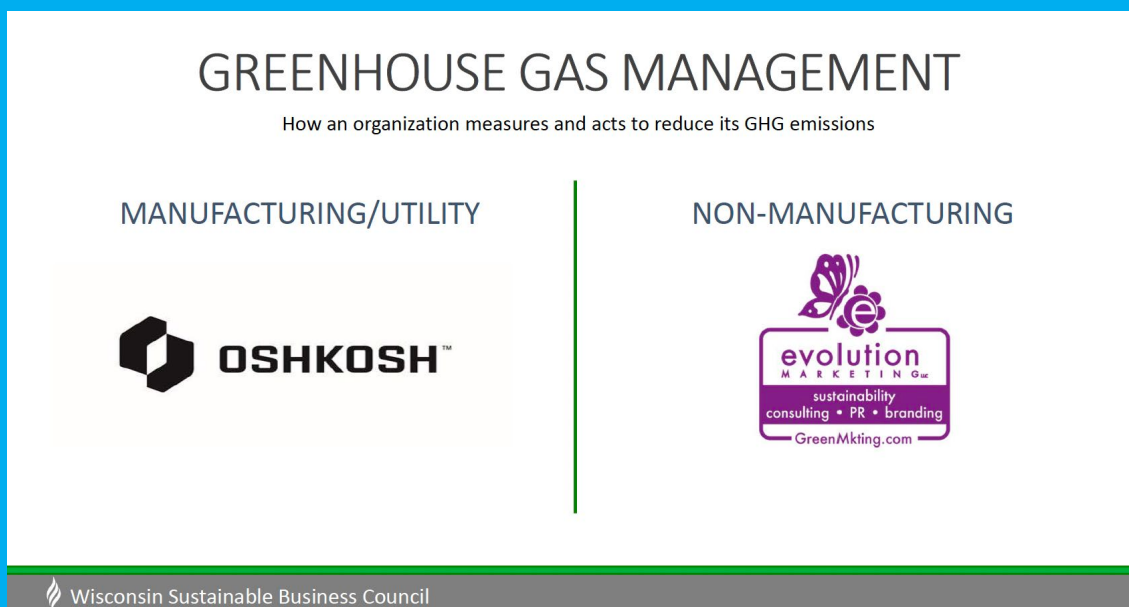
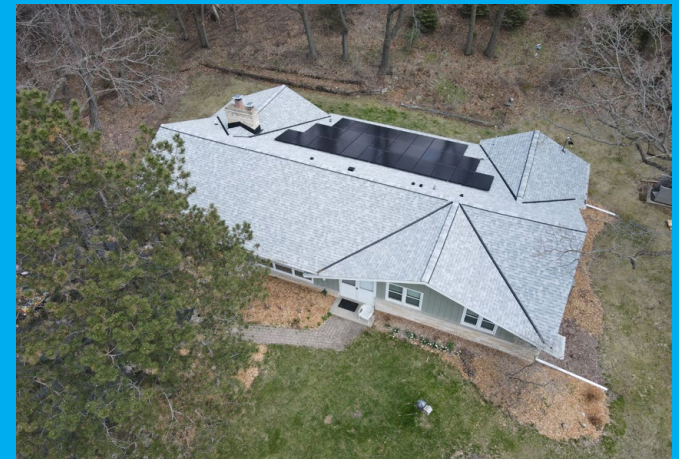


LOW CARBON BUSINESS ACTIONS

- (1) All of the packages we ship use [carbon neutral shipping options](#) from UPS and the local UPS Stores. **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 2023, one hundred and four (104) gallons of food waste was composted via Hartland Organic Family Farm.
- (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 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 2023 was 90%,** we sent 1 lb of trash to the landfill, while we diverted 11lbs of recycling from the landfill.
- (4) **All electronic devices in the Evolution Marketing office are also [ENERGY STAR®](#) rated.**
- (5) Evolution Marketing's **email service provider [Fat Cow](#) has been running on renewable energy** 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) **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. In 2023, we replaced our aging (12 + year old) charging station with a new SemaConnect station.
- (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. buck thorn, 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 original businesses in Wisconsin to pilot the Wisconsin Sustainable Business Council's Green Masters Program® (a non audited third party sustainability assessment program). The program was redesigned and relaunched in 2023, and Evolution Marketing once again led the way by becoming one of the first Wisconsin businesses to achieve Green Master status in the new program. **Evolution Marketing achieved the highest score in the Greenhouse Gas Emissions category (non-manufacturing company) across all participating Wisconsin based companies.**



(10) In June 2023 – Evolution Marketing supported the Plastic Waste Free July Program



Plastic
Waste
Free
July



LOW CARBON POLICIES:

- (1) Evolution Marketing strives to only purchases FSC Certified and at least (minimum) 30% post consumer recycled fiber paper products for our marketing materials and office supplies. In 2023, we were excited to be able to source 100% PCR fiber paper for our marketing materials including our new 4 page brochure.
- (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 meetings within 30 miles
- more than 30 miles, carpool (if possible).

In the event that Evolution Marketing is required to drive, we will offset the carbon footprint of the miles driven by our staff's gas vehicle.

EVOLUTION MARKETING TEAM IN ACTION 2023

Championing Sustainability Actions & Education In Wisconsin



Evolution Marketing President captained Earth Advocates Cool Choices team

Evolution Marketing participated in a month long **Cool Choices** game in April of 2023 through the **Wisconsin Sustainable Business Council (WSBC)**, our participation included assembling an Evolution Marketing team (aka Earth Advocates). Our team was comprised of Evolution Marketing team members Lisa and Sydney, and one of our partners Melina Marcus, and Krupa Choksi an emerging sustainability professional. **Our team did well, we finished in the 11th place out of 74 teams, completing 301 actions out of 13,741 total actions taken across the game.** The actions that we took were geared at living a more environmentally responsible or sustainable lifestyle, and they ranged from team members composting at their homes to choosing to walk (and not drive on a specific day), shopping at local farmers markets, turning off the water when brushing your teeth, etc... The Cool Choices game is a fun way to educate team members about the environmental impacts of day-to-day actions.



11th Place

Team Rank

Your Team

Your team completed a total of 301 actions during the Cool Choices game!

[See Team Standings](#)

Earth Advocates

301
CHOICES

10475
POINTS

Team

Action History

Gallery

Switch

Settings

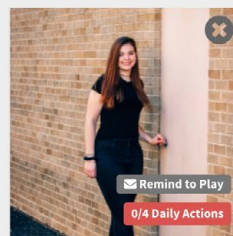
Team



Lisa Geason-Bauer

3050
points

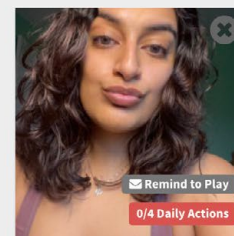
81
choices



Sydney Schonhoff

2475
points

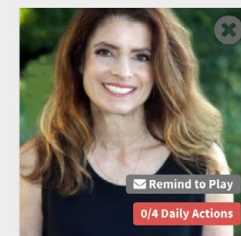
81
choices



Krupa Choksi

2270
points

66
choices



Melina Marcus

2680
points

73
choices



Home



Play



Stream



Team



Standings

cool
choices

act today, preserve tomorrow

Evolution Marketing Shared Insights with other members of the Wisconsin Sustainable Business Community (WSBC)

The WSBC started member working groups in 2022 and these groups were clustered around key topics that organizational members had questions about, or that are around evolving sustainability topics. Due to our deep history of working in the carbon management space, Evolution Marketing joined the Greenhouse Gas Working Group, with Sydney (2023 intern) attending the meetings. Then Lisa was asked to unpack the topic of **"Carbon Storytelling"** and share real world examples, resources with the group in order to help them tell their individual organizations' carbon journey story. Lisa and fellow WSBC member Mehrdad Nazari, Director at PRIZMA LLC each presented in depth knowledge tied to how companies disclose their carbon footprint metrics as multinational global organizations to examples of small to midsize Wisconsin companies and their public facing impact reports.

[Click here to view the slides from Lisa's talk, "Carbon Storytelling and Resources."](#)



Evolution Marketing at 2023 Wisconsin Sustainable Business Council conference



Evolution Marketing was a sponsor for the **2023 Wisconsin Sustainable Business Council Conference** held in Nov. at TruStage in Madison. Our company president was also a volunteer member of the 2023 conference planning committee and she was very excited to welcome colleagues from **Gordon & Frost** (in New York) to Wisconsin for the conference.

(Pictured left to right) Jacob Frost (co-CEO Gordon & Frost), team members Leah Steinberg (Sustainability Consultant), Sydney Schonhoff (Sustainability Marketing Communications Intern), Melina Marcus (Sustainability Communications Consultant), Lisa Geason-Bauer (President) and Ryan Gordon (CEO Gordon & Frost)



Mentor / Advisor

In Jan of 2023, Lisa Geason-Bauer officially became an advisor for the start-up [Amplify](#), after interacting multiple times throughout 2021- 2022 with the organization's founders. Lisa was thrilled to support Amplify and their [Plastic Scorecard](#) and in 2023 the Plastic Waste Free July campaign.

Plastic Scorecard founded Plastic Waste Free July in an effort to lead corporate activation towards a world with less waste. The Scorecard is an industry-leading framework guiding companies to reduce plastic waste, verify progress and communicate their impact. We believe in the power of transparency to create a sustainable future where nature, people and business thrive. The Scorecard believes in collective action, together working towards a world with less waste.

MEET OUR IMPACT PARTNER FROM KERALA, INDIA

Plastic
Waste
Free
July



Contributions go to this women-run group who collect plastic from nature to resell as apparel items to make a living wage.

Every minute
an entire **garbage truck**
of **plastics** gets dumped
into our oceans.

Corporations can make a difference.
#WorldWithLessWaste

Interview Series Launch:
Wednesday, July 26th

Evolution Marketing was proud to support and promote the Plastic Waste Free July program in 2023. We also opted to begin offsetting at least 100 lbs of ocean bound plastic a year, as we want to support the emerging waste/resource management companies that are tackling the problem of plastic in the oceans. Through Lisa's role as an advisor to Amplify, she had the opportunity to mentor Anjali Mahadevia, Founder of Plastic Scorecard and a female emerging sustainability professional throughout the 2023 year. Evolution Marketing is proud of the success of Anjali and Amplify's Plastic Scorecard which was acquired in [December 2023 by Climeco](#).

RECOGNIZED FOR LEADERSHIP IN CLIMATE ACTIONS

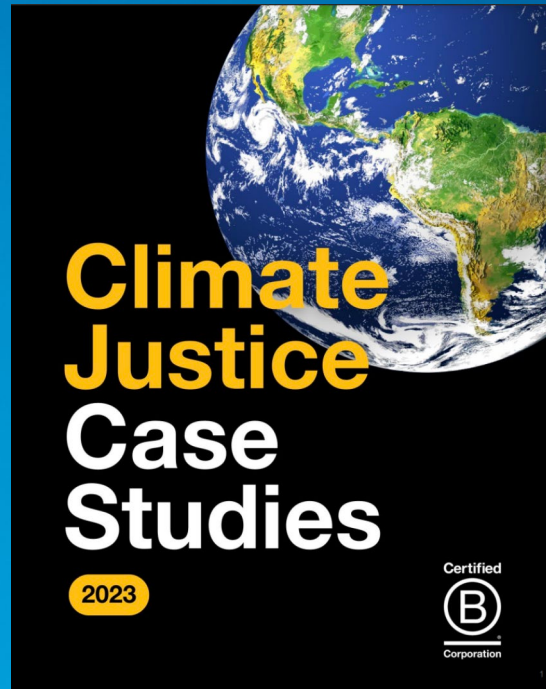
B Lab US and Canada Showcases Evolution Marketing's Climate Justice Work

Presented in Jan of 2023, B Lab US and Canada's Policy team presented a webinar, ["Business Climate Advocacy for a More Just and Sustainable Future."](#) The goal of the webinar was to help Certified B Corporations™ (B Corps) understand the role they can play in policy advocacy, and to cover tools businesses can use to begin climate justice work. The webinar was led by Kylie Nealis, Senior Program Manager for Climate Justice at B Lab U.S. & Canada, sharing resources for business from the B Corp community and featuring Kai Peterson, Senior Manager for Federal Policy at Ceres, who unpacked different ways for businesses to engage in federal policy actions. Evolution Marketing president and climate advocate Lisa Geason-Bauer was also asked to present a short segment in the webinar highlighting "Local Level Advocacy and Partnership Examples" from both the perspective of [Evolution Marketing](#) (i.e. business) and [B Local Wisconsin](#) (regional nonprofit).



Evolution Marketing was honored to provide detailed information about our localized climate justice actions to B Lab US and Canada for their first set of ["Case Studies on How Businesses Can Root Climate Action in Justice"](#) in the fall of 2023. We highlighted how we are, ["Using the Sustainable Development Goals \(SDGs\) as Guidance for Collaborative Conversations on Climate Action."](#)

We showcased our partnerships with two of our clients ([Green Homeowners United](#) and the [Citizens Utility Board of Wisconsin](#)) and two of our nonprofit partners (Oconomowoc High School Science and Spanish teachers, and the [Waukesha Ozaukee Washington County Workforce Development Board](#)).



OUTREACH and ENGAGEMENT - SUPPORTING CLIENT WORK

Spotlight on Green Homeowners United (GHU)

Evolution Marketing had the pleasure to work with one of our clients GHU in 2023 on a series of stakeholder engagement initiatives.

GHU Madison Convening Event June 5th, 2023

We assisted GHU with coordinating a stakeholder engagement convening session, bringing together key stakeholders from across the green building, residential building, community advocacy, sustainability, workforce development and across the labor unions. **The convening addressed workforce training challenges in the residential green and healthy home space, tied to meeting the coming demand for trained, certified laborers who will be able to do the work required for homeowners to take advantage of the rebates tied to the Inflation Reduction Act.**

GHU's Green Jobs Report

During the summer of 2023, GHU held informational interviews with key stakeholders from; workforce development, residential construction, labor, trades, sustainability, environmental nonprofit and municipal government space unpacking opportunities and tactics that can be used to address the key challenges Wisconsin is facing within the green residential construction space. Evolution Marketing produced the final branded report, that received a **2024 Communitas Award** for Excellent in the Corporate Social Responsibility Category of Making a Difference.

GHU Virtual Webinar September 2023

GHU was excited to share their report, "A Wisconsin 2023 Snapshot of Green & Health Residential Construction Careers: Emerging Green Skills, Review of Future Workforce Requirements for Contractors Working in Homes" at the Sept. 2023 webinar. Evolution Marketing's Geason-Bauer was asked to MC the educational webinar, and coordinate the speakers program that featured: Kevin Kane - Green Homeowners United, Kent Miller - WI Laborer's District Council, Maria Redmond - WI Office of Sustainability & Clean Energy, and Richard Diaz - BlueGreen Alliance sharing insight from the report.

[Green Jobs Report](#)

[Watch Webinar unveiling the Green Jobs report](#)



Evolution Marketing - Certified B Corp
480 followers
1mo · 🌱

If you want to learn more about [#greenskills](#) and [#green #healthy #homes](#) [#careerpathways](#) please join [Lisa Geason-Bauer, Trained B Consultant](#) our in-house [#socialsustainability](#) leader and member of the [WOW Works](#) ...see more

 **Green Homeowners United**
62 followers
1mo · 🌱

Next week we share the findings from a forthcoming report, A Wisconsin 2023 Snapshot of Green & Health Residential Construction Careers, with MC [Lisa Geason-Bauer, Trained B Consultant](#), President of [Evolution](#) ...see more

**A WISCONSIN 2023
SNAPSHOT OF GREEN &
HEALTHY RESIDENTIAL
CONSTRUCTION
CAREERS**



Speaker:
**Lisa
Geason-Bauer**

Event MC
President, Evolution Marketing



REGISTER FOR THE
WEBINAR TODAY!
[greenhomewi.com](#)

SEPTEMBER 26, 2023
11:00 AM CDT

📅

👤 Bonnie Lewis-Tschannen and 8 others



"CUB has worked with Evolution Marketing for years and Evolution Marketing has helped us communicate far and wide that the clean energy transition that's already happening needs to be done in a way that's cost effective and highlights the importance of energy efficiency."

Tom Content

Executive Director, Citizens Utility Board of Wisconsin

Public Policy Actions in 2023:

Evolution Marketing was active in 2023 in the US (national) and Wisconsin (regional) public policy arena. **We signed on to eight letters of support, advocating and encouraging elected officials to take climate action now and to continue to usher in the transition to clean energy.** We also submitted comments and feedback to the FTC regarding the updating of the Green Marketing Guides, as a group of Certified B Corporations, operating in the US.

Below are some of the letters that we signed onto that support adoption of sustainability actions tied to climate, carbon mitigation and adoption of actions that will create a just economy that benefits all stakeholders.

[American is All In Supports EPA Action on Landfill Methane](#)

"We, the undersigned organizations from the America Is All In coalition, thank the U.S. Environmental Protection Agency for its leadership in taking actions to reduce climate and health harming pollution from some of the nation's largest industrial sources. Building from this record of leadership, **we respectfully ask the EPA to take swift action to keep food waste out of our nation's landfills and reduce planet-warming methane emissions from waste already in place.**"

**AMERICA IS
ALL IN**



Protect the Freedom to Invest

Investors and Businesses Call on Policymakers to Protect the Freedom to Invest Responsibly

Evolution Marketing was one of 343 signatories representing \$2.6 trillion in asset under management to sign onto the Protect the Freedom to Invest Responsibly statement in 2023.

Evolution Marketing joined 100 + other businesses in urging the Biden Administration to finalize the EPA's Greenhouse Gas Emissions Standards for Heavy-Duty Vehicles- Phase 3

100 + Businesses Support Strong Truck Standards

[CALSTART](#), [Ceres](#), and [Electrification Coalition](#), and others have united influential businesses, fleet operators, utilities, and investors to urge the Biden administration and the U.S. Environmental Protection Agency (EPA) to finalize the strongest proposed greenhouse gas emissions standards for heavy-duty vehicles, as well as robust new pollution standards for light- and medium-duty vehicles.

In letters to the administration and EPA, these industry leaders underscore the need for strong vehicle emissions standards that require vehicle manufacturers to produce increasingly efficient and clean vehicles and drive the electrification of the sector. This, in turn, will ensure the availability of vehicles companies need to **cut operating costs**, **reduce emissions consistent with climate goals**, and support **healthy communities** for their customers and employees.

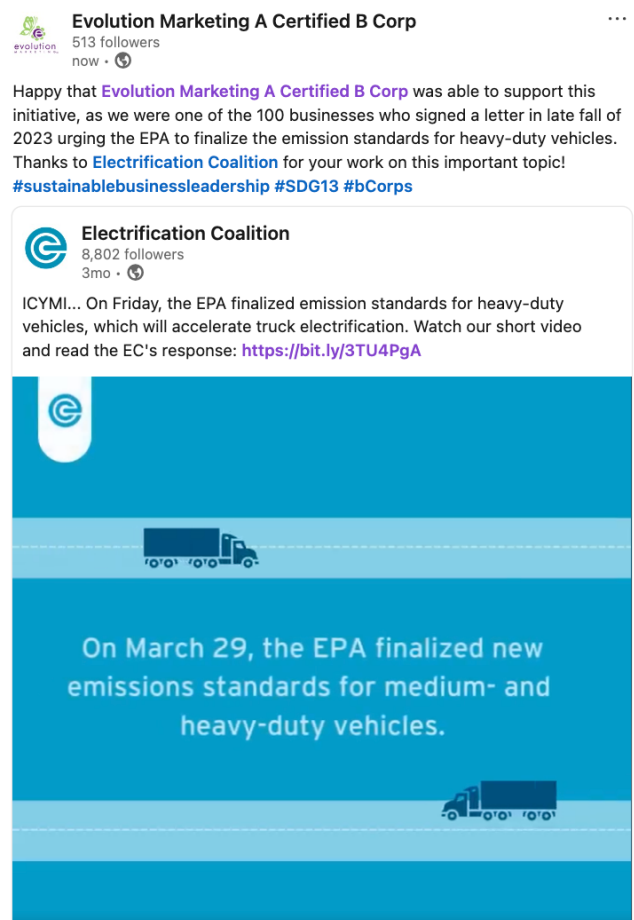
The signatories also emphasize the need to **adopt the strongest proposed standards**. These standards are critical to coordinating a nationwide electrified heavy-duty sector and transportation system as a whole. They assert that setting clear market expectations, will allow manufacturers, utilities and the charging sectors to meet anticipated demand, and ensure fleet operators can benefit from federal and state incentives all of which are essential for the industry's success.

READ THE 60+ LETTER

READ THE 80+ LETTER



Click to view a copy of the letter
submitted to the EPA



GLOBAL LEADERSHIP



In 2023 we donated cash to these environmental nonprofits who are members of 1% for the planet. These nonprofits are working across Wisconsin, the US and world to address the United Nations Sustainable Development Goals.



Evolution Marketing also provided pro bono services to these 1% for the Planet environmental nonprofits in 2023.





Invest In Your Business
Invest In Our Planet

Since our inception in 2007, we have been striving to make climate positive decisions each and everyday in our business operations. To that end this report highlights how we have been operating 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.

