

2024

Operational Impact & Carbon Footprint Report



evolution
MARKETING LLC

sustainability
consulting • PR • branding

GreenMkting.com



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 We are B137



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**.

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 is 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 2024, in addition to our free [sustainability courses](#) section on the Evolution Marketing website, we provided two, free 3-part webinar series focused on impact storytelling and B Corp Certification. Both of these series touched on responsible business operations, actions, and then tracking and measuring those actions. 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 can 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, 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](#).



Third Party Certifications

Evolution Marketing is one of a small group of businesses globally recognized as a “B1.” We harness the power of both **Certified B Corp™** and **1% for the Planet** 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



Since 2018, we’ve been a Certified B Corporation™, meeting rigorous standards of social and environmental 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.



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.



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 2024.



Evolution Marketing re-certified as a Woman-Owned Business Enterprise (WBE) with the Wisconsin Supplier Diversity Program, through the State of Wisconsin in 2024. This program verifies, on a yearly basis, that we are woman-owned and operated.



Evolution Marketing Carbon Footprint Report



Jan. 1st, 2024 - Dec. 31st, 2024

Evolution Marketing Carbon Footprint

SCOPE 1: Total natural gas used for the Evolution Marketing office operation was 82.44 therms (.437 mt CO₂e[^])

SCOPE 2: Total electrical energy used in the Evolution Marketing office in 2024 was generated from renewable energy sources onsite.

Footnote 1: 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/EV. The onsite solar PV system generated 6.05 MWh of renewable energy, and remaining purchased electricity from We Energies (9.5 MWh) was made up of 5.1% renewable energy power mix. Meaning that of the 9504 kWh purchased 484.7 of those hours were generated from renewable sources.

SCOPE 3: Total other value chain emissions was 8.91 mt CO₂e

Other Business Expenses:

Business Travel (air & hotel stays for conferences) 1.51 mt CO₂e

Employee Commuting70 mt CO₂e

Homeworking 5.11 mt CO₂e

Purchased Goods & Services (business services):

Insurance and pension 1.39 mt CO₂e

Legal, accounting and consulting09 mt CO₂e

Software, hosting, technology, etc..... .11mt CO₂e



Footnote 2:

8.91 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 business travel, purchased goods and services, employee home working and commuting (scope 3 value chain emissions).

Total Scopes 1, 2, and 3 emissions was 9.347 mtCO₂e

Offset 32 metric tonnes of CO₂e through [ClimeCo's EcoCommitted Small Business Partner](#) program in 2024. The project that we choose to support was Livestock Gas Capture/Combustion with Hidden View Dairy Product.

In 2024, Evolution Marketing delivered our professional services in a carbon-neutral manner, thanks to our membership in [ClimeCo's EcoCommitted Small Business Partner Program](#). 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>

Carbon Offset Project Supported in 2024: Hidden View Dairy

7

The **Hidden View Dairy Livestock Gas Project**, located in Fair Oaks, Indiana, uses an **enclosed anaerobic digester to capture and destroy methane—a greenhouse gas over 20 times more potent than carbon dioxide—from dairy manure**. It is a model for sustainable agriculture and waste-to-energy innovation.

What the project does:

- Turns organic waste from a 4,000-cow operation into **renewable energy and fertilizer**, significantly reducing emissions and environmental pollution.
- The digester system includes engines, a boiler, and a flare to destroy methane, while also **generating electricity**.
- Waste is processed for about 22 days before being separated into solids and liquid effluent, with **excess biogas safely combusted**.
- Methane levels and system performance are regularly monitored and verified by an independent lab.

Environmental and community benefits:

Biodigester solutions lead to **cleaner air through powerful greenhouse gas reductions**, divert organic waste to landfills, and prevent environmental pollution.

The social benefits are equally impactful:

- **generating local jobs** and economic savings by avoiding waste disposal fees
- providing greater **energy security**
- **improving overall air and water quality** for local communities
- fostering circular economy practices

CARBON OFFSET CERTIFICATE

PROUDLY PRESENTED TO
Evolution Marketing

FOR OFFSETTING

32
Tonnes of CO₂e

DATE

July 2024

PROJECT

CAR489 Hidden View Dairy

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



EcoCommitted
Partner 2024

Small
Business



Snapshot of Evolution Marketing's Carbon Footprint 2018 - 2024

8

Evolution Marketing has been partnering with **ClimeCo** since 2019 to offset our yearly carbon footprints. In 2024 we celebrated 6 years of membership in the EcoCommitted Small Business Partner Program. **Our team is proud to operate Evolution Marketing in a climate positive manner.**

"For the past six years, Evolution Marketing has **championed sustainable business practices** and **demonstrated a strong commitment to environmental solutions**. By partnering with ClimeCo, they have supported high-quality, third-party verified, US-based carbon projects and mitigated their operating emissions. We're excited to continue and deepen our partnership with Evolution Marketing, as they further strengthen their environmental commitments and drive positive change!"

Gabi Ferraris,
EcoCommitted Small Business Partner Program
ClimeCo



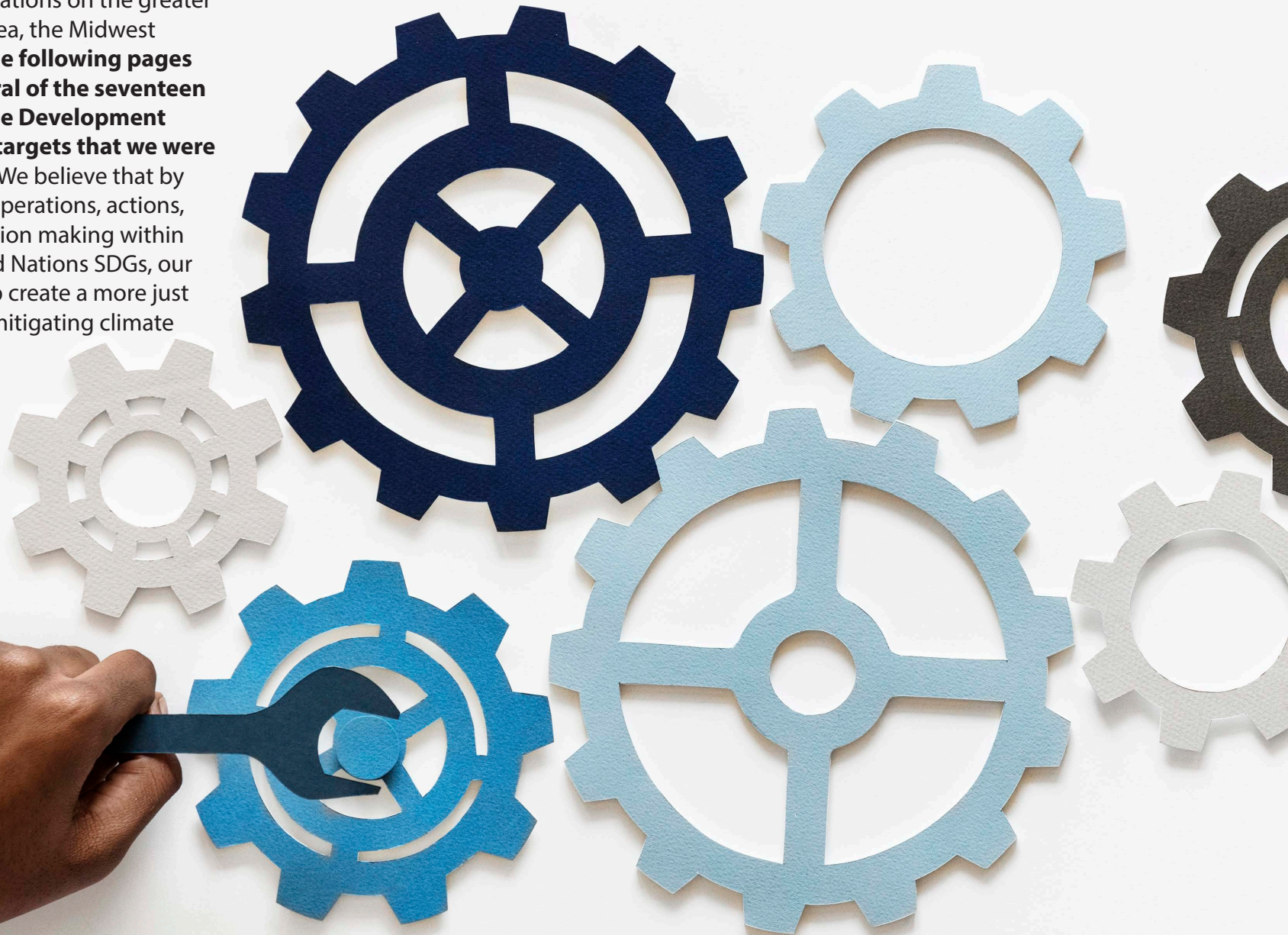
2018 - 24 CARBON CREDITS VS. GHG EMISSIONS INVENTORIES (mt CO₂e)

Evolution Marketing's GHG Emissions 39.875 mt CO₂e

Evolution Marketing's Carbon Credit Inventory 200.8 mt CO₂e

Operational Impacts 2024

At Evolution Marketing, we strive to reduce the impact of our business operations on the greater Nashotah/Oconomowoc Area, the Midwest Region, and the world. **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 2024.** 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 SDGs please visit https://sdgs.un.org/#goal_section****

Sustainable Development Goals in Action



evolution
M A R K E T I N G LLC

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**.





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.**





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.



15 LIFE
ON LAND

GOAL 15

Target 15.2: By 2020, **promote the implementation of sustainable management** of all types of forests, halt deforestation, **restore degraded forests** and substantially increase afforestation and reforestation globally.

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.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



GOAL 16

Target 16.3: Promote the **rule of law** at the national and international levels and **ensure equal access to justice for all**.

Target 16.10: Ensure **public access to information** and protect fundamental freedoms, in accordance with national legislation and international agreements.

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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 2024 was 98%**, we sent .25 lbs of trash to the landfill, while we diverted 22.5 lbs of recycled material from the landfill.



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, features a cartridge-free design that reduces the number of ink cartridges sent to landfills (or in our case that get recycled).



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 and they have taken a variety of different environmentally responsible sustainability actions, learn more [here](#).



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 are 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.



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



Packaging:

When Evolution Marketing needs to ship something to a client, partner we use the **carbon neutral shipping options from UPS** and the local UPS stores. Evolution Marketing has been using this service since it was developed in 2008.



Printing:

When purchasing printed materials for Evolution Marketing we source paper that is as local as possible (i.e. made in Wisconsin), all paper **products are FSC/ SFI certified and composed of 100% post consumer recycled fibers**. All other printed materials (i.e. display posters, etc., are sourced from **union printers** and made with durable materials, so they will last for a long time). We are also proud to recommend to our clients environmentally responsible paper and printing options for their projects.



Plastics:

While plastic waste is minimal within Evolution Marketing's daily operations, we recognize the scale and urgency of the global plastic pollution crisis. Each year, we actively participate in Plastic Free July, using it as an opportunity to raise awareness and further reduce single-use plastics in our work and personal lives. **In 2024, we took additional action by offsetting the equivalent of 250+ pounds (120 kg) of plastic waste.** This contribution supports third-party verified plastic mitigation projects around the world, helping to remove and re-purpose plastic before it enters ecosystems. Through this commitment, we're reinforcing our belief that even small businesses can take meaningful action to address global environmental challenges.

PLASTIC CREDIT CERTIFICATE

PROUDLY PRESENTED TO
Evolution Marketing

FOR OFFSETTING
120
kg Plastic Footprint

DATE
July 2024

Your plastic credit purchase supports
third-party verified plastic waste
mitigation projects worldwide.

 ClimeCo

Low Carbon Operational Policies

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- (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.
- (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.
- (3) Evolution Marketing also tracks the vehicle mileage of their interns trips to the office/events. **As part of the students' internship we offset the entire annual carbon footprint of our interns' vehicle mileage.**
- (4) Beginning in 2024, Evolution Marketing is now able to also **measure our remote work subcontractors carbon footprint**, through the SME Climate Hub's Small Business Carbon calculator as scope 3 emissions. We also offset the footprint of those same contractors.



Green Masters Program

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 community. In 2024, **Evolution Marketing celebrated 10 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 years, standing alongside companies such as Kohl's, Lands End, New Leaf Paper, Procter and Gamble Green Bay, Riverwater Partners, TruStage and UW Credit Union. This milestone aligns with the WSBC's 15th anniversary of the Green Masters Program in 2024, during which more than **380 Wisconsin businesses have advanced their sustainability efforts through the program's value chain-focused approach.**



"Lisa is an absolute powerhouse, and her advocacy and commitment to her values show up in how she runs all aspects of her business. She is an inspiration as a business owner, sustainability advocate, and community leader, and we are proud to celebrate Evolution Marketing's achievements through Green Masters Program® recognition."

- Christa Kananen, Associate Director, Sustainable Business Council



Evolution Marketing, A Certified B Corp
738 followers
5mo · 🌱

Proud to be a [#GreenMasters](#) company for the 10th time!!! Also, incredibly humbled to be in the company of so many other [#Wisconsin](#) legacy companies and [#leaders](#) in [#sustainability](#)! Special shout out to fellow [#BCorps](#) [Riverwater Partners](#) and [New Leaf Paper, Inc.](#) - it is an honor to share this designation with you both!

[#certifiedBCorporations](#) [#businessasaforceforgood](#)

Sustainable Business Council
1,735 followers
6mo · 🌱

Recognizing the 2024 Green Masters®! 🌱

We are proud to celebrate the companies being recognized at the ...more

2024 Evolution Marketing Internal Materiality Assessment

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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 2024, 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 impact, Evolution Marketing's capacity for influence, and the feedback of our clients and staff. Integrating both stakeholder feedback and strategic alignment, this assessment shapes Evolution Marketing's sustainability initiatives, ensuring our engagement concentrates on areas where we can drive impactful and measurable progress.

Recognition

At the Wisconsin Sustainable Business Council Conference in 2024, Evolution Marketing received 3 awards under the Green Masters Program, they are:

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 [Green Masters Program® Overview Document](#).

Top Performer in Greenhouse Gas Management, Commercial & Light Industrial Category: In 2024, Evolution Marketing was the top performer in the "Greenhouse Gas Management" topic in the Commercial & Light Industrial category. This award highlights the company's leadership in measuring, managing, and reducing its carbon footprint through innovative and impactful strategies, such as carbon offset.

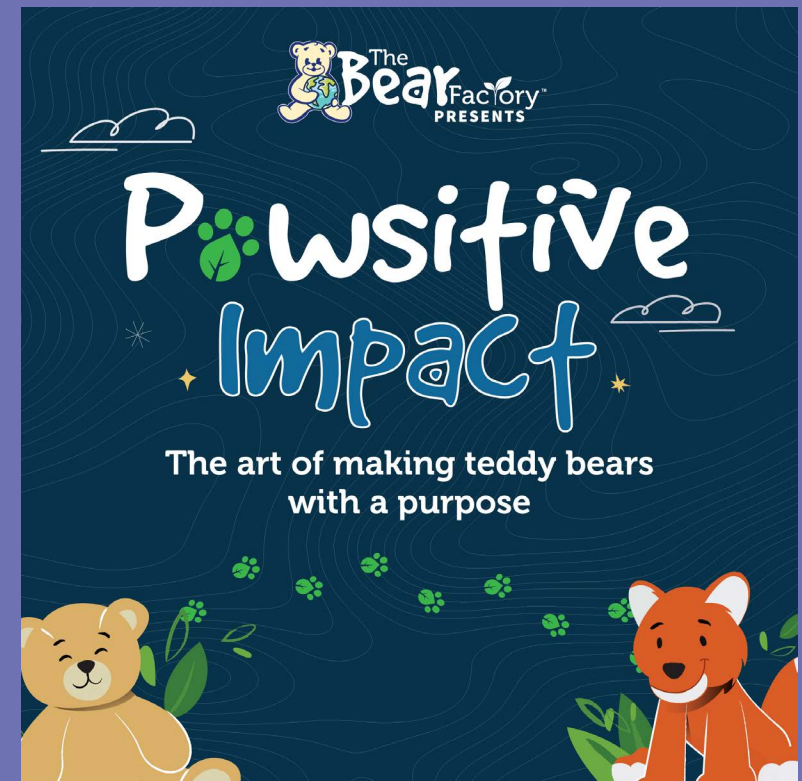
Top Performer as a company with less than 100 employees: In 2024, Evolution Marketing achieved a leading (top three) score among Green Masters Program® participants with less than 100 employees. **It recognizes the company's exceptional sustainability performance relative to its size, showing that small businesses can be powerful leaders in environmental responsibility.**



Sustainability in Action: Client Spotlight

The Bear Factory

While Evolution Marketing did not design the **Bear Factory's 2024 Impact Report**, we were proud to serve as advisors throughout its development. The internal materiality assessment in the report demonstrates the various categories that have helped them develop their sustainability initiatives. Our team provided input and guidance on ESG reporting strategies, shaping messaging and supporting the adoption of sustainability strategies, actions, and practices throughout their business. **We're proud to have supported the Bear Factory's efforts in participating in the Green Masters Program and adopting transparent and inspiring sustainability initiatives.**



Evolution Marketing Team in Action 2024

**Championing Sustainability
Actions & Education
In Wisconsin**



Educational Partnerships

Since 2019, Evolution Marketing and the Citizens Utility Board (CUB) have partnered with Spanish language students at Oconomowoc High School to support hands-on learning and community engagement through sustainability, civic action, and Spanish communication.

In 2024, five students in the new “Spanish for the Professions” course worked closely with Evolution Marketing team members and CUB to help plan CUB’s 45th anniversary event. The students, Lily Attach, Aldo Garcia, Jack Klawes, Kendra Rossey, and Joey Zastrow (shown below), met monthly with the planning team, which included Evolution Marketing and CUB staff members, to learn about sustainability marketing, assist with event logistics, and event day roles/ tasks. They also translated two blog posts authored by CUB staff into Spanish, which are now featured on CUB’s Spanish-language resources webpage (Recursos para los Consumidores). In addition, the students participated in two educational webinars, attended the 2024 Wisconsin Sustainable Business Council Conference (staffing both Evolution Marketing and CUB booths), and presented an educational poster display at the anniversary event to showcase their semester-long experience.

The students also created their own [impact report](#), showcasing their experiences.



Testimonials from the 2024 students:

“Working with Evolution Marketing has helped us further develop our presenting skills in front of new audiences. It has also helped us become more confident and comfortable talking to a new group of people. Evolution Marketing has also shown us many different aspects of marketing such as assisting them in planning for CUB’s 45th anniversary.”

Lily, Joey, Kendra, Aldo and Jack
OHS Spanish for the Professions
Students (Dec 2024)



DECEMBER 3, 2024

Educational Partnerships w/ Cream City Conservation

As part of our partnership with [Cream City Conservation](#), we engaged their youth conservation crew in land restoration efforts at Evolution Marketing's property. In the summer of 2024, the youth team visited twice to conduct invasive buckthorn removal. Their work not only improved the health of the local ecosystem, it also embodied community-driven climate action. These youth are active year-round in meaningful sustainability projects across southeastern Wisconsin. **From managing invasive species and restoring habitat to planting native pollinator gardens and supporting environmental education, their work has real, measurable impact.** Each project fosters leadership development, environmental literacy, and hands-on experience in conservation science. The program is a **great example of how climate resilience and workforce development can go hand-in-hand** by creating environmental stewards who are ready to lead the way toward a more just and sustainable future.



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BEFORE



AFTER



In addition to this fieldwork collaboration, Evolution Marketing supported Cream City Conservation and Consulting (C4) with their B Corp recertification process in 2024. Our team provided strategic guidance on ESG documentation, storytelling support, and impact data collection, ensuring that C4 could fully articulate their environmental and social commitments.



"There's no way my company would have recertified (B Corp) without the help of Evolution Marketing. Lisa and her team kept us on track, offered great insight on where we could better communicate our unique sustainability focused positioning and make future certification even more efficient."

August M. Ball, Founder & CEO
Cream City Conservation & Consulting



Evolution Marketing Recognized for Climate, Sustainability Leadership in 2024



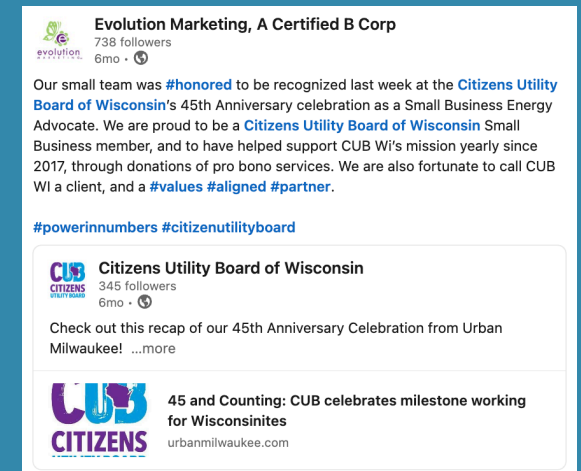
Business Community Energy Advocate 2024

In 2024, Evolution Marketing was honored for supporting CUB's advocacy, providing marketing, graphic design, and outreach and engagement services, along with pro bono services to CUB since 2017. As a small business member, Evolution Marketing was recognized for their dedication, partnership and support of CUB with the inaugural, "Business Community Energy Advocate Award."

"When I became Executive Director of the **Citizens Utility Board of Wisconsin** in 2017, one of the first calls I made was to Lisa at Evolution Marketing. Yes, I was excited to share with her news about my career move, but even more importantly I wanted to see if she and her team would be available to help CUB with our branding and impact storytelling... I could see that the services Evolution Marketing offered at the intersection of sustainability consulting and marketing communications could be priceless for our Wisconsin utility consumer advocacy, and education organization. Evolution Marketing has become a valued member of our outreach, education and communications teams. Evolution Marketing encouraged CUB to share the actions and direct impacts of our work with our stakeholders through our now annual impact report. Lisa and her team worked with us to determine which key performance indicators of our actions we wanted to share yearly with our stakeholders, and they have helped us to understand the importance of framing out those actions within a broader sustainability context. We are proud to share our social impacts via our impact report. Evolution Marketing is an expert in this cutting edge area of communications and messaging, having helped businesses to communicate their sustainability actions for over ten years."



Tom Content
Executive Director
Citizens Utility Board of Wisconsin



Featured EcoCommitted Partner

30

“How Evolution Marketing Gains Legitimacy with Stakeholders as an EcoCommitted Partner”

ClimeCo spotlighted Evolution Marketing in a case study for joining its [EcoCommitted Partner Program®](#) for small to medium-sized businesses showcasing our journey and commitment as an EcoCommitted Partner. This recognition highlights the steps we’re taking to create a transparent, sustainable business model and our efforts to foster trust and credibility with our stakeholders. The case study focuses on how we, as a sustainability consulting and ethical marketing company, have integrated eco-friendly practices across our operations since our inception. It explores our decision to seek third-party verification, underscoring the importance of certification in demonstrating the legitimacy of our sustainability practices. The program perfectly aligns with our mission to actively reduce our environmental impact while inspiring others in our industry to embrace sustainable practices. Through ClimeCo, we receive carbon offsets from rigorously verified projects, allowing us to meaningfully and credibly offset our carbon footprint. Each year, Evolution Marketing purchases carbon offsets from reputable, third-party-verified renewable energy projects to uphold our commitment to carbon neutrality. Since 2018, our partnership with ClimeCo has enabled us to operate as a fully carbon-neutral business, underscoring our dedication to responsible, verifiable climate action. Evolution Marketing received a certification and badge to promote this verification and a [dedicated landing page on ClimeCo’s website](#) detailing our actions and achievements.

“Sustainability is part of our identity at Evolution Marketing. Partnering with ClimeCo’s EcoCommitted Partner Program for Small Business has provided us the transparency and legitimacy to show our clients that our sustainability efforts are real and impactful.”

- Lisa Geason-Bauer,
Founder of Evolution Marketing

[Click here to read the full case study](#)



2024 Wisconsin Sustainable Business Council Conference

In the fall of 2024, Evolution Marketing had the pleasure of attending and exhibiting at the annual [Wisconsin Sustainable Business Council](#) (WSBC) Conference. Since its inception, the conference has been a cornerstone event for businesses dedicated to sustainable practices in Wisconsin. **Evolution Marketing has proudly participated in sixteen out of seventeen conferences held in Wisconsin since 2008.** Our team values the yearly opportunity to **connect with fellow sustainability professionals from across the state and share best practices for adoption of sustainability strategies, actions and programs.**



At the 2024 WSBC conference, Evolution Marketing also organized a session, **“Mastering the Art of Impact Storytelling: How to Communicate Your Sustainability Journey,”** focused on helping businesses craft authentic, compelling sustainability narratives. Led by Evolution Marketing team members - Lisa Geason-Bauer and Leah Steinberg, alongside sustainability professionals August M. Ball of Cream City Conservation and Kayla Riege of Kohler Co., **the panel explored strategies for engaging stakeholders, avoiding greenwashing, and using storytelling as a tool for driving meaningful change.** Attendees gained insights into how clear, transparent messaging can help businesses showcase their sustainability efforts, regardless of size or industry.



This session also **celebrated the 10th anniversary of the WSBC conference having a dedicated time in the program for women working in sustainability,** green building space, energy efficiency and renewable energy to come together and address challenges, opportunities that they experience as professionals. The [Women in Sustainability](#) session is unique in that it is led by women for women with the goal of fostering professional development opportunities for women attendees.

WOMEN in SUSTAINABILITY

As a long-time advocate for impact storytelling, Evolution Marketing has worked to make sustainability communications more accessible, relatable, and actionable. This dedication was recognized at the 2024 WSBC Conference, where Evolution Marketing received the **Sustainable Business Award in the “Innovative Services” category for our impact storytelling services**. This recognition highlights our commitment to helping organizations authentically communicate their sustainability journeys, fostering transparency and meaningful engagement with their stakeholders.

2024
Innovative Service
Award Winner



Pictured above: Jessy Servi Ortiz, Executive Director - WI Sustainable Business Council, and Evolution Marketing team members - Leah Steinberg, Lisa Geason-Bauer and Michael Bauer showcasing their Green Masters Program certificates.



Pictured above: Sabrina Schwietzer - New Leaf Paper, Inc., Leah Steinberg, Mary Reames - Verdani Partners, Lisa Geason-Bauer, Shannon Bone - New Leaf Paper, Inc.

2024 Policy Outreach & Advocacy Efforts

Electrification Coalition

In 2024, Evolution Marketing played a role in supporting environmental policy efforts by joining a coalition of 100 businesses that signed a letter in late 2023 urging the U.S. Environmental Protection Agency (EPA) to finalize stricter emission standards for heavy-duty vehicles. Their advocacy contributed to the EPA's March 29 decision to implement these standards, which aim to accelerate the electrification of trucks and reduce greenhouse gas emissions. **This initiative demonstrates Evolution Marketing's commitment to responsible business leadership and policy advocacy.**




Evolution Marketing A Certified B Corp
 513 followers
 now •

Happy that **Evolution Marketing A Certified B Corp** was able to support this initiative, as we were one of the 100 businesses who signed a letter in late fall of 2023 urging the EPA to finalize the emission standards for heavy-duty vehicles. Thanks to **Electrification Coalition** for your work on this important topic! [#sustainablebusinessleadership](#) [#SDG13](#) [#bCorps](#)


Electrification Coalition
 8,802 followers
 3mo •

ICYMI... On Friday, the EPA finalized emission standards for heavy-duty vehicles, which will accelerate truck electrification. Watch our short video and read the EC's response: <https://bit.ly/3TU4PgA>




On March 29, the EPA finalized new emissions standards for medium- and heavy-duty vehicles.



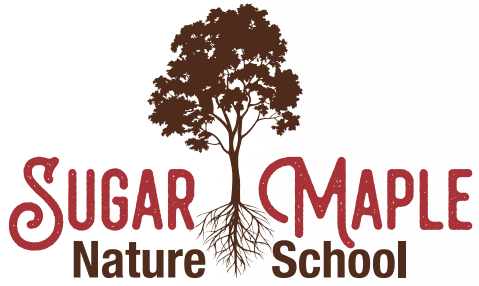


1% for the Planet

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.**

Direct Cash Contributions

In 2024, we made direct financial contributions to the following environmental nonprofits. These nonprofits are working across Wisconsin, the US, and world to address the United Nations Sustainable Development Goals.



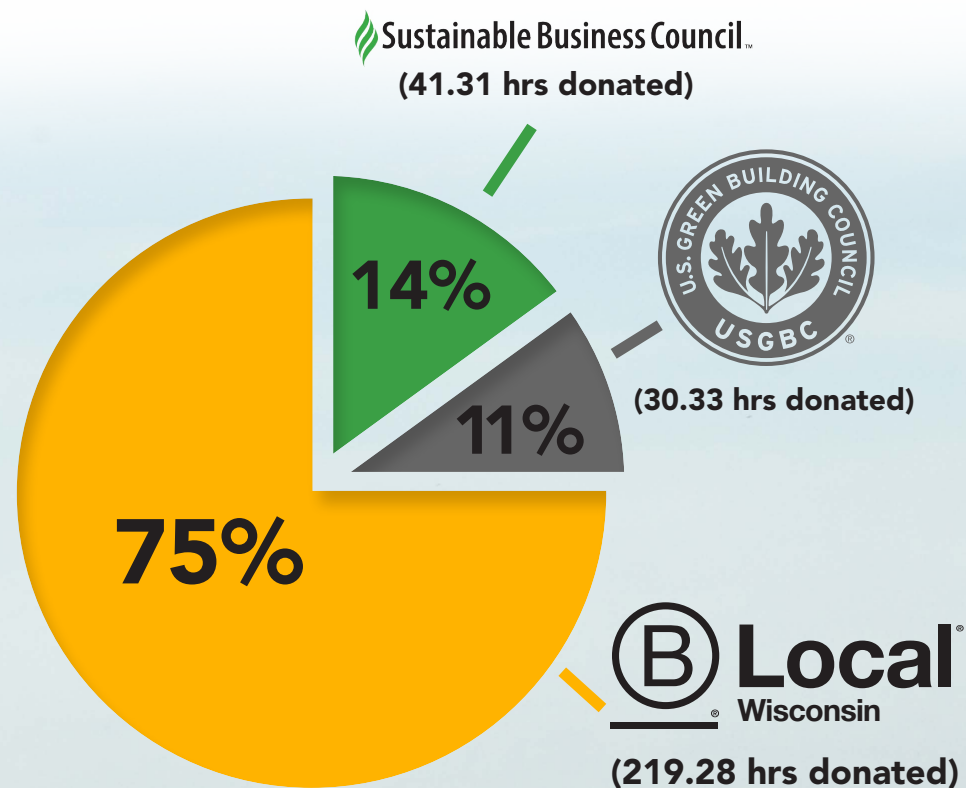
Designed to Give

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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 that are working to advance social and environmental sustainability in Wisconsin.** In 2024 we donated 290.92 hours of pro bono services and advice to 1% for the Planet environmental nonprofit members operating in Wisconsin.

Environmental Nonprofits Supported in 2024





Since our creation in 2007, we have strived to make climate positive decisions each and everyday 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.

