



evolution

MARKETING LLC

sustainability  
consulting • PR • branding

GreenMkting.com

# Evolution Marketing Operational Impact and Carbon Footprint Report 2021-2022



Certified



Corporation

# evolution

M A R K E T I N G 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 plus 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.





Free Materials Please Take One

**Certified**



**Corporation**

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



**FOR THE PLANET**  
— MEMBER —



## 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!

Following our 10th anniversary (in 2017), we have worked diligently to establish reputable third-party **credentials that are audited and publicly demonstrate our commitment to operate in an environmentally and socially responsible manner**.

### Public Actions Taken - Work by Example:

- Becoming a **Member of 1% of the Planet Since 2017**, on a yearly basis, Evolution Marketing has donated at least 1% of our total profits directly back to nonprofit environmental organizations
- We have also donated time and professional services to Wisconsin based environmental organizations because we believe that it is important to support our local region!
- We became the **7th Certified B Corporation®** in Wisconsin, in July of 2018 and we recently completed a B Corp recertification in March of 2022, where our score raised from 91.7 to 120.3 this was an incredible increase of 28.6 points on the B Impact Assessment.
- In 2019, we joined Carbonfund.org as a **Carbonfree® Business Partner** and we have offset our business' yearly carbon footprint (from Jan. 1st, 2018 to present) through this program.

[Click here to review our previous operational impact and social impact reports.](#)

### Live Responsibly and Educate Through Action:

Due to my background in sustainable agriculture, **adoption of low carbon business practices and ecologically-based decision making has been baked into the DNA of Evolution Marketing over the last fifteen years**. In many ways the actions of our small business have been at the tip of the spear when it comes to demonstrating low carbon business decisions (i.e. in 2012 we were the first business in WI to purchase the all electric zero emission Nissan Leaf as our first fleet vehicle). Historically **Evolution Marketing has been an early adopter of climate friendly actions**. When we learned that a new **online carbon neutral bank** had opened in the Midwest, and that it was offering "green mortgages" and "green refinancing" options to homeowners who wanted to invest in making their homes more energy efficient and generating renewable energy, **I got excited**.

Below are the actions that we took as a result of having access to a regional carbon neutral bank.

## Summer of 2021 - Spring of 2022

- Evolution Marketing moved over 90% of our banking services to **Greenpenny**, an employee owned, carbon neutral online bank that is a **member of 1% for the Planet and the Global Alliance** on Banking Values.
- The Geason-Bauer family decided to **refinance our home**, and implement a variety of eco-home renovations including; replacing our roof with an eco-friendly white roof (that removes smog from the atmosphere), adding 30 solar panels, a Generac Battery for storage, eco-friendly insulation for our entire attic, and having our entire home air sealed.
- The Geason-Bauer family and Evolution Marketing were able to partner with several innovative residential green contractors to implement the eco-home renovations.
  - ❑ **Green Homeowners United** (a woman-owned social enterprise, that is a proud union employer: LiUNA 113 ) was a priceless partner throughout our eco-home renovations, they provided financial projections and green mortgage insights, provide comprehensive energy audits/assessments for our home (providing baseline data, as well as post project scoring), and they brought in union workers to do all of our air sealing and insulation work.
  - ❑ **Current Electric** a solar and electric service provider serving Metro- Milwaukee who also has an innovative solar and electrical apprenticeship program. They were an excellent partner that **helped us to right size our PV system**, and they provided education regarding the best way to set-up and use our Generac back-up battery system.

In April of 2022, Evolution Marketing hosted an **eco-open house** at our home and we invited our key stakeholders to attend a ribbon cutting and walk through the home where we had demonstration and education stations set-up for the public to learn about our eco-home renovations. The Oconomowoc High School students we worked with also debuted their new educational **eco-home microsite** in both Spanish and English at this event.

Later in 2022, Congress ended up passing the **Inflation Reduction Act which now (2023) provides tax credits to homeowners to do all of the actions we took on our home**. In 2024 most states in the US will also be coming out with their own state level programs that will fund additional actions that Americans can take to make their homes more energy efficient and transition to a clean energy economy. **Click here to learn about the opportunities that exist in Wisconsin for homeowners tied to the IRA.**

## Transparency & Replicability:

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,



**Lisa Geason-Bauer and the Evolution Marketing team**

P.S. If you have questions, thoughts or want to provide feedback about this report, please email **[Lisa@evolutionmarketing.biz](mailto:Lisa@evolutionmarketing.biz)**



# CARBON FOOTPRINT 2021

**SCOPE 1:** Total natural gas used for the Evolution Marketing operations in 2021 was 215.25 therms (1.1 metric tonnes) of CO<sub>2</sub>.

**SCOPE 2:** Total electrical energy used for the Evolution Marketing office operations in 2021 were from 100% purchased renewable energy<sup>1</sup>.

**SCOPE 3:** Total other emissions were 2.627 metric tonnes of CO<sub>2</sub> in 2021.

***Business Transportation:***

702 miles driven by Zero-emission Nissan Leaf 2012, powered by 100% renewable energy (no emissions)

588 miles driven by the Nissan Versa 2015 (.16 metric tonnes of CO<sub>2</sub>)<sup>2</sup>

926 miles driven by intern from UW Madison to Evolution Marketing office in rented 2015 Kia Soul ECO dynamics (.29 metric tonnes of CO<sub>2</sub>)<sup>2</sup>

***Supply Chain/Procurement:***

Other items purchased throughout the year: printing purchased and office supplies (2.177 metric tonnes) in 2021<sup>3</sup>

## TOTAL SCOPE 1, 2, AND 3 EMISSIONS WAS 3.727 METRIC TONNES OF CO2

**Offsets:** 36 metric tonnes of CO2 through Carbonfund.org, the project that we choose to support in 2021 was **Panama Reforestation Project – Reforesting a Lost Tropical Rainforest.**

Evolution Marketing was able to offer our services in 2021 in a carbon neutral manner, as we offset more than double the amount of carbon we produced. As a climate positive company we were able to create an environmental benefit by removing additional carbon dioxide from the atmosphere.

### **Footnotes:**

1 - We purchased 5987 kWh's of low-impact renewable energy in 2021 from the We Energies - Energy for Tomorrow Program and our office used 2993.50 kWh of energy. Therefore we purchased more renewable energy than Evolution Marketing used in our office/vehicle charging operations in 2021, allowing us to operate in a climate positive manner.

2 - <https://calculator.carbonfootprint.com/calculator.aspx?tab=4h>

3 - Normative Data from SME Climate Hub based on dollars spent by the business in 2021 for purchased goods and services and capital goods (Scope 3). <https://drive.google.com/file/d/1evC3Vl-FrB-e5tLci88ewPXbVgk1WjzIT/view?usp=sharing>



# CARBON OFFSET PROJECT SUPPORTED IN 2021

Evolution Marketing has been adopting innovative sustainable business strategies, and triple bottom line managed practices since 2007. They have been addressing carbon in their operations since 2008 and have been offering their professional services in a carbon neutral manner since Jan 1st, 2018. They are proud to be a member of the Carbonfree® Partner Program for Small Business. Want to learn more about Evolution Marketing's carbon actions and our carbon journey please go [here](#).



## Restoring a Lost Rainforest Project

**LOCATION:** Chiriqui, Veraguas, and Darien Provinces, Panama

**PROJECT TYPE:** Reforestation and Forest Conservation

**STANDARD:** Climate, Community and Biodiversity Standard (CCBS) and CarbonFix Standard

**VERIFICATION/VALIDATION:** SCS Global Services and Rainforest Alliance





### **ENVIRONMENTAL BENEFITS:**

- Mitigate impacts of climate change
- Restore rainforest and critical habitat
- Enrich local biodiversity
- Reduce erosion and improve soil quality
- Protect downstream watersheds

### **COMMUNITY BENEFITS**

- Reverse trend of rural-to-urban migration
- Local full-time job creation
- Training opportunities for project management and fire prevention
- Access to health and literacy programs

The Restoring a Lost Rainforest Project is continuing to meet its ambitious goal of reforesting nearly 25,000 acres of abandoned cattle pastures alongside the Pacific Coast of Panama. The Project has used over 50 different native tree species. Since 2005, more than 7,000 acres have been planted with more than 1.9 million trees. In addition, nearly 500 acres are being conserved and approximately 60 full-time jobs have been created due to the Project.

[Learn More](#)



# CARBON FOOTPRINT 2022

**SCOPE 1:** Total natural gas used for the Evolution Marketing operations in 2022 was 239.8 therms (1.3 metric tonnes) of CO<sub>2</sub>.

**SCOPE 2:** Total electrical energy used for the Evolution Marketing office operations in 2022 were from 100% purchased renewable energy.<sup>4</sup>

**SCOPE 3:** Total other emissions<sup>5</sup> was 4.76 metric tonnes of CO<sub>2</sub> in 2022

### ***Business Transportation:***

398 miles driven by Zero-emission Nissan Leaf 2012, powered by 100% renewable energy (no emissions)

3009 miles driven by the Nissan Versa 2015 (.4 metric tonnes of CO<sub>2</sub>)<sup>6</sup>

661 miles driven by Extern from Madison to Evolution Marketing office in 2013 Buick Verano (.18 metric tonnes of CO<sub>2</sub>)<sup>6</sup>

***Business Travel***<sup>5</sup> 1.21 metric tonnes CO<sub>2</sub>

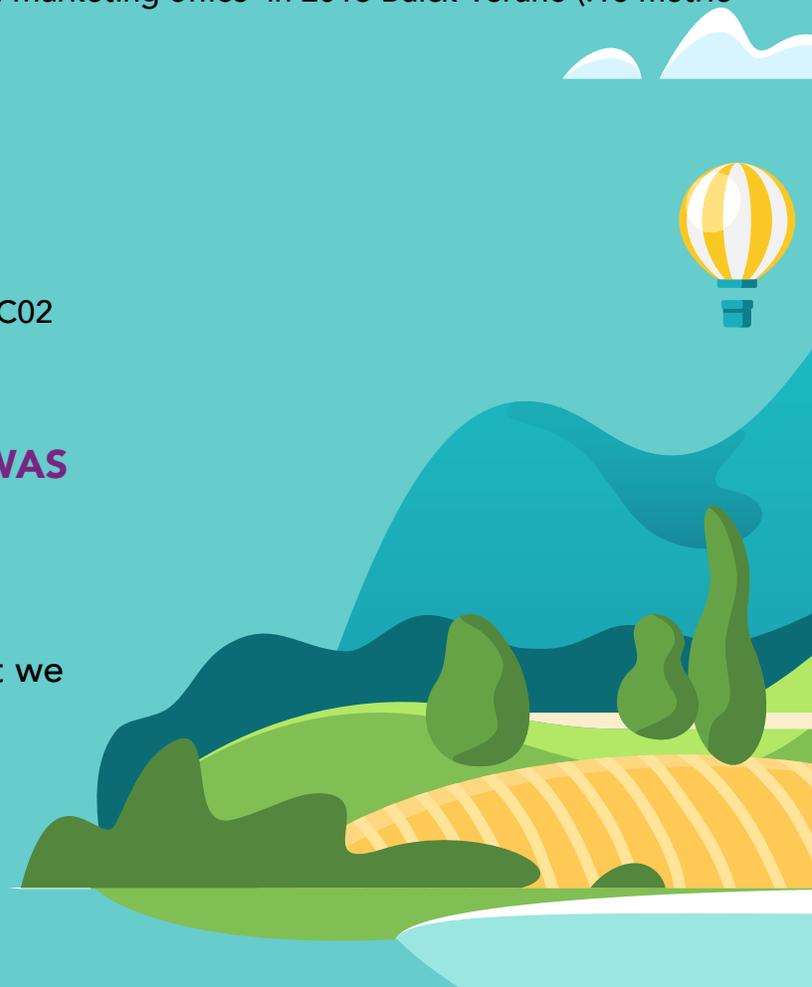
### ***Supply Chain/Procurement***<sup>5</sup>:

Capital Goods 1.15 metric tonnes of CO<sub>2</sub>

Purchased Goods and Services 1.82 metric tonnes of CO<sub>2</sub>

**TOTAL SCOPE 1, 2, AND 3 EMISSIONS WAS 6.06 METRIC TONNES OF CO<sub>2</sub>**

**Offsets: 28.8 metric tonnes of CO<sub>2</sub> through Carbonfund.org** (the project that we choose to support in 2022 was the [Texas Capricorn Ridge Wind Project.](#))



Evolution Marketing was able to offer our services in 2022 in a carbon neutral manner, as we offset more than double the amount of carbon we produced. As a climate positive company we were able to create an environmental benefit by removing additional carbon dioxide from the atmosphere.

### **Footnotes:**

4 - In April of 2022, the Evolution Marketing office commissioned a solar panel system that due to the setup process, only started tracking in August of 2022 so we collected the renewable energy data from mid-August on. In 2022, 2289.5 kWh's of renewable energy was purchased from We Energies - Energy for Tomorrow Program and the office only used 1,440 kWh's of energy. The Evolution Marketing office generated 1,383 kWh's onsite to be sold back to We Energies.

5 - 4.18 metric tonnes from Normative Data compiled by the SME Climate Hub based on dollars spent by the business on business travel, capital goods, and purchased goods and services (scope 3)  
[https://drive.google.com/file/d/1-3bas\\_flyThqIgEQDSeeLxvAD2ZdwqcD/view?usp=sharing](https://drive.google.com/file/d/1-3bas_flyThqIgEQDSeeLxvAD2ZdwqcD/view?usp=sharing)

6 - <https://calculator.carbonfootprint.com/calculator.aspx?tab=4h>



# TEXAS CAPRICORN RIDGE WIND PROJECT

**LOCATION:** Texas, USA

**PROJECT TYPE:** Renewable Wind Energy

**STANDARD:** Verified Carbon Standard

**VERIFICATION/VALIDATION:** First Environment, Inc.

## ENVIRONMENTAL BENEFITS

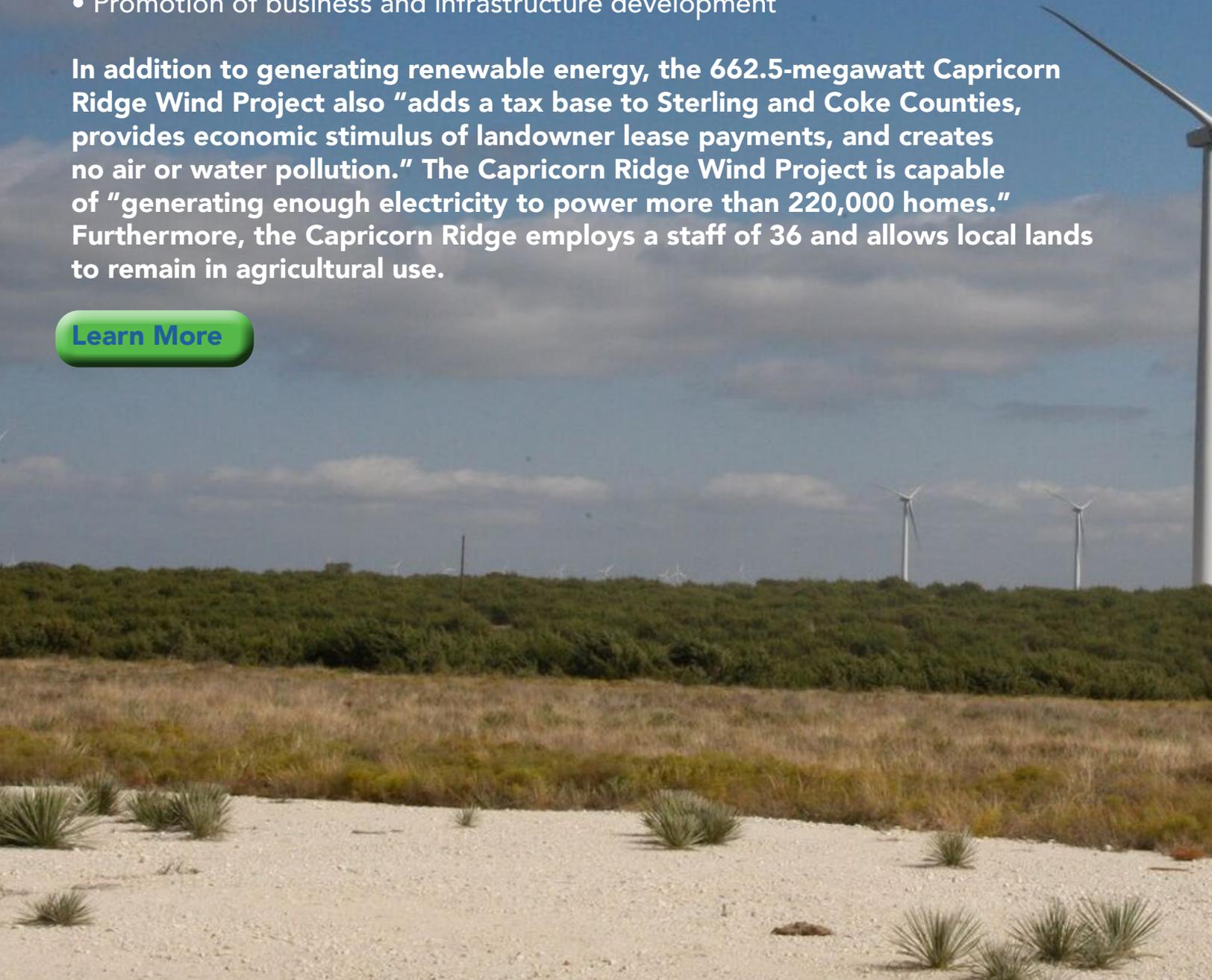
- Mitigates global climate change
- Provides clean energy technology that avoids air and water pollution
- Helps to reduce the dependence on fossil fuels

## COMMUNITY BENEFITS

- Locally sourced, renewable energy
- Employment opportunities generated
- Increased local investment in clean energy
- Promotion of business and infrastructure development

In addition to generating renewable energy, the 662.5-megawatt Capricorn Ridge Wind Project also “adds a tax base to Sterling and Coke Counties, provides economic stimulus of landowner lease payments, and creates no air or water pollution.” The Capricorn Ridge Wind Project is capable of “generating enough electricity to power more than 220,000 homes.” Furthermore, the Capricorn Ridge employs a staff of 36 and allows local lands to remain in agricultural use.

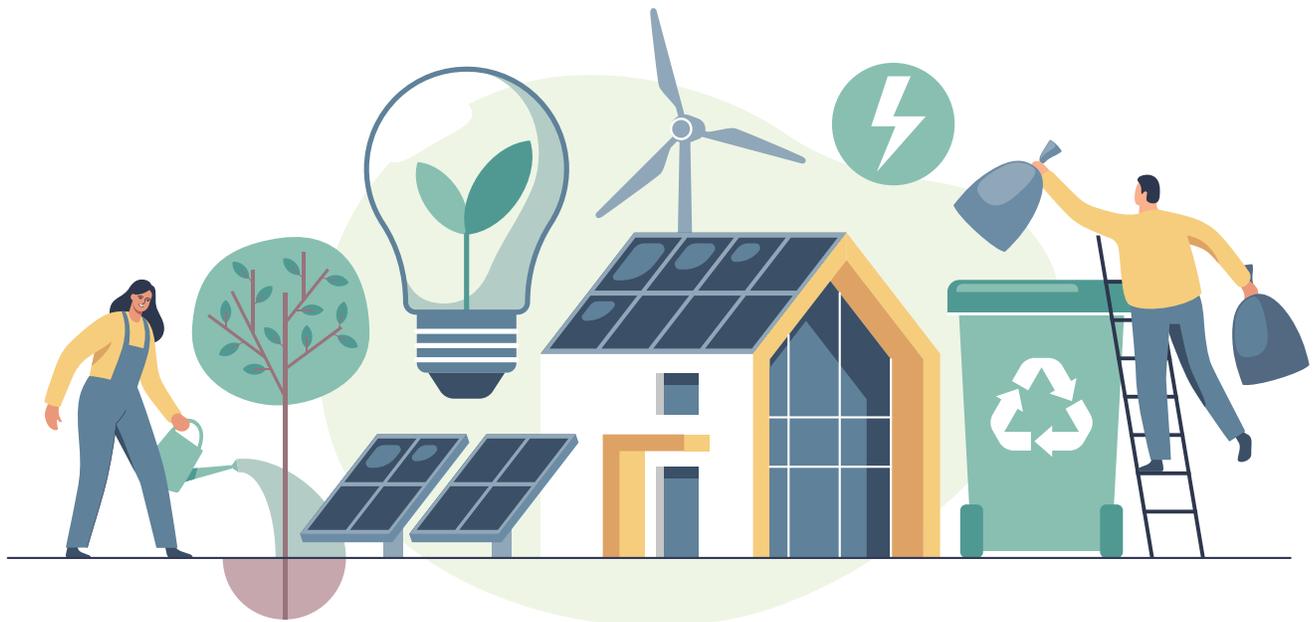
[Learn More](#)





# OPERATIONAL IMPACTS 2021 - 2022

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. **To the right, we have highlighted several of the seventeen United Nations Sustainable Development Goals (SDGs) and specific targets that we were working in 2021 and 2022.** 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/> \*\*\*\*



**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



**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 12.7:** Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

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



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

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



**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.

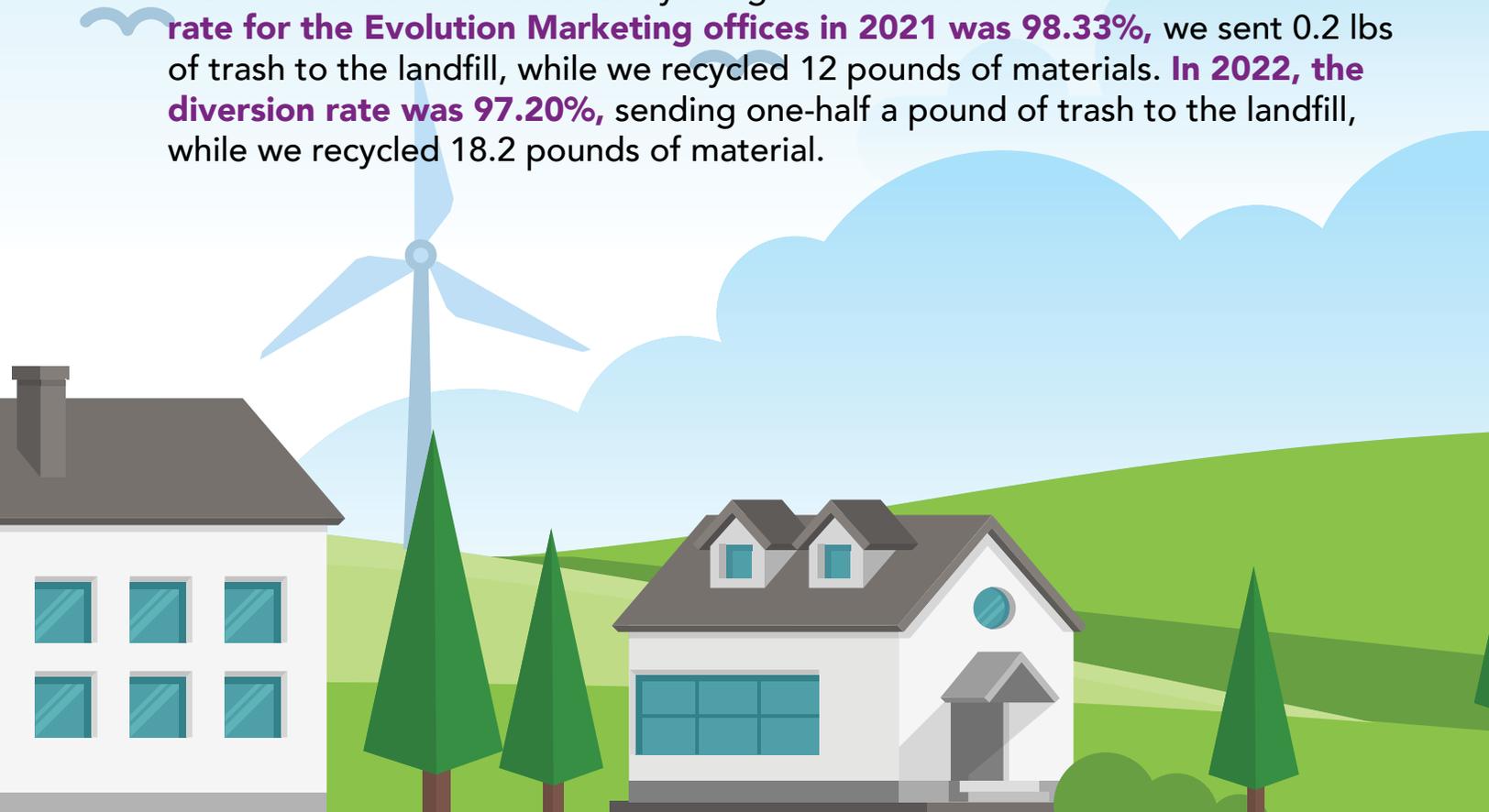
**Target 15.9:** By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.

**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.**

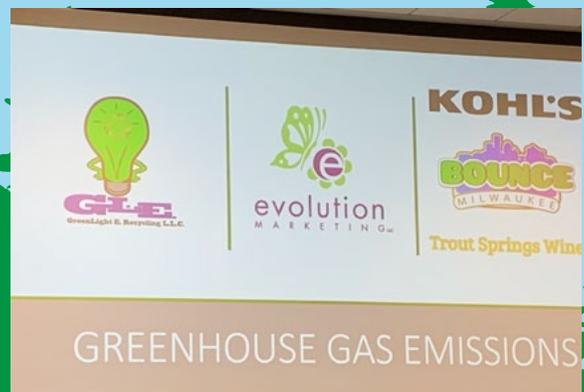
# LOW CARBON BUSINESS DECISIONS



- (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 2021, one hundred and fifteen (115) gallons of food waste was composted via Hartland Organic Family Farm. In 2022, one hundred and ten (110) gallons of food waste was composted via Hartland Organic Family Farm. Based on research from [BioCycle](#) the equivalent of **855 pounds of food waste was diverted from the landfill and composted into high quality soil inputs** between Jan 1st, 2021 and Dec. 31st, 2022.
- (3) At the Evolution Marketing office, we are avid recyclers of office paper/printer paper, notebook paper, post-it notes, folders, glass bottles, plastic on the ink jet cartridges, ink jet cartridges, business publications, mail, and cardboard. We recycled 8 ink jet cartridges in 2021 and 5 in 2022. 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 2021 was 98.33%**, we sent 0.2 lbs of trash to the landfill, while we recycled 12 pounds of materials. **In 2022, the diversion rate was 97.20%**, sending one-half a pound of trash to the landfill, while we recycled 18.2 pounds of material.



- (4) **All electronic devices in the Evolution Marketing office are also ENERGY STAR<sup>®</sup> rated.**
- (5) Evolution Marketing's **email has been running on renewable energy** with **Fat Cow** since 2010.
- (6) **Outdoor natural light is the primary lighting source** for the Evolution Marketing office. Several large windows are utilized to light the space; if inside lights are needed, our desks all have LED task lighting fixtures.
- (7) Since 2008, Evolution Marketing has chosen to purchase low impact renewable electricity from our local utility company - We Energies "Energy for Tomorrow Program" with the hope that our purchase of renewable energy will encourage the utilities to increase their investments in renewable energy projects. In **April 2022, we stopped purchasing renewable energy from our utility due to the commissioning of our PV system. It is a 10.2 kilowatt system comprising 30 solar panels that will provide around 10,200 kilowatt hours of electricity a year. Now our home and office are running on locally generated solar power.**
- (8) **At Evolution Marketing, we believe in the power of regenerative agriculture and as such, we protect and propagate native Wisconsin plant and tree species within in our yard.** We also work to remove/manage invasive species (i.e. buckthorn, garlic mustard, Japanese knotweed, etc.) from our property. We are invested in creating a native Wisconsin landscape that is beneficial to pollinators – bees, butterflies, birds and other wildlife.



Lisa and Lina receiving the 2021 Green Masters Program Certificate



Maryna, Lisa and Mike receiving the 2022 Green Masters Program Certificate.

(9) In 2009, Evolution Marketing was one of nine businesses in Wisconsin to pilot the Wisconsin Sustainable Business Council's Green Masters Program (a non audited third party sustainability assessment program). We have been named a Green Professional each year we participated, and were awarded Green Masters status (our score was in the top 20% of all company participants) in 2013, 2016 - 2022. In **2021**, we were awarded Green Masters status for the **7th time and received the second highest score in the Greenhouse Gas Emissions** category that year. In **2022**, we were awarded Green Masters status for the **8th time and we received the third highest score in the Outreach and Community Engagement** category that year.



(10) In December of 2021, Evolution Marketing bought 200 trees through carbonfund.org and 10 through the Oconomowoc High School Tree Replenish Program as holiday gifts for clients, their staff and teams, and partners in order to support efforts towards reforestation.



## LOW CARBON POLICIES:

(1) Evolution Marketing only purchases FSC Certified and at least (minimum) 30% post consumer recycled fiber paper products for our marketing materials and office supplies.

(2) Evolution Marketing's transportation policy is to participate virtually, whenever possible.

If an in-person meeting is required, Evolution Marketing will:

- drive the zero-emission electric vehicle to meeting within 30 miles
- more than 30 miles, carpool (if possible).

If event the 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

2022 WI Sustainable Business Conference in Green Bay WI (Nov. 2022)

Pictured below left to right: Evolution Marketing partner - Stephanie Krubsack, 2022 Reedsville High School Student - Ella Fogeltanz, Evolution Marketing's President - Lisa Geason-Bauer, 2022 Graduate Sustainability Extern - Maryna Pryadka, 2021 Sustainability Consulting Intern - Angelina "Lina" Godinez, Creative Designer - Michael Bauer, and partner Melina Marcus.



Lina and Lisa host a roundtable, discussing how to create a diverse supplier network at the 2022 WSBC conference.

# WISCONSIN-BASED OUTREACH & ENGAGEMENT EFFORTS 2021 - 2022

In 2018 President of Evolution Marketing, Lisa Geason-Bauer and her husband Mike Bauer purchased their current ranch home in the small Village of Nashotah, Wisconsin. Lisa and Mike's first steps towards their journey to create an eco-friendly home were to renovate the inside of their home and to replace all of their mechanicals (i.e. kitchen appliances, HVAC system, water heater, water softener, washer, dryer with Energy Star rated equipment) and to add 26 canned LED lights throughout the home. After renovating the inside of the home in 2018, they had a Department of Energy Home Energy Score of 5 out of 10. This meant that they still had work to do on their home in order to increase the energy efficiency of the property. In 2021, they decided to tackle the remaining items on their list: new roof, air sealing the home, added insulation in the attic, and adding solar panels with backup battery storage. After all the energy efficiency work their home received a Home Energy Score of 10, putting the Geason-Bauer home in the top 10% of the most energy efficient homes in the nation.

On Earth Day, April 22nd, 2022 Evolution Marketing hosted an Eco-Open house that consisted of many educational opportunities to learn and hear from professionals working in the home energy efficiency, renewable energy space. They invited members of the community, key stakeholders, the media and the students from Oconomowoc High School's AP Environmental Science and Global Sustainability Spanish Language 5 classes who had been working on a project to showcase all actions taken at the Geason-Bauer home. **Evolution Marketing worked with six students throughout the 2021-2022 school year on the "eco-home" project, that resulted in a micro-website created by the students in both English and Spanish, that showcased all the different actions that were taken. View it at: [ecohome](#)**

The Oconomowoc High School students participated in the press conference, as well as they provided educational tours of the property and interfaced with the media. This event helped to showcase ways in which you can make your home more sustainable, it also featured cost effective avenues that exist which can be employed to help first time homeowners, and small businesses, people working from home to implement energy efficiency technology. **This open house showcased data, case studies that demonstrated the impacts of conservation actions, as well as actions that a typical Wisconsin resident could take to lessen the energy burden within their home and demonstrated the ways in which multiple innovations can work in tandem to benefit our environment and pocketbooks.**

[Lisa Geason-Bauer about being an Eco-friendly homeowner](#)

[Green Homeownership article](#)

[Oconomowoc High School Students Impact Report](#)



# SUMMER 2022 : REEDSVILLE HIGH SCHOOL STUDENT WASTE MANAGEMENT PROJECT

In the summer of 2022, Reedsville High School Student, Ella Fogeltanz contacted Evolution Marketing about working on a project remotely for the summer. She had heard of how Evolution Marketing works with high school students and she wanted to do a job shadow and project on waste management. Ella was able to attend the Green Homeowners United Open House and Press event in July of 2022, where she was able to learn a lot more about actions one can take to make their homes more energy efficient. Following the event she visited the Evolution Marketing office, and spent part of the day learning about our work.

**Ella and Evolution Marketing Sustainability Extern Maryna Pryadka worked together to complete a project on resource conservation and waste management.** Ella took the opportunity to learn in depth about the challenges of recycling, visited the local MRF, put together a survey in her community to find out what people think about recycling and waste. Ella worked with Maryna to create a micro-site that is dedicated to providing resources for the public about the Sustainable Development Goals (SDGs), what can be recycled, how recycling works, and other actions you can take to be part of the plastic waste solution.

## Waste Resources



Pictured below, Ella and Maryna at the 2022 WSBC conference

Pictured above to the right, Ella attends the Green Homeowners United (GHU) Open house and speaks with a member of the GHU team.



# LOW CARBON OUTREACH & LEADERSHIP

## Wisconsin Public Policy Actions:

In October of 2022, **Evolution Marketing** teamed up with two of its clients - **Citizens Utility Board of Wisconsin** and **Green Homeowners United (GHU)** to host a resilience training workshop for the WI Public Service Commission (PSC), State Energy Office, and other state agencies to showcase innovative actions and technologies for Wisconsin homeowners and families, particularly those facing high energy burdens. The workshop brought together early adopters of energy efficiency technologies to share business experience and lessons for state employees who will develop new rebate programs with the forthcoming Inflation Reduction Act Funds. After this workshop, attendees were invited to the Geason-Bauer household to witness the innovative actions the Geason-Bauer family has taken to make their home one of the most energy-efficient in the nation.



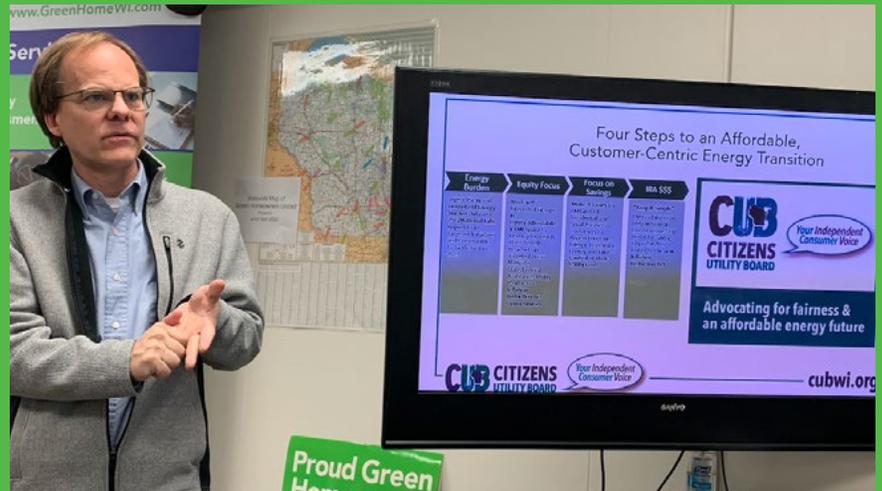
Patrick from Current Electric and PSC Chair Becky Valcq



Kent Miller - Wisconsin Laborers' District Council



Saidrick Walker - Program Manager for GHU



Tom Content - Citizens Utility Board

In November of 2022, Evolution Marketing submitted comments to the WI Public Service Commission regarding the We Energies rate case. President of Evolution Marketing, Lisa Geason-Bauer also submitted a letter regarding third party financing for solar energy in Wisconsin, **encouraging the Public Service Commission of Wisconsin to set up a framework that helps income-constrained homeowners, young professionals, renters in multi-tenant buildings and small businesses while also benefiting the local utility and grid.**

## National and Global Policy Advocacy 2021 - 2022

Evolution Marketing was incredibly active in 2021 and 2022 in the national and global public policy advocacy area. **We signed onto half a dozen letters and/or participated in calls to our federally elected officials in 2021 encouraging them to take climate action now, and to put into place federal legislation that will usher in a transition to clean energy.**

### Letters that we signed onto supported climate action, just economy and climate justice

- [We Are All in Letter](#)
- Ceres Business/Investor Letter in Support of an Ambitious U.S. 2030 Climate Goal
- Ceres Business Letter of Support for A Federal Clean Electricity Standard
- [100 Small Businesses for 100% Clean Energy Letter](#) - Small Businesses for the "American Jobs Plan"
- American Sustainable Business Council, Environmental Entrepreneurs and Clean Energy for America letters of support for Build Back Better
- We participated in [Ceres Lead on Climate programs in 2022.](#)
- B Lab US & Canada's Policy letter (May 2022) that encouraged the federal government to do more to facilitate companies creating values for their stakeholders, including workers, communities, and the environment, not just shareholders.
- Businesses for Climate Action (1000+ US businesses) in 2022 called on our lawmakers to meet the urgency of the moment and pass climate legislation to put the US on a path to solving the climate crisis.

WE ARE ONE OF THE **1000+**  
BUSINESSES FROM **50 STATES**  
EMPLOYING **350,000 AMERICANS**

WHO CALLED ON OUR LAWMAKERS TO  
TAKE ACTION ON CLIMATE CHANGE NOW!

BIZFORCLIMATEACTION.COM

**B CORPS ARE  
250% MORE  
LIKELY  
TO BE CARBON  
NEUTRAL THAN  
REGULAR  
COMPANIES**

 evolution  
MARKETING LLC

#BetterBusiness

Certified  
  
Corporation

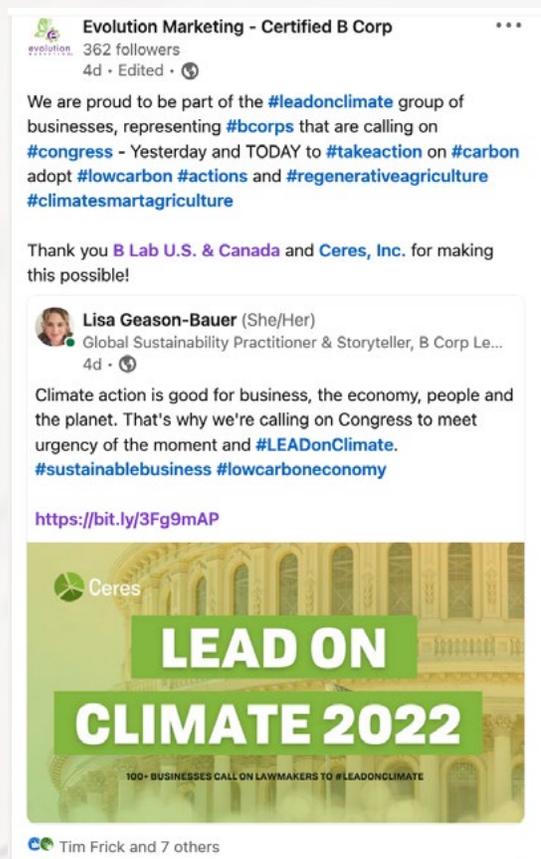
## Policy Advocacy Closeup:

In May 2022, Evolution Marketing signed onto a letter to Congress imploring them to pass the climate components of the bipartisan infrastructure and Build Back Better packages as the window to address the climate crisis narrows. The packages' urgently needed investments in affordable, reliable, and clean domestic energy will keep us competitive for generations, ensuring a resilient economy and sustainable future for the U.S. LEAD on Climate 2022 brought together more than 80 major companies and investors to make the economic case for ambitious federal investments in climate, clean energy, and environmental justice to meet the scale and the urgency of the climate crisis and accelerate the transition to affordable, secure domestic clean energy.

## Specifically, we called for Congress to:

- Meet the urgency and scale of the climate crisis with ambitious federal investments to accelerate the transition to affordable, secure, domestic clean energy.
- Seize the economic opportunities to lead the world in clean energy manufacturing and deployment to create jobs, spur innovation, strengthen supply chains, and reduce costs and volatility for businesses and consumers.
- Tackle inequity by targeting climate and clean energy investments in disadvantaged, rural, and frontline energy communities.

[More Information](#)



Evolution Marketing - Certified B Corp  
362 followers  
4d · Edited · 🌐

We are proud to be part of the [#leadonclimate](#) group of businesses, representing [#bcorps](#) that are calling on [#congress](#) - Yesterday and TODAY to [#takeaction](#) on [#carbon](#) adopt [#lowcarbon](#) [#actions](#) and [#regenerativeagriculture](#) [#climatesmartagriculture](#)

Thank you [B Lab U.S. & Canada](#) and [Ceres, Inc.](#) for making this possible!

**Lisa Geason-Bauer** (She/Her)  
Global Sustainability Practitioner & Storyteller, B Corp Le...  
4d · 🌐

Climate action is good for business, the economy, people and the planet. That's why we're calling on Congress to meet urgency of the moment and [#LEADonClimate](#).  
[#sustainablebusiness](#) [#lowcarboneyconomy](#)

<https://bit.ly/3Fg9mAP>



Tim Frick and 7 others



#LEADonClimate

**LET'S LEAD ON**

**CLIMATE**

For a clean energy future!



## GLOBAL POLICY OUTREACH & ADVOCACY EFFORTS:

- In April 2021, Lisa Geason-Bauer was interviewed by Deloitte regarding SDG #13, and she provided comments for the SDG 13 Impact platform, which aims to stimulate cross-sector collaboration by providing pragmatic and transparent information about the most impactful climate related initiatives in place, highlighting significant gaps in progress, and encouraging more ambitious commitments and action.

[Learn More](#)

- In 2021, Evolution Marketing added its name to a list of over 600 companies – with operations spanning the whole G20 – that had signed an Open Letter from the We Mean Business Coalition calling on G20 Leaders to go all in for 1.5°C ahead of COP26. Specifically, we were appealing to G20 Leaders to commit to pathways consistent with at least halving global emissions by 2030 to limit temperature increases to 1.5°C and avoid the worst impacts of climate change. To do this we were looking for the G20 to commit to key policies that would trigger a transition of our energy and financial systems in favor of achieving global net-zero emissions by 2050.

[Learn More](#)

## WE SIGNED THE CLEAN CREATIVES PLEDGE

- In 2022, **Evolution Marketing signed the Clean Creatives pledge that commits agencies, creatives, and strategists to refuse any future contracts with fossil fuel companies, trade associations, or front groups.** The entities covered by this pledge include:
  - Companies whose primary business is the extraction, processing, transportation, or sale of oil, gas, or coal
  - Utilities and Electric Cooperatives that meet one or more of the following criteria:
    - Generate 50% or more of their electricity from fossil fuels
    - Generate 50% or more of their revenue from business in fossil fuels
    - Play an active role in funding new fossil fuel infrastructure
  - Trade associations or other industry-funded nonprofit groups representing the interests of these companies, utilities, or cooperatives
  - Any new entity meant to advance the message or goals of the above companies or groups, while obscuring or hiding their financial contributions.



# evolution

MARKETING LLC

Evolution Marketing was proud to be the first Certified B Corp in WI in 2019 to sign onto the NetZero by 2030 pledge. As the NetZero by 2030 campaign is retiring (Sept 2022), we are excited to announce that we have joined the SME Climate Hub and will be sharing our commitments and actions to Net Zero through its tracking.



Since our inception in 2007, we have been striving to make climate positive decisions each and everyday in our operations. To that end this report highlights how we have been operating in a carbon neutral manner, adopting building efficiency measures, and are now running on solar!



[www.Greenmktng.com](http://www.Greenmktng.com)