

# CARBON MANAGEMENT

For the first five years that Evolution Marketing was in business we generated about **11.6 tons of CO2** from driving our non-eco vehicle and that **accounted for 75%** of our total carbon footprint. In 2012 we **purchased carbon offsets** to cover all the miles driven.



In 2012, we were the first business in WI to purchase the **ZERO EMISSION** all electric Nissan Leaf for our fleet! From June 2012 – Dec. 31st, 2017 we put 27,099 miles on our company Leaf. Evolution Marketing **mitigated 7.3 tons of CO2** from entering the atmosphere. That's enough to fuel **.78 homes' energy use for 1 year.**



We purchased Green-E certified renewable energy for all of our office and EV's electrical power needs since 2009, through Oconomowoc Utilities Green Power Partner Program.

# SUSTAINABILITY LEADERSHIP RECOGNIZED

In 2009, **Evolution Marketing was one of the original nine businesses in Wisconsin to pilot** the Green Masters Program (a third party sustainability assessment program). Our score has increased by **520 points** since the programs inception.



Each year for the last nine years we have been named a Green Professional and were awarded Green Masters status (meaning that our scores were in the top 20% of all companies that participated) in 2013, 2016 and 2017. Evolution Marketing is the first and **only marketing communications firm to have been awarded Masters status in the program!**

# RESOURCE MANAGEMENT 2013 - 2017



Evolution Marketing donated 405 gallons (3,381 pounds) of food waste, coffee grounds and biodegradable paper towel to a local organic family farm to be used in their composting operations.

We recycled 489.5 pounds of office materials (i.e. paper, cardboard, etc.) and 57 ink jet cartridges. While only 11.5 pounds of trash was landfilled. The diversion rate for the last five years was **97.7%**.



# OPERATIONS Leading by Example

Evolution Marketing Environmental Impact Report 2007-2017

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



evolution  
MARKETING LLC

“The Wisconsin Sustainable Business Council has worked with both marketing and branding firms in Wisconsin, and **there is no other business like Evolution Marketing in Wisconsin.** They are an award-winning marketing communications firm that has been **educating and assisting businesses on sustainability for over 10 years.** What makes Evolution Marketing unique is that they also **manage their day-to-day operations in an environmentally and socially responsible manner.** They have been leading by example for a long time, demonstrating to other businesses that it is possible to be successful utilizing triple bottom line business strategies. Evolution Marketing truly has been ahead of the curve!!”

Tom Eggert, Executive Director  
Wisconsin Sustainable Business Council

