



Impetus Digital Environmental Sustainability Vision

September 2020

At Impetus Digital, we are committed to the health and well-being of our employees, clients, advisors, and their families and loved ones. We believe that physical and mental health are closely intertwined with social and environmental factors, out of which the single biggest threat is the ongoing climate crisis. As such, we are determined to do our part in reducing the environmental footprint of both our team *and* our clients.

Specifically, we are committed to:

- Getting certified by the [Green Business Bureau](#) and achieving and maintaining *Platinum* status
- Providing ongoing education and support to our team and any new employees on how to minimize our individual and corporate environmental footprint
- Eliminating waste and pollution in our offices and at home, including through recycling initiatives and by minimizing the use of plastic and toxic products
- Using energy-efficient solutions wherever possible
- Replacing in-person travel with virtual alternatives wherever possible, both for internal team meetings and client projects. This will include Impetus continuously working to develop new services and tools to allow virtualization of all types of in-person meetings, including conferences and congresses
- Incorporating our environmental policies in conversations with current and prospective clients, including sharing data on the carbon emissions saved by replacing in-person meeting with virtual touchpoints
- Routinely reviewing our progress and optimizing all ongoing initiatives
- Openly sharing our environmental initiatives and progress with the public on a regular basis
- Becoming carbon-neutral by 2030, with the recognition that this will likely require the purchase of some carbon offsets in addition to all other initiatives

It is our hope that, through these ongoing efforts, we will not only minimize our own environmental footprint but also inspire other companies and individuals to do the same.

For more information on our different options for environmentally-friendly virtual meetings, please visit our website www.impetusdigital.com or make an appointment with Natalie Yeadon at www.meetwithnatalie.com to discuss your needs.