

# IMPETUS DIGITAL'S SUSTAINABILITY JOURNEY



## Where it all began

Who would have predicted that a thought-leader article could snowball into a company-wide movement?

In July 2019, our article "**Why pharma needs to care about global warming**" was published on [PharmaPhorum](#) and shared on our social media channels. It resulted in the highest audience engagement we had seen at the time, making our leaders start to think seriously about what else our company can do to increase awareness and reduce our own and our clients' environmental footprints.



## Getting the ball rolling

As the first step towards becoming carbon-neutral, Impetus Digital became a [Green Business Bureau \(GBB\) platinum-certified business](#) in September 2020. This step, along with the formation of the [Impetus Green Team](#), was key to getting the framework needed to start planning and executing our other green initiatives.



## First award

At the start of 2021, we were selected as one of the GBB's top "[Green Businesses Leading the Sustainable Business Movement](#)," recognizing our ongoing efforts to become a sustainable business.



## Tree-planting Program

On September 1, 2021, we officially launched our [Tree Planting Program](#) wherein every new project with us plants at least one tree. In addition, we're also planting trees on behalf of our team to celebrate their birthdays, anniversaries, and other special occasions.

## First Earth Week

In 2021, we held our first-ever company-wide virtual [Earth Week celebration](#). This has become an annual tradition and the party is getting bigger and better (and more sustainable) every year!

## A new partnership

In February 2021, we became an official supporter of [Tree Canada](#) (and have been ever since!).



## 1000+ trees planted

A year into our partnership with [Tree Canada](#) and six months into our [Tree-planting Program](#), we officially planted over 1000 trees!



## Getting recognized

In recognition of their dedication and hard work, [PM360](#) named the [Impetus Digital Green Team](#) as one of the [2022 PM360 ELITE 100](#) in the Environmental Champions category.



## 2000+ trees planted

Less than two years into our [Tree-planting program](#), we reached a huge milestone of 2000+ trees planted across Canada!



## Gathering emission data

At the start of 2023, we began to get serious about calculating the emissions associated with our home offices and transportation, using the [Aclymate](#) platform. These data will help inform our immediate and long-term strategies for cutting down and offsetting our emissions.



## 2024 and onward...

Looking into the near future, we are on track towards becoming carbon-neutral well before our original goal of 2030. We also continue to educate our team, clients, and followers on the climate crisis and the role of virtual meetings and events in reducing Pharma's carbon footprint. Keep an eye out for more exciting updates coming soon!

