



**GREEN IMPACT**

Making Sustainability Good Business

**2022 Environment, Social,  
and Governance Report**



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# Note from the CEO



“I am pleased to present Green Impact’s Environmental, Social, and Governance (ESG) report for the year 2022. As CEO, I am proud of the consistent efforts we have made to embed ESG considerations into our business strategy and operations from day one.

At Green Impact, we recognize that our success is not only measured by financial performance but also by our impact on our customers, society, and the environment. As such, we have taken a proactive approach to ESG, striving to create long-term value for all stakeholders, including our employees, customers, and the wider community.

This report provides a comprehensive overview of our performance, outlining our achievements, challenges, and plans as the business scales. We hope that you find this report informative and welcome your feedback as we continue to seek areas of improvement for ourselves and our ESG practices.”

*-Dan Connors*



# Our Mission, Vision, & Values

## Our Mission

Green Impact empowers organizations to do good while doing well by making sustainability good business. Our goal is to use our deep experience, technology innovation, and methodologies to manage, monitor and measure the process and progress of commitments to net zero sustainability goals.

## Our Vision

Our vision is to be an influential force in the sustainability technology space.

## Our Values

### Culture

We are leaders in innovation due to our passion for technology, motivation, curiosity, and social responsibility.

### Sustainability

We are agents of positive change in our society, economy, and environment.

### Quality

We strive to provide high-quality services and products that meet the expectations and requirements of our customers.

### Commitment

We are dedicated to customer success and committed to providing technology solutions to our customers, empowering their achievement of sustainability and revenue generating growth goals.



# Company Overview

Green Impact is headquartered in Pittsburgh, with team members across the U.S. We founded our company with the intention of helping organizations align their business and sustainability goals to create positive environmental and business impacts. Realizing our mission of making sustainability good business starts with us. That's why working to establish a culture of sustainability and accountability within Green Impact is one of our top priorities. We strive to be a positive example and innovator in the realm of sustainability and technology, with the philosophy that good business and sustainability go hand in hand.

## Report Overview

We are pleased to publish our first sustainability report, which brings us one step closer to realizing our vision. This report highlights our environmental, social, and governance impacts during the course of 2022. This is the first step in an ongoing journey for Green Impact, as it will help us establish a baseline against which we can set aggressive goals for ourselves and put us on the path to achieving them.

To prepare for this report, we conducted a thorough materiality assessment. The goal was to determine which categories of Scope 1, 2, and 3 are relevant for inclusion in our 2022 carbon footprint and ESG report. This report covers an overview of our operations as well as our carbon footprint and the steps we have taken to mitigate our greenhouse gas emissions. We can proudly say that we are a Net Zero company in our first year of operations. We hope this will help motivate our partners, clients, and competition in their efforts to track their emissions and take necessary steps for mitigation.

This report was prepared after measuring our emissions and preparing plans to offset them. We plan to continue publishing our ESG report every year. This 2022 report will help us set a benchmark as we continue to grow as an organization.



# Year in Review

In 2022, Green Impact was officially incorporated as a standalone company, after spinning out of a multi-practice IT consulting firm. We have continued to serve some of our long-standing clients while developing new lines of business, including our first-ever Net Zero Cloud Implementation. The year 2022 was a successful year where we grew as an organization both in terms of new business and growth in our employee strength and internal operations.

We also developed our first proprietary application, Hybrid Work Wizard (HWW). HWW is the first native Salesforce application that automatically calculates employee emissions from commuting or working from home.

Green Impact began tracking our own energy usage and calculated emissions for Scopes 1, 2, and 3 inside Net Zero Cloud.

## 2022 Highlights

**Total Emissions: 8.96 tCO<sub>2</sub>e**

**Emissions Offset: 8.96 tonnes**

**Green Impact: Net Zero**

**Employee Growth: +28.5%**



*Green Impact volunteers at the Audubon Society*



# Sustainability at Green Impact

At Green Impact, each one of the employees feels passionately about sustainability and climate action is at the heart of all the activities we do. We have articulated a list of principles that guide us in our operations.

## Our Sustainability Guiding Principles

**Systems Thinking:** Everything is connected to everything else. We make decisions based on a deep understanding of short-term and long-term impacts.

**Perspective:** Everything counts, but not all things count equally. We make decisions with an understanding of the scale of the impact.

**Evolution:** Everything is always changing. We keep up with trends in business, the economy, and the environment and make decisions accordingly.

**Collective Belief:** We make decisions with the goal of helping businesses measurably improve the world.

## The United Nations Sustainable Development Goals

Green Impact focuses on helping clients meet ESG goals for the United Nations SDGs (Sustainable Development Goals) Affordable and Clean Energy (7), Responsible Consumption and Production (12), and Climate Action (13).



Figure 1: U.N. SDGs



# Environmental, Social, and Governance Impact

## Environmental

At Green Impact, we believe in "being the change that you want to see". In addition to helping our clients reduce their environmental impact, we are taking proactive steps to mitigate our own.

### Achievements

We completed our company-wide materiality assessment to determine what categories of Scope 1, 2 and 3 emissions are relevant, and calculated our carbon footprint for 2022. We are proud to announce that we have offset all our carbon emissions and are a net zero company.

### Challenges

Green Impact is a small, knowledge-work organization with a light environmental footprint, meaning there are no "easy wins" to reduce our impact. Collecting data across various operations and interpreting the data in an efficient way poses some challenges. There is also not enough of a standardized framework for reporting on the environmental impact of operations, making it difficult to know which metrics to report and how to report them.

### Plans

Green Impact is assessing the viability of a solar array at our headquarters in Carnegie. We are exploring and tracking water and waste streams.

**Green Impact is a Net Zero company**





# Environmental, Social, and Governance Impact

## Environmental (Continued)

### Scope 1

Emissions within this Scope cover **direct** greenhouse (GHG) emissions that occur from sources that are controlled or owned by an organization. Green Impact owns no physical assets. Therefore, it has no Scope 1 emissions. It leases its headquarters in Carnegie, PA and emissions from all energy use at this facility are categorized as Scope 2.

### Scope 2

Emissions within this Scope are **indirect** GHG emissions associated with the purchase of heat, electricity, and energy use. For Green Impact, our Scope 2 emissions consisted of emissions from electricity and natural gas. Our location-based emissions amounted to 2.1733 tCO<sub>2</sub>e and our market-based emissions amounted to 1.7934 tCO<sub>2</sub>e.

Figure 2: Scope 2 Emissions

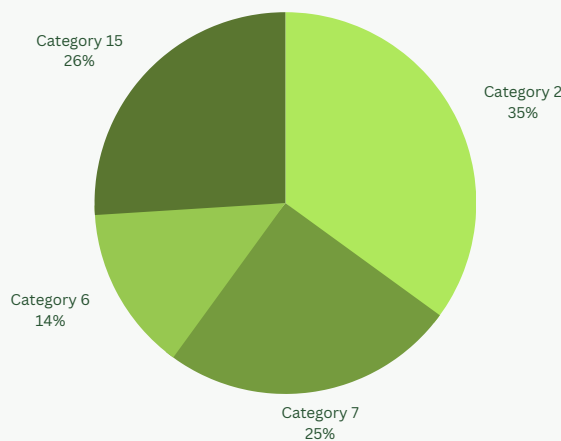
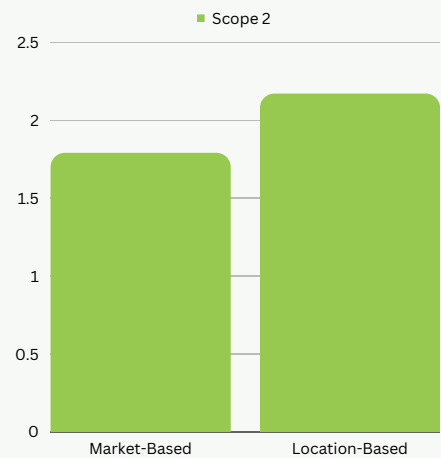


Figure 3: Scope 3 Emissions

### Scope 3

Emissions within this Scope include all emissions sources that are not covered by Scope 1 and Scope 2. These are all **indirect** emissions that occur in the value chain, both upstream and downstream. For Green Impact, upstream emissions sources include Category 2 (Capital Goods), Category 6 (Business Travel), and Category 7 (Employee Computing). Our only downstream emissions source is Category 15 (Investments).



# Environmental, Social, and Governance Impact

## Social

Green Impact strongly believes in and works to promote healthy working conditions for our employees. Founded during the tailend of the coronavirus pandemic, we adopted a remote work structure, whereby we meet once a week in an office setting.

Green Impact celebrates diversity and the opportunity to learn from each other. Diverse companies are more innovative and better positioned to adapt and succeed as our society continues to evolve. We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to be their authentic selves at work. We aim for an inclusive environment where employees feel empowered to share their experiences and express ideas.

## Achievements

In its first year of operation, we grew from 7 to 9 employees. We are a diverse group with 33% women, 56 % men, 11% non-binary/gender diverse.

## Challenges

We only have 11% of employees who are person of color and our majority 89% are white.

## Plans

We will take steps to increase engagement with applicants of color to support our goal of equitable opportunities, with the goal of hiring more employees of color in 2023. We plan to conduct mental health training and team building initiatives with the aim of building an outstanding workplace culture.

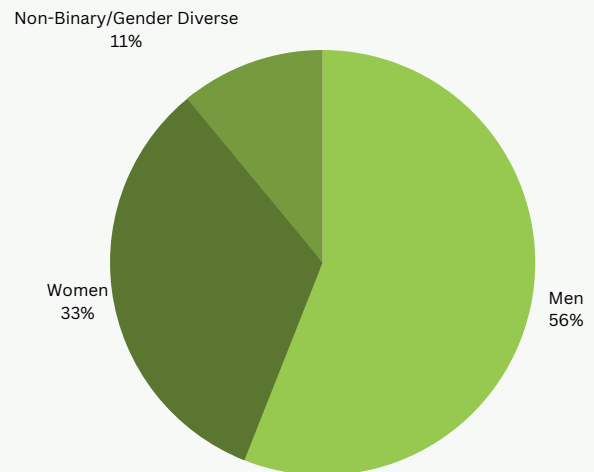


Figure 4: Employees by Gender



# Environmental, Social, and Governance Impact

## Governance

We believe in engaging our various stakeholders and always ensure we maintain the highest level of ethical standards while engaging with our business partners or employees in general.

## Achievements

Green Impact emphasizes personal and professional development for all employee stakeholders. We foster a culture of mentorship through regular dedicated meetings between junior and senior resources. We also engage local colleges in intern programs to give community members professional experience. In 2022, we hired 50% of our interns for full-time employment.

We offer competitive compensation and benefits packages to all employees. Our benefit package includes excellent healthcare, unlimited paid time off, and matching 401(k) retirement plan.

## Challenges

Green impact does not have clearly articulated governance standards or goals for stakeholder engagement.

## Plans

We plan to work on stakeholder engagement, define our governance standards and goals, and ensure we are meeting the highest standards in diversity and governance.



# Our Carbon Footprint

As a sustainability-focused company, we have been very diligent in our own carbon emissions-calculating and reporting. Figure 5 highlights our emissions by Scope categories. Our total emissions are 8.96 tCO<sub>2</sub>e from all Scope 1, Scope 2, and Scope 3.

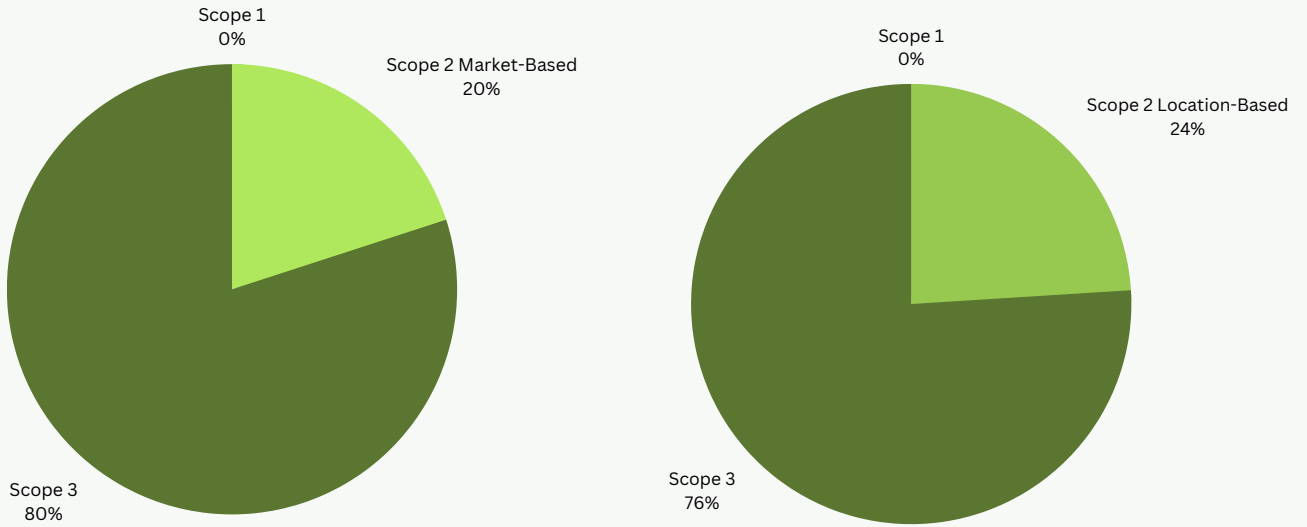


Figure 5: Carbon Footprint by Scope

**Total Emissions: 8.96 tCO<sub>2</sub>e**



# Our Solution

For a company of our size, our carbon footprint is relatively small and manageable. However, we are aware that we still need to take proactive steps to be carbon neutral. To reach our net zero goal in 2022, we purchased 8.96 tons of carbon offsets. Following best-practices, we have purchased only certified offsets produced by projects that have been verified by a third party.. We are proud to be an example for other companies of our size as a net zero leader in the technological and sustainability spaces.

# Roadmap to the Future

As Green Impact continues to grow and expand, we are aware that our emissions output will change. We plan to closely monitor our emissions and take steps to mitigate and offset our carbon footprint. We plan to invest in building on the social and governance aspects of our impact. We will focus on celebrating our achievements and overcoming our challenges – paving our way to a green future.



For questions about this report, please contact [sales@greenimpacttech.com](mailto:sales@greenimpacttech.com)