



*nebo*

# ENVIRONMENTAL IMPACT PLAN 2018

LEARNING TO SEE OBSTACLES AS OPPORTUNITIES





## Our Vision

Nebo is a human-centered agency. We strive to see the people behind the clicks and make the world a better place with innovative digital marketing. But being human-centered doesn't mean we believe humans are at the center of the world.

Every day, our seemingly small actions affect the world around us, from melting ice caps and decreasing forests to global warming.

That's why we're committed to making the world a better place not only with our marketing efforts, but also through our sustainability efforts – recycling and composting, saving energy and water, and purchasing environmentally friendly products whenever possible.

## Our Plan

We're committed to a long-term, sustainable approach to caring for and protecting the environment. Specifically, "sustainability" means that we constantly strive to balance environmental considerations and social responsibility with our business goals.

As a result, we endeavor to evolve and implement our Corporate Sustainability Strategy – in addition to complying with environmental laws and regulations. Over the long run, only a sustainable approach will benefit the consumers, clients, employees and community we serve by both meeting our business goals and protecting and improving the quality of the environment in which we all live.



# Our Promise



## Partners

Creating lasting change takes a committed team, and we're fortunate to work with some of the finest partners in the industry. From universities to clients to suppliers to community organizations, we're forging a more innovative, sustainable future through collaboration.



## Employees

We honor the unique talents, skills and perspectives of our employees, knowing full well that their contributions are what propel us. We value the whole person, and seek to help each employee fulfill their highest potential through policies, practices and honest engagement.



## Community

We value our community relationships, sharing our marketing and individual resources, talents, leadership and time to tackle entrenched issues like education and environment. Change happens on the local level, and we're working hard to make a difference for individuals, communities and all of humankind.



## Ourselves

We're taking a hard look at our actions, putting sustainability at the center of present and future company planning, and implementing organizational change in order to be the most socially and environmentally responsible company we can be.





Founded In  
2004



Based in  
Atlanta, GA



80+  
Employees

## 2017 Company Impact

**69,027 kWh**

Energy  
Used

**11,700 lbs**

Waste  
Produced

**97,000 lbs**

VOC  
Emissions

**87.5**

Volunteer  
Hours

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## 2018 Company Goals

**-10%**

Energy  
Used

**-10%**

Waste  
Produced

**-10%**

VOC  
Emissions

**+100%**

Volunteer  
Hours





## Our Committees



### End-of-Use Strategies

Preserve our global and local environment through strategies pertaining to reducing, reusing and recycling.



### Resource Conservation

Improve energy efficiency in our office space by following innovative and best practices for water and energy conservation.



### Community Time & Talent

Be a force for good in Atlanta by applying our employee time and talents to three pillars: People, Planet and Pets.



### Partnership & Education

Invest in education and act as a community facilitator to increase stakeholder and employee engagement.



# End-of-Use Strategies

*Preserve our global and local environment through strategies pertaining to reducing, reusing and recycling.*

## 2018 Efforts

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### Paper Recycling

We will continue to purchase paper products that meet one or more of the following qualifications:

- 100% post-consumer recycled content
- 100% biodegradable, compostable, or recyclable
- 100% environmentally renewable material



### Electronic Recycling

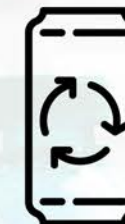
We have planned the following electronic initiatives:

- Q1: Donated laptops, mice, keyboards, chargers to Hope-Hill Elementary
- Q2: Plan for recycling company devices (TBD)
- Q3: Plan for recycling employee personal electronics



### Biodegradables & Food

We will compost all food and as much paper products as possible. Our partnership with CompostNow will eventually allow us to measure our composted waste!



### Other Items

We also recycle several other materials on an ongoing basis, including bottles, cans, plastic bags, batteries, etc.



# Resource Conservation

*Improve energy efficiency in our office space by following innovative and best practices for water and energy conservation*

## 2018 Efforts

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### Electricity

Research and implement smart power management for pods with Slack integration, auto timer to turn lights off in lounge areas, and motion sensors in conference rooms to automate lightbulbs.



### Lightbulbs

Install new energy efficient lightbulbs to save 10% on electricity use. LEDs use at least 75% less energy and last 25 times longer than incandescent lighting.



### High-Efficiency Toilets

Research and install low-flow toilet options in all office bathrooms as a simple solution to reduce employee water consumption.

# Community Time & Talent

*Be a force for good in Atlanta by applying our employee time and talents to three pillars: People, Planet, and Pets.*

## 2018 Efforts

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### Pets

We love our pets and like to help furry friends in any way we can. We are volunteering to help PAWS Atlanta with whatever their shelter needs, including taking high-quality headshots of the dogs and cats available for adoption.



### People - Time

We apply a human-centered approach to everything we do. We want this belief to extend well beyond our work by also building relationships and connections with the people in our community.



### Planet

We're taking our love of the planet outside of the office and getting our hands dirty, from planting trees that beautify Atlanta to working on a community farm that provides fresh produce to underserved communities.



### People - Talent

In our second people-focused quarter of the year, we are specifically volunteering our talents towards a unique, pro-bono initiative or event that benefits a part of the Westside Atlanta family.

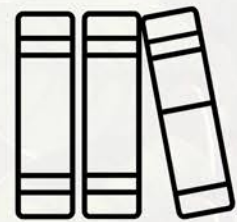


# Partnership & Education

*Invest in education and act as a community facilitator to increase stakeholder and employee engagement.*

## 2018 Efforts

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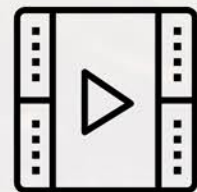
### Resource Library

We will curate local eco-friendly vendor lists to help employees fulfill their potential not only at work but at home. These include carpool and alternative transportation databases, CSA and farmers market lists, and more.



### Community Experts

We will bring in speakers to explain various opportunities and initiatives within the community. These include The Georgia Conservancy, The Georgia Bike Coalition, CompostNow and more.



### Educational Films

We will show and discuss films about a broad range of topics including climate change, recycling, urban gardening, consumption, animal rights, pollution and transportation.



### Community-Supported Agriculture (CSA)

We will offer in office community supported agriculture sign-up and pickup. Nebo will also source as much of our in-office produce as possible through a local CSA partner.



A large group of approximately 50 people, presumably Nebo employees, are posed for a group photo outdoors. They are arranged in several rows on a paved area next to a swimming pool. The pool is in the background, with a set of stairs leading down to it. The scene is set during the day with bright sunlight. The employees are dressed in a variety of casual and business-casual attire. A small, fluffy, light-colored dog is being held by one of the people in the front row. The overall atmosphere is professional yet relaxed.

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LOOKING FORWARD TO THE FUTURE