

CREATIVE ♦ MC

2024



**SUSTAINABILITY
REPORT**

SUSTAINABILITY MISSION

To positively impact our communities and the planet by championing sustainability practices through every CreativeMC touchpoint: from vendor partnerships to client relationships to our own culture and operations.

This includes:

- Prioritizing brand partners who share our commitment to environmental best practices;
- Presenting our clients with more quality product options that are eco-friendly;
- Building a culture that embodies environmental responsibility and refining our everyday internal practices to reduce our carbon footprint; and
- Being a leader in our industry in adopting and advancing sustainable swag solutions.

GUIDING PRINCIPLES

Workplaces and Local Communities

As a global company, we're striving to be a carbon neutral operation – with sustainable practices in our offices, reduced air travel, and carbon offset programs. We also encourage an open dialogue on our environmental values and provide ongoing training for employees on sustainability best practices.

Products, Services, and Solutions

In collaboration with our customers and partners, we're committed to a sustainable future by creating policies, systems, and solutions to solve social and environmental problems.

Mutli-Stakeholder Engagement

We will engage at all levels of our industry to develop sustainability proposals and policies – including industry organizations, suppliers and partners in the US and around the world, contractors/specialists, employees, and customers.



LEADERSHIP COMMITMENT

Executive Team

All members of the CreativeMC Executive Team, including the Chief Executive Office and Chief Operating Officer, meet on a regular basis to review our progress and set short-term and long-term priorities for our sustainability efforts.

The Green Team

Supervised by the HR Director and Marketing Director, the Green Team is the steering committee for the company's environmental initiatives. The six-member group includes representation from every function of the company and our San Francisco and Sacramento offices. Their responsibilities include:

- Securing and tracking vendor sustainability practices;
- Monitoring and leading the environmental practices of our operations;
- Recommending changes and additions to our environmental policies; and,
- Organizing and championing environmental community service.



SWAG FOR GOOD

A Champion for Change

As an employee-owned company, we are invested in CreativeMC not only as a business but also as a force for good. In partnership with our clients and vendors, we proudly champion brands and products that drive a positive impact – not only on the environment but also on minority communities and social impact causes.

Swag for Good is our platform to drive this commitment through all we do every day. It's the catalyst for bringing diverse perspectives into our industry and is a natural extension of our own identity: we are 68% women and 71% people of color.

Swag for Good Pillars



ECO-FRIENDLY

We source and promote vendors with products that are beneficial to our not harmful to the environment. Many are also members of 1% for the Planet.



SOCIAL GIVEBACK

Many of our vendors also contribute a portion of profits to social causes and/or are committed to ethically sourced materials.. They include B-Corps and patrons of foundations with global impact.

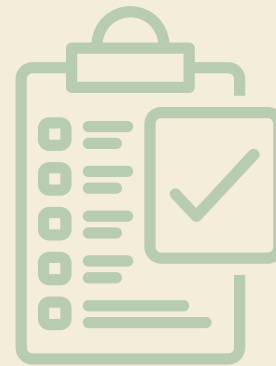


MINORITY-OWNED

We pioneered a Brand Together program that champions companies owned or led by an executive from an underrepresented community, including BIPOC, AAPI, and women.

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VENDOR



POLICIES

OVERVIEW




CreativeMC vets all vendors to ensure they are ethically, socially, and environmentally responsible. Our commitment includes:




















- Reviewing vendors' supply chain and sustainability policies and practices. We're happy to provide more detailed information for any product partners on request.
- On an ongoing basis, we proactively expand our relationships with suppliers who not only have robust sustainability practices, but also contribute to environmental charities.
- We prioritize promotion of partners offering eco-friendly products and supporting sustainable causes.



SUSTAINABLE BRAND PARTNERS

We work  with a stable of 100+ quality brands that not only produce eco-friendly products but also champion the planet through environmental charities. Many are also minority-owned and/or contribute to social causes.

























Environmental Charities

Chameleonlike 
Conscious Step 
Corkcicle 
Cupanion 
House of Marley 
Karst 
Kor Water 
Larq 
Leed's 
Memobottle  
MiiR 
Patagonia  
PCNA 
Peak Design 
Nomadix 
Nocs 
SOMA Bottle 
Yeti 









Other Minority-Owned Brands

Aplat Culinary Designs 
Appointed 
Baggu 
Calpak 
Flip & Tumble  
Fossa Apparel 
Groline 
Hella Tea 
House of Marley  
Le Bon Shoppe 
L'Or de Seraphine 
Lula's Garden  
Melrose Place 
Members Only 
My Bougie Bottle  
Nodpod 
Paravel 
Roller Press 
Snooz 
Sweeter Cards 
Spicewalla  
SUPLMNT  
Vontelle Eyeglasses 
Varley 
Zuni Sportswear 
Elemental Bottles 























Other Apparel Brands

Alternative Apparel 
American Apparel
Aparso  
Carhartt 
Eddie Bauer 
Everybody.World
Helly Hansen  
Hexa Custom 
Faherty Brand
Feat 
Greg Norman 
High Sierra  
Jungmaven 
Known Supply 
Marine Layer  
Marmot 
The North Face 
Nike 
Outdoor Research 
Peter Millar 
Stormtech 
TravisMathew 
Vineyard Vines 

Other Drinkware Brands

bkr  
Fellow
HiBear
HidrateSpark
HydroFlask 
Klean Kanteen 
Nalgene 
Owala
Modern
Stanley 
Elemental Bottles  

Other Retail Brands

Bathing Culture 
Beyond Yoga  
Baggu  
Bagito 
Dagne Dover 
Day Owl 
Herschel
Hex Brand
Homesick Candles
Karst 
KOBO Candles
Land's End 
Manduka 
Moleskine 
Mophie 
OHOM Design 
Out of the Woods  
Pendleton 
Rains
Therabody 
TimBuk2 
TOPO Designs 
Tumi 
Vahdam Teas 



Minority-owned



Social Giveback



B-Corp

ENVIRONMENTAL ORGANIZATIONS SUPPORTED BY OUR VENDORS



**FOR THE
PLANET.**

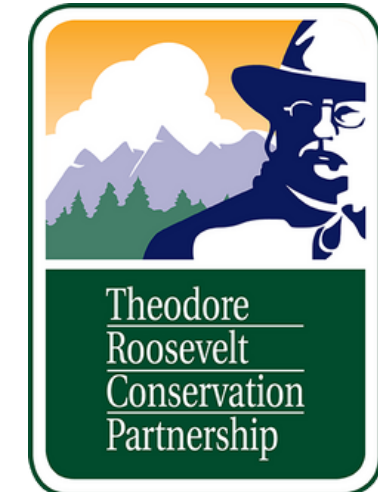


**OUTDOOR
INDUSTRY**
ASSOCIATION

TOGETHER WE ARE A FORCE.™



Moleskine
Foundation



THE OCEAN
CLEANUP

Green-e

PARKS
FOR ALL

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CLIENT



PROGRAMS

OVERVIEW



On Earth Day 2020, we launched a client-facing sustainability program to encourage and facilitate environmentally friendly swag choices. We have continued to expand that program over the past four years.

Our guiding principles are:

- To raise clients' awareness of best practices for building sustainable swag programs.
- To provide access to more eco-friendly brand partners that give clients more quality sustainable swag options.
- To explore and secure partnerships with outside organizations that can help our clients offset their carbon footprints related to merch and reduce (and ultimately eliminate) swag that ends up in a landfill.



HELP US HELP EARTH

Tree Planting Initiative

Our partnership with the global reforestation nonprofit One Tree Planted, a 501(c)3, is our carbon offset program that also recognizes clients' sustainable product choices.

- For every eco-friendly product order by our clients, we plant 10 trees through One Tree Planted.
- CreativeMC funds 100% of the tree planting and prioritizes planting efforts in the region that best represents each client's region.
- We issue a certificate to each client to recognize their eco-friendly swag choices and verify that we have planted the trees through One Tree Planted.



1,810
trees
planted
in 2023

81%
increase
vs. 2022



SWAG CYCLE

Recycling and Donation Program

To help clients keep promotional products out of landfills, CreativeMC partners with SwagCycle to facilitate donation and recycling of unused or obsolete swag. Whether a client has boxes full of items with old logos, is updating their swag collections, or wants to take products out of circulation, we can help responsibly dispose of the goods.

- Clients determine whether they prefer to recycle or donate. If a company is sensitive about having their branding “in the wild” after a donation, we typically recommend recycling.
- Once a client chooses whether to recycle or donate, SwagCycle reaches out to its network of partners to find the most appropriate and cost effective partner(s). CreativeMC project manages this process from start to finish.
- Clients pay the direct costs involved in executing a program. Typically, that is shipping costs for donations and shipping plus the fees for breaking down the materials for recycling. CreativeMC does not charge added fees for our services.
- We issue certificates to clients after a project is completed to recognize the company’s sustainable actions.



1.5 M
items kept out of
landfills by SwagCycle
to date

\$2.7M
donations to charities
facilitated by
SwagCycle to date



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OPERATIONAL



POLICIES

OVERVIEW



In 2023 under the leadership of the Green Team, we achieved Platinum Certification by the Green Business Bureau (GBB), reflecting our comprehensive and verified eco-friendly practices throughout our day-to-day operations in San Francisco.

OUR MISSION

CreativeMC is committed to operating sustainably and reducing our carbon footprint. We believe that by integrating eco-friendly practices into our daily operations, we can contribute to a healthier planet and set an example for our employees, partners, and stakeholders.

OUR COMMITMENT

In 2023 as part of the certification process, we established our first Environmental Policy to detail our commitments, priorities, and processes to create a more sustainable work environment and reduce our carbon footprint.

The detailed policy is available on [our website](#).



COMMITMENT PRIORITIES

The Green Team recommends our priorities to the Leadership Team and manages all aspects of employee education and engagement in fulfilling our commitments.

RESOURCE CONSERVATION

We minimize waste and make efficient use of resources, including paper, energy, and water. This includes adopting a paperless approach where possible and using energy-efficient equipment and lighting.

CARBON EMISSION REDUCTIONS

We actively seek ways to reduce our carbon emissions through measures such as promoting telecommuting, carpooling, and using public transportation.

RECYCLING AND WASTE REDUCTIONS

We maintain a recycling program within our office and encourage employees to reduce waste through responsible consumption and recycling.

ENERGY EFFICIENCY

We strive to reduce energy consumption by implementing energy-saving technologies, turning off lights and equipment when not in use, and setting thermostats at energy-efficient levels

SUSTAINABLE PROCUREMENT

We source eco-friendly products and services when feasible and support suppliers who share our commitment to sustainability.

ENVIRONMENTAL LAW COMPLIANCE

We adhere to all relevant environmental laws, regulations, and standards in the State of California and cities of San Francisco and Sacramento.



EMPLOYEE COMMITMENTS

EDUCATION

We educate and engage employees in eco-friendly practices through training and awareness programs. All employees are responsible for adhering to the environmental policy and actively participating in eco-friendly initiatives and are encouraged to contribute their ideas for improving sustainability.

ONGOING EMPLOYEE PRACTICES

- Minimize printing and paper use and going paperless as much as possible
- Utilize company-provided public transportation benefit
- Use reusable storage, food, and beverage containers
- Abide by the office recycling program
- Recycle unused swag
- Purchase eco-friendly and reusable supplies

COMMUNITY COMMITMENTS

Every employee participates in at least one of the available community and environmentally focused volunteer activities in San Francisco and Sacramento. In 2024, those include collaborating with:

- City Hope Cafe (serving meals to the homeless in San Francisco)
- Golden Gate National Parks (trash clean-up in San Francisco)
- City of Sacramento (trash clean-up and beautification)

CONTINUOUS IMPROVEMENT

We are committed to continuous improvement and will regularly review and update our policies to reflect changing circumstances and environmental best practices.



75%

of employees utilize company-funded public transportation, biking, walking, and/or hybrid remote working to reduce carbon emissions

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WHAT'S NEXT?



UPCOMING INITIATIVES



COMMUNITY PARTNERSHIPS

We have begun to actively collaborate with local organizations that share our values, expanding outreach to sustainability and preservation enthusiasts. Through more events, volunteerism, and content sharing, we plan to build collaborative relationships and support these partners to help amplify the voices of the communities served.

SACRAMENTO OPERATIONS

In 2024, we will complete the full assessment and implementation of GBB-compliant environmental practices to our Sacramento operations, including our Brand Stylist office and our fulfillment center.

Progress made to date:

- In 2023, we invested in replacing our shelving and storage infrastructure with 100% recycled materials.
- We partnered with clients to remove and donate stored swag that wasn't being utilized.
- Our packing, storage, and shipping supplies were reviewed and replaced with eco-friendly alternatives, where needed.

RECYCLING AND DONATION PROGRAM

Having launched our recycling and donation capabilities through our SwagCycle partnership in 2023, we will expand communication and promotion of these services throughout our client base in 2024. Our goal is to be our clients' go-to resource for ensuring that unwanted products do not end up in landfills.

MONITORING AND REPORTING

CreativeMC will implement more data-driven monitoring and reporting on environmental performance. This will include tracking energy and resource consumption, waste generation, and progress toward sustainability goals. We also will measure employee and company carbon footprint on an annual basis.





CREATIVE  MC