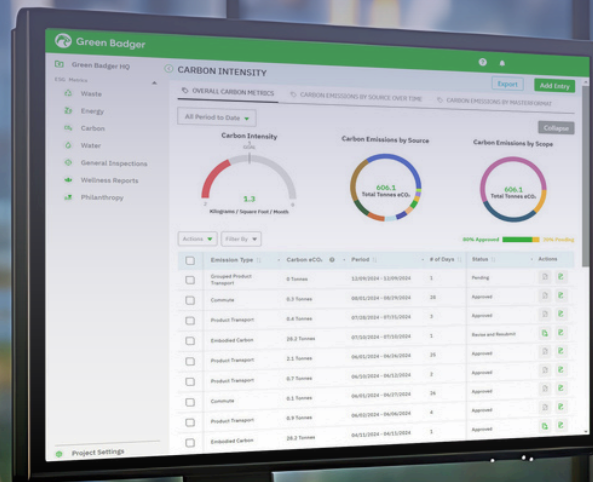


# SUSTAINABILITY REPORT 2024



Green Badger

[getgreenbadger.com](https://getgreenbadger.com)

# Letter from the **FOUNDER**

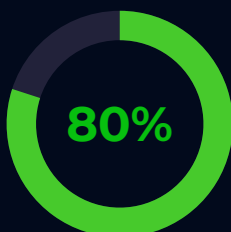


**Tommy Linstroth**  
*CEO at Green Badger*

**2024 seemed to come and go in the blink of an eye. All the planning and preparation that was done has been revamped for a 2025 that offers perhaps less clarity on critical issues at the national level around carbon, climate, ESG and other issues near and dear to our heart.**

That doesn't mean it is diminished in any way from the importance sustainability means to each and every member of the Green Badger team. Outside of the fantastic growth we saw in new project teams, all time high user growth, and unprecedented use of our free resources, 2024 saw us continue successful programs such as our first Just Label through ILFI, expanded partnerships with One Tree Planted and Re:Purpose Savannah, and continued investment both Green Badger and our employees personal sustainability practices.

I'm continuously amazed by the impact a small team can have – on Green Badger, with our partners and customers and within our communities – and 2025 will not be any different. Thank you for following along and being part of our fantastic journey,



Green Badger is used by 80% of the  
Top 25 Green General Contractors.

# Recent Impact

**2024 was a year of constant growth – personally, professionally and with our partners and clients.**



Construction teams relied on Green Badger for more than 500 projects in 2024 while overall users increased 20% topping 11,000 worldwide. Our team delivered presentations across the country at important industry conferences, hosted more free educational webinars, and delivered more than 4,600 copies of our helpful e-resources.

2025 is packed with change – new climate regulations, new LEED updates and plenty more – and you can rest assured that Green Badger will lead the charge to provide top notch technological and educational solutions to continue to drive the industry forward.

## Total Green Badger Stats

NUMBER OF USERS

**11,200+**



NUMBER OF PROJECTS

**2,337**





# 2024 Stats



## New Projects

557

5,570 Trees Planted 



## New Users

1,916



## Webinar Registrants

1,183

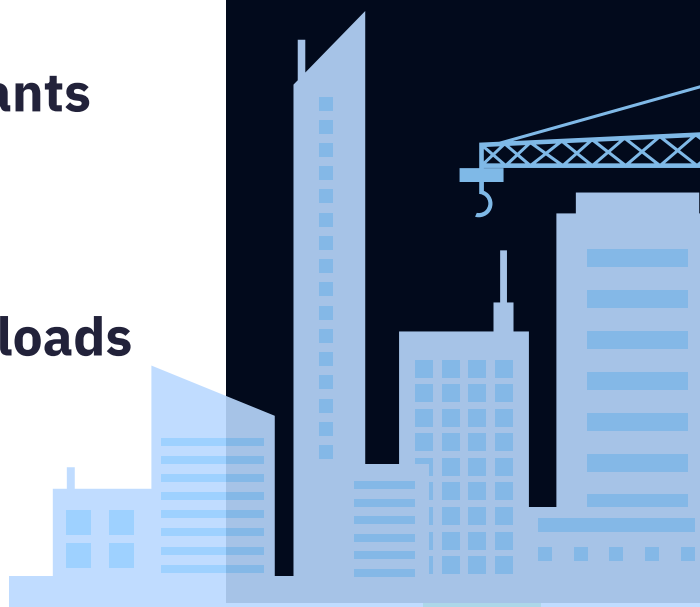


## eResource Downloads

4,680

See how Green Badger's sustainability tracking tools helped EllisDon streamline LEED documentation and optimize environmental performance for the Royal Columbian Hospital project.

[Read Case Study](#)



# Making an Impression



In 2024, Green Badger attended a number of conferences and events, connecting with general contractors, architects, and sustainability professionals. These events allowed us to showcase our software for sustainable construction and demonstrate how our tools make LEED compliance easier.

We're proud to [highlight several success stories](#) that illustrate the impact of our solutions. We're excited to continue building these relationships and making a positive impact together.

## Speaking Spots

CMAA  
Innovate2Build  
Advancing Decarbonization in Construction  
AGC Tech Conference  
AutoDesk MassChallenge  
Greenbuild People's Choice Webinar

## Conferences

Advancing Decarbonization in Construction  
AIA  
Greenbuild  
Procore's Groundbreak

## Associations & Groups We Support



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

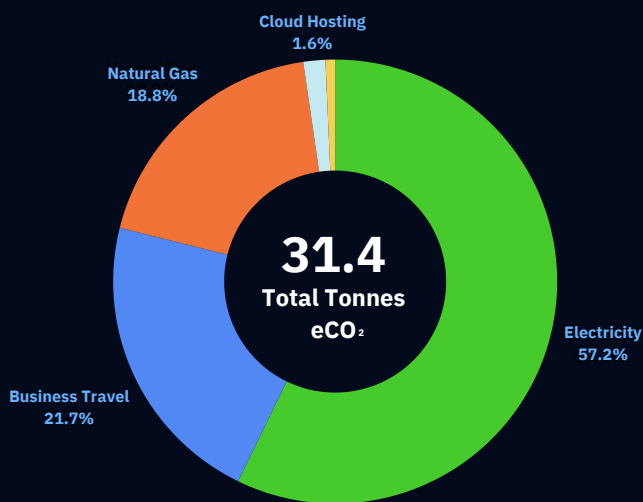




# Our Footprint

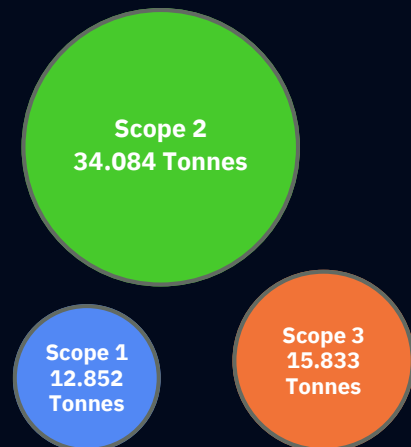
Green Badger continuously works to track, benchmark and reduce our environmental footprint and report our Scope 1, 2, and 3 carbon emissions. Since all employees are remote, Green Badger tallied the entire team’s total household energy use (not just office/work areas, thereby slightly overstating totals) and offset 100% of all estimated emissions. In fact, this year in our goal to be carbon-positive, Green Badger offset 120% of our calculated emissions in 2024.

## Carbon Emissions by Source



In all, Green Badger offset 50 tons of eCO<sub>2</sub> covering electricity, natural gas, business travel, and our AWS hosting emissions through our partnership with Carbon Solutions Group.

## Carbon Emissions by Scope



## Carbon Offset

- Virtual working & eliminating commute
- Employee energy usage
- Carbon offset for flights
- Offset AWS hosting emissions



# Sustainability Committee

With company support, the entire Green Badger team drives sustainability at home and in their communities.

In 2024, we took bigger steps toward sustainability by switching to recycled paper for all printed materials and adding the recycle symbol to every new item. To cut energy use, we helped employees transition to LED lighting at home, reducing energy consumption and waste.

Education remained a priority, with employees participating in lunch and learns on sustainability topics like fast fashion’s impact, the benefits of minimalism, and SITES—a program promoting sustainable landscapes and nature-based solutions.

We were also proud to receive our first Just label—a program that supports organizations in improving employee experience, health, well-being, and community connections, recognizing that people are at the heart of creating a Living Future.



Healthy living was also on the menu—we created a 40-page cookbook full of nutritious recipes for employees and made a bigger effort to celebrate milestones and successes throughout the year. Plus, we embraced a new wellness topic each month to support overall well-being.

From the workplace to home life, Green Badger continues to champion sustainability, wellness, and a greener future.

## Philanthropy



The Carbon Leadership Forum accelerates the transformation of the building sector to radically reduce the greenhouse gas emissions attributed to materials (also known as embodied carbon) used in buildings and infrastructure.



A non-profit organization focused on global reforestation.



Savannah United strives to promote the growth of youth soccer in Savannah, Georgia as well as the surrounding communities by providing high quality soccer programs for players of all ages and ability levels.

# JUST Label

In September 2024, Green Badger became the first Construction Tech SaaS Company to receive a Just Label from The International Living Future Institute (ILFI), further validating the company's focus on sustainability for the built environment.

The Just label program is a transparency framework that provides a guide to creating meaningful policies and ensuring those policies turn into actions that generate increasing levels of positive impact over time. It requires measuring and reporting on a range of organization- and employee-related indicators.

Green Badger's Just label includes rankings across six categories and the company received the highest marks available for responsibility in:

- Stewardship: Volunteering
- Diversity & Inclusion: Engagement
- Equity: Full-time employment | Pay Scale Equity
- Employee Health: Physical Health | Well Being

The certification is based on a review of data collected and submitted by Green Badger's Sustainability Committee, including internal and external efforts like employee hours donated to or volunteered at 10 different charity organizations, pay equity, employee health and well-being, employee engagement, and diversity. Additional details are available in Green Badger's 2023 Sustainability Report.

The image shows a 'Just Label 2.0' certification card. At the top is the 'Just.' logo. Below it, the organization's name, type, headquarters, and employee count are listed. A section titled 'Social Justice Indicators' follows, with six categories: Diversity & Inclusion, Employee Benefits, Equity, Stewardship, Employee Health, and Purchasing & Supply Chain. Each category has a set of four checkboxes, some of which are filled with blue squares, indicating the company's performance level. At the bottom, the card identifies it as 'THE SOCIAL JUSTICE LABEL 2.0' with ID 'GRB-001' and expiration 'EXP. 09/01/2026', issued by the 'INTERNATIONAL LIVING FUTURE INSTITUTE™'.

**Just.**

**Organization Name:** Green Badger  
**Organization Type:** Technology  
**Headquarters:** Savannah, Georgia  
**Number of Employees:** 5

**Social Justice Indicators:**

<b>Diversity &amp; Inclusion</b> ■ ■ ■ □ Gender Diversity ■ □ □ □ Ethnic Diversity ■ □ □ □ Inclusion ■ ■ ■ ■ Engagement	<b>Employee Benefits</b> ■ ■ ■ □ Health Care ■ □ □ □ Retirement Provision ■ ■ □ □ Family/Medical Leave ■ ■ ■ □ Training/Education
<b>Equity</b> ■ ■ ■ ■ Full-Time Employment ■ ■ ■ ■ Pay-Scale Equity ■ □ □ □ Freedom of Association ■ □ □ □ Living Wage ■ □ □ □ Gender Pay Equity	<b>Stewardship</b> ■ □ □ □ Local Communities ■ ■ ■ ■ Volunteering ■ ■ □ □ Animal Welfare ■ □ □ □ Charitable Giving ■ ■ ■ □ Positive Products
<b>Employee Health</b> ■ ■ ■ ■ Physical Health ■ ■ ■ ■ Well-Being	<b>Purchasing &amp; Supply Chain</b> ■ □ □ □ Equitable Purchasing □ □ □ □ Supply Chain

THE SOCIAL JUSTICE LABEL 2.0  
GRB-001      EXP. 09/01/2026  
INTERNATIONAL LIVING FUTURE INSTITUTE™

100%

of projects that used Green Badger earned more credits than planned.



# What Green Badger Employees Are Doing



## LED Bulbs

Green Badger provides LED lighting to all employees to replace incandescent or CFL lighting to reduce home energy demand and carbon emissions.



## WYZE SmartPlugs

Green Badger employees received WYZE SmartPlugs, offering remote control, scheduling, energy monitoring, and voice command benefits.



## Composting

Green Badger continues to provide employees with home composters (either interior or exterior) to reduce organic waste sent to the landfill.



## Focused on Wellness

In 2024, our wellness program hit a major milestone with 100% staff participation, highlighting our commitment to health and well-being. We covered topics like sleep, nutrition, mental health, and fitness, offering employees resources to improve their overall quality of life.

In 2025, we're excited to launch a revamped program that supports personal wellness goals and fosters team bonding through shared activities to build a healthier, stronger Green Badger.





# Giving Back to our communities



The Green Badger team stayed committed to giving back in 2024, extending our impact and promoting sustainability within our communities. From monthly blood donations to mentoring future leaders, every team member found meaningful ways to support local organizations.

## **USGBC Market Leadership Advisory Board**

Facilitating USGBC's global work plan, MLABs work to create integrative, consistent, and effective local work.

## **Gwinnett County Schools/Hispanic Mentoring Program**

Enhancing students' social and academic development.

## **Pathways to Green Schools**

Providing mini-grants, 1:1 support, and expertise to K-12 schools committed to becoming healthier, more sustainable, and more energy efficient.

## **Sierra Club**

Advocacy and education, including renewable energy efforts, electric public transportation, and climate-change solutions.

## **Junior League of Atlanta**

Advancing women's leadership for community impact.

## **Earth Day Clean Up**

Neighborhood activation clearing community land around Tucson, AZ.

## **Green Building United**

Promoting healthy, sustainable, and cost-effective buildings across Delaware.

## **Watershed Management Group**

Enhancing students' social and academic development.



# RePurpose Savannah



## Giving Back

Green Badger is proud to support Re:Purpose Savannah through financial contributions, volunteer time, and serving on the board of directors.



## Who They Are

Re:Purpose Savannah is a women+ led 501(c)3 nonprofit establishing a sustainable future through the deconstruction, salvage, and reuse of historic buildings. The organization keeps historic materials out of the landfill while giving them a new life and avoiding the additional embodied carbon from virgin materials.

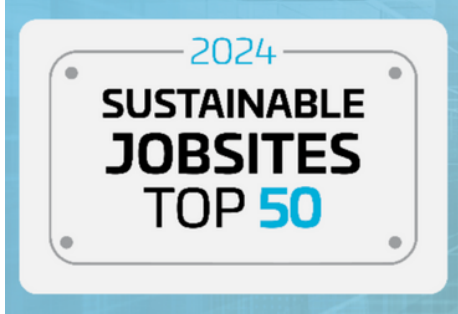


## Mission & Goals

- Advocate, educate, and provide a climate-conscious alternative to conventional demolition that mitigates environmental and public health impacts
- Connect best practices for structural removal with historic preservation, emphasizing research and documentation to preserve the diverse histories in our community
- Train women+, including women-identified, trans, non-binary, and other underrepresented people, for careers in construction



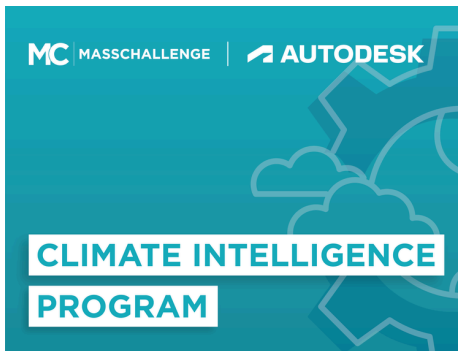
# Accomplishments



## Builtworlds Top Solution

Sustainable Jobsites Top 50

Green Badger was included in the 2024 Sustainable Jobsites 50 List - an ongoing effort to provide objective, non-biased research to Real Estate and AECO professionals as it relates to building technology.



## MassChallenge

Autodesk Climate Intelligence Challenge

Green Badger participated with other startups to demonstrate integration of climate data and AI-driven insights into the entire project lifecycle and design software, to enable designers, builders, makers, and operators to access data-driven and decision-actionable insights regarding climate-related risks to projects,



## ENR Top Newsmaker

Founder Tommy Linstroth Honored as Top Newsmaker

ENR Magazine's recognized founder and CEO as a 2024 top newsmaker for his contributions to advancing sustainable construction for the industry.

# Carrying Momentum into 2025



2025 promises to be an exciting year in more ways than one. Our product roadmap is chock-full of improvements and new functionality to support changes to LEED, increasing carbon reporting requirements and the widespread need for data transparency. But we're also excited to work on integrations with other workflows that allow seamless collaboration throughout the design and construction process to ensure sustainability goals are met.

We're excited to improve on our Just 2.0 score and work towards a 3.0 label. And our sustainability committee continues to innovate new opportunities to enhance our personal, professional and organization lives.

We wouldn't be here without the trust, support and partnership of all our clients and customers, and we look forward to our continued collaboration into the new year and beyond. Now, let's get to work!



# Contact Us



**Green Badger**

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# Cheers to 2025!

