

2023 Annual Sustainability Report



Green Badger

getgreenbadger.com

Letter From The Founder

10 years ago when Green Badger was just a mockup on a sheet of paper, I had no idea it would grow into a robust software platform used across thousands of projects to help automate LEED. While slogging through my first couple hundred LEED certifications, the theme I heard time and again was that more people would build sustainably if it was easier and didn't take so much time and effort. So we launched Green Badger with a clear vision—to make sustainable construction as easy and painless as possible. As a long-time treehugger, I constantly espouse we need more green buildings as fast as we can, and know Green Badger has an opportunity to break down these barriers and get sustainable projects built.

Sustainability has always been a core value in our product, but it's also elemental to the company itself. From the get-go, we strived to not just talk the talk, but actually walk the walk and create positive impacts. Being a small technology startup can both help and challenge that ethos. While we may not have the resources of larger organizations, we are proactive, nimble, and staffed by employees who are 100% as passionate

about sustainability as I am. There's no convincing needed, no cajoling required to build a lot of energy, engagement, and ideas to grow Green Badger while minimizing our carbon footprint and environmental impact.

We've had sustainability programs in place since inception, but 2023 will be the first year we're publishing our Green Badger Sustainability Report—a look back at what we've accomplished and a look forward at where we want to go—an initiative conceived and driven by the great employees that really run this company.

Finally, our efforts at Green Badger are driven by our relationships with our partners and customers. The great work they do designing and constructing green buildings continues to push the industry forward and showcase the latest in what can be done in sustainable development. It's exciting to be part of this fantastic journey, and we're grateful to our customers for letting us come along for the ride.



Tommy Linstroth

Founder and CEO
of Green Badger

HISTORY

Recent Impact

Of course, how can we move forward without knowing where we are or where we want to go? Green Badger's mission is rooted in measuring impact so it's natural for us to keep close tabs on our company's progress and we're happy to report we're moving the needle.

Construction teams relied on Green Badger for more than 330 projects in 2023 and steady user growth gets us closer to nearly 10,000 total platform users over time. Our team delivered presentations across the country at important industry conferences, hosted more free educational webinars, and delivered more than 3,600 copies of our helpful e-resources.

We can only guess at the knock-on impacts these efforts have made on the environment and advancement of sustainable construction. But as long as we keep growing, educating more teams, and simplifying more green construction projects, we know we're on the right path and making a difference.



GROWTH OF SERVICES

9,295 total users

1,760 total projects

397

Projects
in 2023

988

Webinar Registrants
& Attendees

3,649

E-Resources
downloaded



Featured Speaking
Engagements

**Greenbuild International
Conference:**

Beyond E - Managing Social and
Governance in Construction ESG

**Advancing Construction
Decarbonization:**

Understanding How to Overcome ESG
Benchmarking Across Multiple Jobsites

**AGC Construction
Safety, Health +
Environmental
Conference:**

Improving Sustainability Metrics

**BuiltWorlds - Buildings
Conference:**

How Sustainability / ESG Priorities Are
Changing The Way We Design & Build

**Construction Owners
Association of America:**

Lessons From The Field: An Owner's
Guide to Working with Sustainability
Projects

VISION

Green Badger's vision is to provide industry professionals with affordable technology and knowledge-based solutions to accelerate sustainable construction.



Our Goals

Our intent is clear and we have set ambitious goals. To accelerate sustainable construction in measurable and significant ways, we had a robust plan heading into 2023. To increase Green Badger's role and impact, we sought to:

- Provide even more free guidance to help construction teams operate more efficiently
- Enhance and expand our software to deliver more and better solutions to pressing green construction needs
- Grow our active subscriber base
- Explore new opportunities internally, externally, professionally, and personally to make positive change

New Free Resources - Last year Green Badger published "The General Contractor's Guide to ESG Implementation." This roadmap will equip General Contractors with the essential tools and strategies they need to become more profitable, attract and retain talent, and become a market leader through ESG. We also created templates for Indoor Air Quality Management Plans, submittal coversheets, and cheat sheets for all LEED construction credits.

Enhance Software - We released Green Badger's full ESG platform in 2023, covering not just the staples of carbon, waste, and energy, but also social metrics including minority and women participation, project-based philanthropy, and jobsite wellness—all in alignment with the Contractor's Commitment. Our LEED software was enhanced as well with a significant user interface improvement, expansion of the product database, and continued updates to coincide with the constant evolution of LEED requirements.

Grow Green Badger's User Base - We added thousands of users in 2023 and supported projects ranging from small office fitouts to 2.5 million-square-foot office towers and the new airport terminals at JFK. We're excited to welcome new customers and partners and to continue to expand and enhance our relationship with many long-term clients with whom we've collaborated on 100+ projects.

Green Badger CASE STUDY
Green Badger Shortens LEED Learning Curve: Ruthven Building Renovation at University of Michigan earns LEED Gold rating

AT A GLANCE

Every year, even experienced project managers find themselves challenged to control their first LEED, WELL, or other certification process. It's a foreign and complex process to the uninitiated with high stakes.

Challenges

- Subcontractors
- Documentation
- LEED Submittal Process
- New Green Badger Customer

Green Badger Services Used

- LEED Project Software
- Green Badger Resources
- Green Badger Academy

LEED Rating System
v4 BD+C: New Construction

General Contractor
Barton Malow Builders

Project Manager
Alexis Stewart

Architect
Harley Ellis Devereaux (HEd)

Location
Ann Arbor, MI

Alexis Stewart, Project Engineer II at Barton Malow Company, found herself in that spot with an instrumental role in the certification of a high-profile renovation and new construction project at her alma mater, the University of Michigan. It was her first LEED project and she was in charge of quality control and all LEED requirements.

To her credit and the abilities of the teams involved, the new Central Campus Classroom Building (CCCB) and the extensive renovation of the Alexander C. Ruthven Building (circa 1928) earned LEED Gold certification from the U.S. Green Building Council (USGBC) in 2023.

Green Badger Shortens LEED Learning Curve: Ruthven Building Renovation at University of Michigan earns LEED Gold rating

[read more >](#)

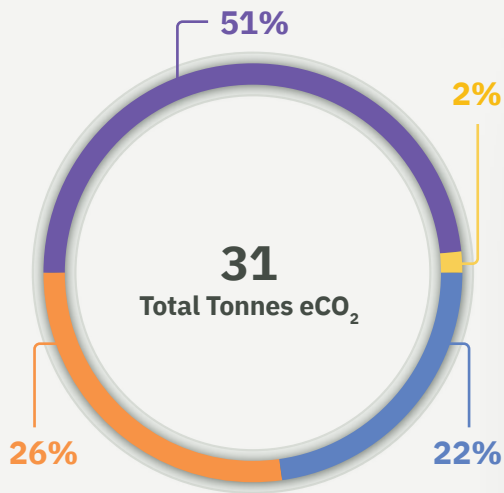
Read more about some of our clients' exciting projects in our [case studies](#).

What Green Badger Is Doing

Green Badger is taking a number of steps to reduce our environmental footprint and tracked our Scope 1, 2, and 3 carbon emissions in 2023. 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 all, Green Badger offset 31 tons of eCO₂ covering electricity, natural gas, business travel, and our AWS hosting emissions through our partnership with Carbon Solutions Group.

CURRENT IMPACT/FOOTPRINT

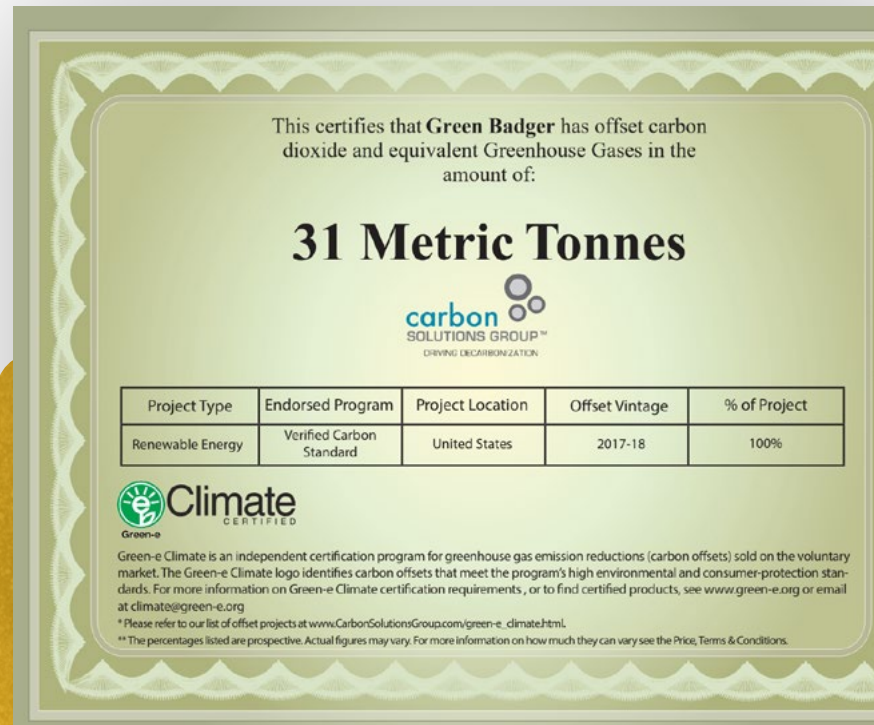
CARBON EMISSIONS BY SOURCE



- **15.7 Tonnes eCO₂**: Electricity
- **8 Tonnes eCO₂**: Business Travel
- **6.7 Tonnes eCO₂**: Natural Gas
- **0.5 Tonnes eCO₂**: AWS hosting emissions

CARBON EMISSIONS BY SCOPE

- **6.7 Tonnes eCO₂**: Scope 1
- **15.7 Tonnes eCO₂**: Scope 2
- **8.5 Tonnes eCO₂**: Scope 3



Carbon Offset

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



Annual One Tree Planted

Green Badger plants 10 trees for every project that uses our software. We planted 3,500 in 2023, **growing our total to more than 16,000.**



Green Badger's Sustainability Committee

In 2023, Green Badger launched its own Sustainability Committee aimed at taking action and inspiring others to adopt sustainable practices. Of course, responsible habits don't stop at the office and our employees are equally committed to fostering sustainability in their personal lives as well.

The committee embarked on its journey with a lot of ideas to create more eco-friendly homes. They shared resources for plastic-free personal and home care products, and organized monthly Lunch-and-Learns, where staff members gained insights into subjects such as Square Foot Gardening, Composting, Becoming a Naturalist, and Sustainability While Traveling. Green Badger added corporate backing to support these initiatives and reimbursed employees for replacing incandescent bulbs with LED lighting and food waste composters for employees' residences.

On the wellness front, staff shared apps, tips, and resources for improved nutrition and overall health. To enhance staff wellbeing, a formal wellness challenge was launched in July, encouraging employees to record their physical activity and engage with BINGO boards featuring different health and wellness activities each week. This friendly competition, coupled with educational support, fostered healthier habits.

With this solid foundation now in place, the sustainability committee is expanding efforts in 2024.

Philanthropy



ONETREEPLANTED

A non-profit organization focused on global reforestation.



Carbon Leadership Forum

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.



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.



THE HUMANE SOCIETY OF THE UNITED STATES

What Green Badger Employees Are Doing

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

To reduce energy use and carbon emissions, in 2023 Green Badger enabled the conversion of all employees' incandescent/CFL lighting at home to LED lighting. Food waste was also on the table and Green Badger [provided employees with home composters](#) (either interior or exterior) to reduce organic waste being sent to landfills. Combined with a host of other wellness initiatives and challenges throughout the year, community volunteering, and keeping strong mental health a priority, the Green Badger team seeks a healthy balance of work, life, and environmental protection all year long.

LED lighting



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

Composting



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

Supporting good health & wellness



Green Badger supports employee health and wellbeing through our wellness initiatives and challenges throughout the year.



Giving Back To Our Communities

To extend its impact and promote sustainability among the communities where they live, the Green Badger team continued their volunteer work in 2023 for several organizations across the U.S. From donating blood monthly to the Red Cross, to mentoring tomorrow's leaders, every member consistently finds time to give back in meaningful ways with groups and nonprofits such as:

Sierra Club - advocacy and education, including renewable energy efforts, electric public transportation, and climate-change solutions.

Green Building United - promoting healthy, sustainable, and cost-effective buildings across Delaware.

USGBC Market Leadership Advisory Board - facilitating USGBC's global work plan, MLABs work to create integrative, consistent, and effective local work.

Junior League of Atlanta - advancing women's leadership for community impact.

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.

Unity Gardens - improving community health by increasing accessibility of fruits and vegetables, and sharing nutritional education in South Bend, IN.

Watershed Management Group - ensuring long-term health prosperity of people and the environment through knowledge, skills, and sustainability resources.

Earth Day Clean Up - neighborhood activation clearing community land around Tucson, AZ.

Gwinnett County Schools/Hispanic Mentoring Program - enhancing students' social and academic development.



Associations And Groups We Belong To:



GEORGIA



Awards:

“Green Badgers dashboard is designed to accommodate a wide range of projects and offers a platform for learning and sharing project documentation, such as EPD, HPD, VOC, and more, across multiple projects.”

– Judge, LEED and ESG Automation Platform



Green Badger is “a disruptive business with a social purpose. Their innovative SaaS platform is addressing a critical need in the construction industry, which has a significant impact on the environment.”

– Judge, American Business “Stevie” Award



Awarding global B2B companies that have proven track records supporting entrepreneurs and facilitating organizational growth.

– Inc. Power Partner Award



Green Badger earned the silver award recognizing forward-looking solutions to construction’s most pressing problems.

– AGC Innovation Award



Tommy Linstroth and Kristin Brubaker receive the AGC Innovation Award in Las Vegas

Creating Change in 2024

Momentum is a powerful multiplier. It takes time, but the energy from our year-over-year efforts continues to build and we are excited for what lies ahead in 2024. From a product standpoint, we're excited to continuously improve our industry-leading software, including **powerful third-party integrations**, **additional rating system support**, and a much **cleaner UI and modern tech stack**.

We're excited to continue our sustainability journey as we further reduce our own carbon footprint and explore new peer network groups that connect sustainability professionals. This includes sharing our time and expertise within our local communities and Green Badger employees have recently been appointed to new board positions at nonprofits with similar environmental values. We also will pursue **JUST certification**, a voluntary disclosure tool that enables organizations to track and enhance their operations, policies, and investments to promote social justice and equity, while providing additional health, wellness, and development opportunities for our team.

Whether by extending our relationships with our sustainability colleagues, partners, and customers, or through our team's individual efforts, Green Badger will expand its impact in both large and small efforts in the coming year. We have the momentum, and with constant effort and clear focus, we'll use that inertia to make an even bigger difference in 2024.

Thank you for your support and being an important part of that journey.



Green Badger

