



The Law Office of Lara Pearson Ltd., PBC

PROTECTING THE BRANDS THAT ARE CHANGING THE WORLD®

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## Environmental and Social Policies

### Environmental Consciousness Commitment & Practices

Nature is good. Nature is great. Nature will continue to deteriorate unless we take steps to remediate.

Brand Geek is an environmentally conscious business based in Lake Tahoe, which is a natural treasure. As good environmental stewards, we instituted and documented the following practices:

- Brand Geek donates at least one percent (1%) of its gross revenue to environmental NGOs & has maintained its membership in 1% for the Planet since January, 2006
- Waste and Paper Reduction and Recycling
  - Brand geek is paperless office and encourages all stakeholders to waste less paper via a notice in the footer of our emails
  - We reuse Government envelopes to send formal documents to clients
  - We reuse other envelopes and other blank paper as scrap paper
  - We recycle 100% of office paper products that we don't re-use
  - We print double-sided
  - We use electronic communications for government filings
- Energy Conservation
  - We work in workspaces that use LED lighting
  - We purchase Energy Star® rated office appliances and electronic devices
  - We research and purchase products that are designed for longevity
  - We turn off lights when rooms are not in use
  - We turn off and unplug office equipment when not in use
  - We work in workspaces that use programmable thermostats that automatically turn down the heat during non-working hours
- Toxic Pollution Prevention
  - We participate in electronics recycling for all cords, equipment and machinery that has outlived its useful life
  - We recycle all batteries, light bulbs and other hazardous waste
  - We donate office equipment that has remaining life but no longer suits our needs
  - We reuse or recycle office paper and ink jet cartridges
  - We properly dispose of light bulbs to mitigate mercury pollution



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### **GHG Measurements Policy**

Greenhouse gasses stink!

At Brand Geek, in order to ensure that we have a net-zero environmental impact, we calculate and offset 200% of our annual greenhouse gas emissions from: (a) paper consumption; (b) office energy use (when applicable); (c) commuting and (d) business travel. We purchase a combination of offsets and Green-e Energy Certified RECs annually from Bonneville Environmental Foundation.

### **Social Consciousness Commitment & Practices**

Brand Geek strives to have a positive, enriching impact on others in all of our interactions. We hope that others feel better for having worked --or otherwise interacted -- with us.

#### **Pro Bono Work**

Brand Geek donates a minimum of five percent (5%) of its annual gross revenue to NGOs.

#### **Cash Donations**

Brand Geek makes annual cash donations to NGOs totaling a minimum of 1% of its gross revenue.

#### **Purchasing Preferences**

#### **Soulful Suppliers**

Brand Geek recognizes the value of aggregated collective impact, which vastly exceeds the impact each enterprise can create on its own. Accordingly, Brand Geek seeks first and foremost to purchase goods and services from other soulful, multiple-bottom line enterprises and individuals, including other [Certified B Corps](#), members of [1% for the Planet](#), [Social Venture Network](#), [Social Enterprise Alliance](#), [Green America](#) and other membership organizations.

#### **Local Suppliers**

Brand Geek strives to support other local, Lake Tahoe area, businesses and gives preference to them over others when selecting suppliers whenever practical.

#### **Suppliers Owned by Women or Underrepresented Populations**

Women and minorities long have been screwed by American business. Women get 79 cents to every dollar a man makes, which quite simply sucks. We like men. A lot. However, as a woman-owned business, Brand Geek strives to supports other woman-owned and minority-owned business and to purchase goods and services from businesses owned by women and / or minorities whenever practical.