

WORKING REMOTE:

BUSINESS &

WELLNESS GUIDE



Purevant Living



Working towards creating a more environmentally responsible, socially just, and health conscious world

Certified



Corporation

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EVOLUTION MARKETING a Certified B Corporation®

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REFRAMING HOW WE WORK FROM HOME




With the COVID-19 pandemic spreading across the U.S., the world, many businesses are re-evaluating how they operate, interact with their workforce, and deliver their services. The days of “business as usual” are gone, we are all faced with a new reality, and no one can predict what the future of “how we work” can and will look. What we can however predict is; (1) that many more workers will work from home in the future,(2) that business travel will be reduced, and (3) that virtual meetings/conferences will become the norm! With all of that said we ([Evolution Marketing](#) and [Purevant Living](#)) have put this guide together in order to help employers, small business, and virtual workers think through policies, practices for an environmentally responsible remote workspace, and health/wellness tips for the remote workforce.

As the founder of a small [Certified B Corporation®](#) that was strategically located inside of my home over a decade ago, we have built our operations on having a workforce that works remotely. As such, [Evolution Marketing](#) has put together a worker reference guide for our remote employees. This educational tool provides environmentally responsible solutions and insight for setting up one's home office.



REFRAMING HOW WE WORK FROM HOME



At Purevant Living, we stand for health, wellness, the environment, and giving back. Stephanie Krubsack is a certified RYT-200 Yoga Instructor, plant-based chef, and marketing specialist. She founded Purevant Living as a platform to bring awareness to amazing products and services that help each of us live our best lives, while keeping the environment in mind. In addition to sharing which foods help combat stress, vitamins in superfoods, and chair yoga exercises, please listen to the wellness podcast and read tips for working remote as additional resources.

As we all move forward together into our “new normal” we hope that this resource guide will provide you with educational tools and resources to lighten your business impacts on our natural world, and to use the power of nature to live in wellness.

-Lisa Geason-Bauer
Evolution Marketing

-Stephanie Krubsack
Purevant Living



BEST TIPS FOR WORKING REMOTELY FROM HOME

At the Evolution Marketing office all of our team members work remotely, as such we have put together a list of recommendations for remote workers in order to be healthy, and environmentally responsible when working from home.

- Employees are encouraged to utilize natural light in the office in order to be as energy efficient as possible. If energy is required for lighting, we encourage you to use LED light bulbs. [Click here](#) to learn more about LED lights.
- In order to create a [healthy workspace](#) employees are encouraged to bring the outdoors in and to have houseplants in their workspace. [Click to read](#) about everything you need to know regarding indoor house plants.
- Diffusing of essential oils is also recommended in order to create a healthy work environment. We encourage the use of Thieves (to kill bacteria, during flu season), a combo of Lavender, Mint and Lemon (to reduce allergens in the air) and Orange/Citrus Fresh (to create a positive energy workspace).
- Employees are encouraged to take a break outside in nature, or to move conference calls or video calls outside when it is nice out. [Click here](#) to learn about all the health benefits of spending time in nature.



BEST TIPS FOR WORKING REMOTELY FROM HOME

- Employees are encouraged to stand, stretch, move at least once per thirty minutes from their desk. [Click here](#) to read a good article from Herman Miller. One of the chiropractors that we work with encourages individuals to figure out ways to work between sitting (i.e. being stationary) and standing throughout the work day.
- Employees are encouraged to furnish their home office with repurposed, used, or second hand furniture.
- Use [Ecosia](#) as your search engine, especially when searching for more environmentally responsible (greener choices) as they add a little green leaf next to the search query listings. This search engine also donates its profits to plant trees around the world.



OFFICE SUPPLIES

When not completing tasks via a computer, below are a list of recommendations about how to source environmentally responsible home/office supplies.

- Source FSC or SFI certified paper products that also contain recycled content.
- Staple Free Staplers - We have a Plus PAPER CLINCH Compact Green Heavy Duty, Light, Staple Free Stapler one in our office.
- Purchase a refillable pen and a refillable mechanical pencil. Click here to unpack the discussion regarding which type of pencil is more environmentally responsible.
- Purchasing office equipment that is Energy Star Rated, including appliances, computers, printers, etc. can help to cut down on your energy costs at home.
- Smart Strips must be used when plugging in electronics to ensure the office is being as energy efficient as possible. Click here to learn more.
- Purchase nontoxic cleaning supplies for your office, home. We are big fans of the Rebel Green line of cleaning products, they are a WI made, responsible product! Plus they smell wonderful!!



OFFICE WASTE

- Employees are encouraged to use proper Recycling, Compost, and Trash bins whenever waste is generated in the workplace.
- Employees are encouraged to use proper recycling services for handling e-waste.
- Employees are encouraged to recycle all ink jet/home office printer cartridges.

Wisconsin Recycling Resources:

Recycle More Wisconsin

WI DNR's Recycling and Waste Reduction Guide - [Click here](#) to download.

You should check with your local municipality to learn about what options are set-up in your area for recycling, remember recycling is the law in WI!

If located in Waukesha County, [Click here](#) for more info.

For electronics in Waukesha County, [Click here](#) for more info.



TIPS TO BOOST YOUR IMMUNE SYSTEM & STAY HEALTHY

With so much focus on ways to prevent the spread of the COVID-19 virus, I think it is also important to share ways to boost your immune system. (Full disclosure I am not a MD. This information below came from Dr. Richard Venske, DC and President of Kettle Moraine Health Center.) To read his full blog post [click here.](#)

Segment below from Dr. Venske's blog....

"What seems to be lacking is discussion on how to bolster one's immune system and fight the virus naturally, should you contract it. The following is a list of things you can try in effort to protect yourself, not only from the Corona, but any other viral, bacterial, or fungal infections. It is not exhaustive, and I encourage everyone to do their own research and draw their own conclusions.



Lifestyle:

- **Sleep.** This needs to be one of your top priorities. So much of immune system function is reliant on quality rest.
- **Stress management.** Stress=high cortisol= weakened immunity. Take a deep breath and relax already!
- **Exercise.** Do something every day. Weights, sports, swimming, walking. No excuse. Just do it! You may, however, want to consider cancelling that arm wrestling convention you signed up for...
- **Great diet.** Throw away the junk food and start buying more food from the perimeter of the grocery store. You can't go wrong with organic produce and pasture raised organic protein."



EAT SEASONAL PRODUCE, SUPPORT LOCAL FARMERS

The best way to stay healthy is by eating in season locally produced fruits, vegetables, herbs, and honey. [Click here](#) to read an article that unpacks the human health benefits from local food. Did you know that the average apple purchased in the grocery store traveled more than 1400 miles from the farm where it was raised to your plate? [Click here](#) to read a good article that highlights all the benefits to the environment of eating locally produced food (i.e. decrease in food miles traveled, reduction in carbon footprint etc.) Currently in 2020, US based consumers have greater access to: (1) farmers markets (many communities now offer farmers markets all year long), (2) a larger number of Community Supported Agriculture (CSA) operations than ever before and (3) food delivery services that bring farm raised produce to your doorstep, [Click here](#) to read a recent New York Times article about fellow Certified B Corp™ [Narrative Food](#), in Los Angeles.

National Resources:

[National Farmers Market Directory](#)

[National CSA \(Community Supported Agriculture\) Directory](#)

Wisconsin based Resources:

[Farm Fresh Atlas of Wisconsin](#) (This interactive map lists all farmers markets, farm stands, CSA operations, and local food events happening in WI.)

Metro - Milwaukee Area:

[Milwaukee Farmers United](#) (A group of farmers come together multiple times a week to deliver locally raised produce to people's homes. They cover the Metro Milwaukee area and go as far west as Oconomowoc/North Prairie).



WELLNESS & IMMUNITY

The nutrition received from whole foods and supplements is so important for your overall health and immunity. When possible, consume fruits and vegetables, and secondly vitamins and other nutritional supplements.

Whole foods tend to be the highest source of vitamin concentration. Oranges are known to provide large amounts of vitamin C, however vegetables such as kale, chili peppers, red & green bell peppers, and even cauliflower contain up to three times more vitamin C. Fruits like kiwi, mangoes, strawberries, and pineapple also contain higher amounts of vitamin C than oranges, so feel free to diversify your immune-boosting regimen! [Click here](#) to read more.

While you are shopping for these foods, keep in mind that there are certain fruits and vegetables that you are recommend to purchase organic, whereas others are ok non-organic. [Click here](#) to see the the Clean 15 list. [Click here](#) to view the dirty dozen list.

Supplements and oils that are antiviral and provide antioxidant benefits include [quercetin](#), a pigment found in grapes and other plants, and [oregano oil](#), which kills bacteria and virus cells. Superfood powders listed on the following pages can also be a great addition to your daily routine to boost immunity.

Drinking enough water should also be a top priority. Consuming organic green tea and warm drinks incorporating superfoods in them can also be beneficial. [Click here](#) for some healthy recipe inspiration.



WHOLE FOODS FOR STRESS

Tryptophan -essential amino acid, produces niacin (mood booster)

- oats
- tofu
- pumpkin seeds
- kidney beans/black beans

Serotonin -regulates behavior

- spinach
- bananas
- pineapple
- soy products

Vitamin B -helps calm the nervous system

- nuts
- kale
- brown rice
- sunflower seeds

B12 -protects the nervous system

- nutritional yeast
- fortified nut milk

Vitamin C -supports adrenal glands

- lemon
- broccoli
- bell peppers
- strawberries



SUPERFOOD STAPLES

Powdered superfoods are a quick and convenient way to add a boost of vitamins to your everyday drinks and meals. Add them to a latte, smoothie, or even salad dressing!

[Ashwagandha](#) -type of ginger, can reduce stress/cortisol levels, lower blood pressure levels

[Cacao](#) -more antioxidants than blueberries and calcium than cow's milk, high source of iron, anti-depressant

[Moringa](#) -fights inflammation, protein-comparable to eggs, vitamins A & E, calcium, antimicrobial

[Spirulina](#) -algae that grows in both salt and fresh water, protein, magnesium, B3

[Maca](#) -Peruvian vegetable like broccoli, regulates hormones, boosts mood, lowers blood pressure

[Beet Root](#) -lowers blood pressure, helps digestion, makes you regular, improves muscle oxygenation during workouts

[Baobob](#) -rich in antioxidants, especially vitamin C, high in potassium, contains good amounts of calcium, magnesium, and protein



CHAIR YOGA

Mountain Pose
Sit up tall, arms
outstretched overhead



Forward Fold
Bend at the waist, reach
hands to the floor



Cat
Round your back,
bring chin to chest



Cow
Arch your back,
bring chin to ceiling



Eagle Arms
Wrap right arm under
left, touch palms
(opposite on other side)



Knee To chest
Clasp hands under right
thigh, bring to chest
(opposite on other side)



Figure 4
Cross right leg to rest
ankle on left thigh
(opposite on other side)



Prayer Twist
Bring palms together, twist at
waist, keep elbows stacked
(opposite on other side)



OTHER RESOURCES



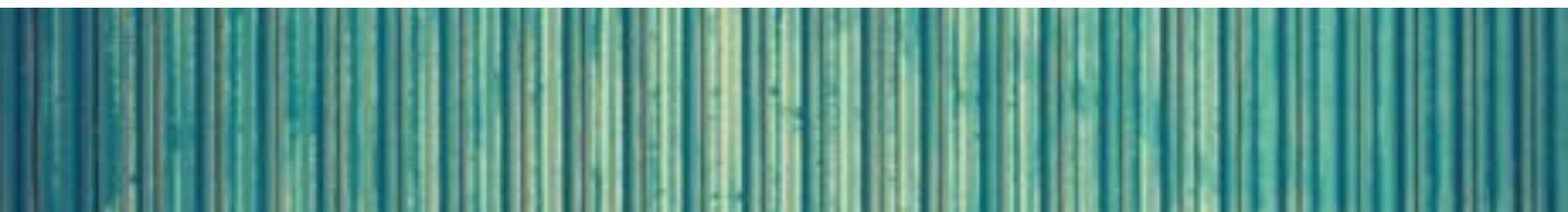
THE PUREVANT LIVING PODCAST: THINGS YOU SHOULD KNOW with Stephanie Krubsack, highlighting all of the products, services, or companies, that bring awareness to or support health and wellness, sustainability and the environment, or practice social responsibility. [Click here](#) to listen.



THE PUREVANT LIVING PODCAST: WOMEN IN WELLNESS with Stephanie Krubsack will cover everything from mental, physical, and environmental health, with women entrepreneurs, business owners, and activists. [Click here](#) to listen.



At **MUDITA MAGAZINE**, we strive to empower individuals to incorporate wellness into their own lives, educate through a variety of different approaches, and build connections between people within the community. [Click here](#) to read, **Tips For Working Remote & From Home During Covid-19**.



CONTRIBUTORS



Lisa Geason-Bauer founded Evolution Marketing in 2007 as Wisconsin's first triple bottom line managed marketing and sustainability consulting firm. Today, Evolution Marketing is proud to be a Certified B Corporation®, Carbonfree® Business Partner & 1% for the Planet Member.

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Stephanie Krubsack founded Purevant Living as a digital marketing agency that helps companies develop brand identity and promote their product or service, also focusing on creating wellness workshops for corporations and the community.

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