



Purevant Living
All Things Good

IMPACT &
CARBON
FOOTPRINT
REPORT
2020

ABOUT

Purevant Living stands for health, wellness, the environment, and giving back. We aim to share information on improving physical and mental health, sustainability initiatives, and how we can protect and improve the environment. We do this through podcasting, publications, and digital marketing services. Our motto focuses on highlighting “all things good” in the world.

OUR CORE VALUES



WE CARE ABOUT THE ENVIRONMENT

We promote sustainable living by providing creative services, consulting, and podcast episodes highlighting the individuals & companies that bring awareness to sustainability & the environment.



WE PROMOTE HEALTH & WELLNESS

We encourage healthy habits for physical & mental health to improve overall wellness in every aspect of life from the food we eat, to the products we use, to the natural resources we utilize, by sharing work that promotes wellness.



WE GIVE BACK

Yearly we donate the equivalent of 2% of our sales to nonprofit and social enterprises as pro bono consulting, digital marketing, copyediting & design services.



WE SUPPORT YOU

We want to bring awareness to health-conscious & eco-friendly products & services via our two podcast series.

MISSION

As a company, we have a commitment to providing pro bono consulting, marketing, and design services to purpose driven companies and non-profits, equivalent to 2% of yearly sales.

CARBON FOOTPRINT 2020

SCOPE 1: NATURAL GAS

N/A: The apartment complex used only electric energy

SCOPE 2: FACILITIES & ELECTRICITY

Total electrical energy consumption for the home office was 2.42 metric tonnes of CO₂ (1173 total kWh electric usage for apartment, 25% at 293.25 kWh for home office business usage, rent included water, trash, and heating so we were not able to track this)

SCOPE 3: TRANSPORTATION & PROCUREMENT / SUPPLY CHAIN

Total business transportation emissions was .86 metric tonne of CO₂ (2,967 miles for a 2012 Subaru Impreza)

Total printing and office supplies emissions was 1 metric tonne of CO₂

Total Scope 1, 2, and 3 emissions = 4.28 metric tonnes of CO₂

Offsets: We purchased 36 metric tonnes of CO₂ from Carbonfund.org in 2021 and are applying 4.28 metric tonnes to our 2020 footprint.

In 2020 Purevant Living was able to offer services in a carbon neutral manner.

*FACILITIES & ELECTRICITY emissions calculated using the [EPA Household Carbon Footprint Calculator](#)

*TRANSPORTATION emissions calculated with the [Carbon Footprint Business Calculator](#)

*PROCUREMENT / SUPPLY CHAIN emissions calculated with the [CoolClimate Business Calculator](#)

CARBON OFFSETS

Purevant Living joined the Carbonfree® Partner Program in 2021, purchased 36 metric tonnes of CO2, and applied 4.28 of CO2 offsets to our 2020 footprint, as the organization allows businesses to go backwards on applying carbon offsets.

Ramco Wind Project, India

Carbonfund.org provides the opportunity to select the type of project funded from offsetting business operations carbon production.

Purevant Living chose to support a renewable energy project in need of additional funding that supports a wind project in India.



"Renewable energy is critical to our fight against climate change. Experts agree we need a substantial reduction in CO2 over the next 40-50 years, meaning renewable energy must replace fossil fuels now."

-Carbonfund.org

OPERATIONAL IMPACTS

SUSTAINABLE DEVELOPMENT GOALS



In 2015, the United Nations General Assembly set the 17 Sustainable Development Goals or SDGs, to be achieved by 2030.

*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States

3 GOOD HEALTH AND WELL-BEING



Priority SDG

Good Health & Well-Being: Ensure healthy lives and promote well-being for all at all ages.

- Hosted a wellness workshop for Big Brothers Big Sisters of America-Milwaukee in February 2020.

4 QUALITY EDUCATION



Priority SDG

Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

- Educating others on sustainability & wellness through two podcast series.

13 CLIMATE ACTION



Priority SDG

Climate Action: Take urgent action to combat climate change and its impacts.

- Took actions to minimize transportation emissions, reduce operations costs, composting, and urban gardening.

14 LIFE BELOW WATER



Priority SDG

Life Below Water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

- Created a Women Who Kayak brand to protect waterways and organize river cleanups and paddle events.

OPERATIONAL IMPACTS

3 GOOD HEALTH AND WELL-BEING



Good Health & Well-Being:

We curated and led a wellness workshop for Big Brothers Big Sisters of America -Milwaukee employees in February 2020.



4 QUALITY EDUCATION



Quality Education:

Through our two podcast series, The Women In Wellness podcast and Things You Should Know podcast, we created a platform to share the efforts of individuals and organizations within sustainability and wellness.



OPERATIONAL IMPACTS

13 CLIMATE ACTION



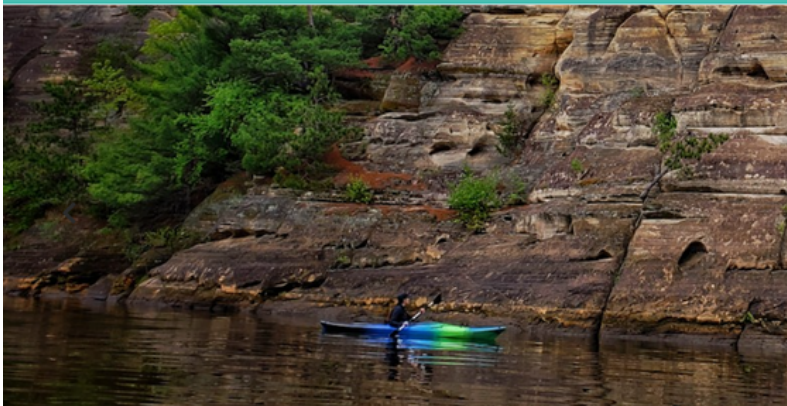
We took actions to minimize transportation emissions by walking to business meetings, composting, and urban gardening at a community garden.



Women Who Kayak



Home About Blog Shop Partners Contact



14 LIFE BELOW WATER



We created the Women Who Kayak brand to encourage the health and safety of paddlers, to protect waterways and organize river cleanups and paddle events. Work included logo, web, and product design, community outreach, event planning and collaborations with local organizations.

REDUCED CARBON BUSINESS PRACTICES & POLICIES

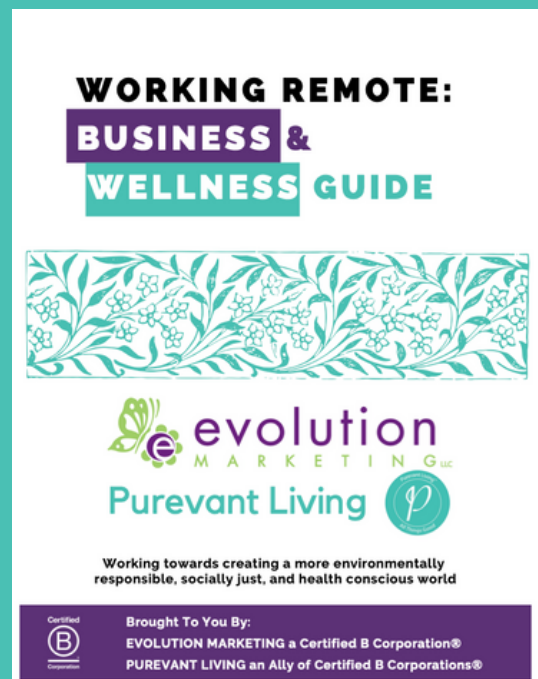
Many initiatives and strategies have been put in place including working remotely on business deliverables from a home office, walking instead of driving a car to meetings if located within 2 miles from the office, urban gardening for food production and composting for food waste, using energy star rated electronics, natural lighting, reusing water from cooking to water plants, and purchasing FSC certified paper products.



COMMUNITY RESOURCE

Working Remote: Business & Wellness Guide

In partnership with Evolution Marketing, we created the [Working Remote: Business & Wellness Guide](#) as a resource for businesses and individuals during the onset of the COVID-19 pandemic.



2% GIVING

7 hours of work was donated in-kind to Center Street Wellness for wellness consulting, recipe creation, and menu creation and design.



7 hours of work was donated in-kind to CannedWater4kids for marketing, podcast consulting, and copyediting.



COMMUNITY EVENTS

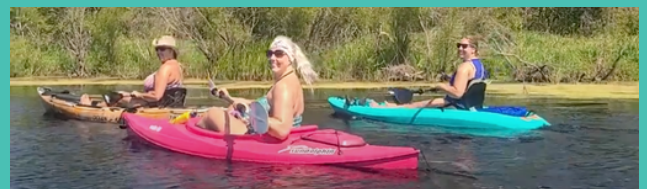
Padding For Peace & Equality

Women Who Kayak sponsored in partnership with Milwaukee Kayak Company, a community paddle for peace & equality.



Fox River Day Kayak Trip

Women Who Kayak sponsored a 5 mile paddle tour for members. *Events provide education and encourages river cleanup and preservation of the waterway.





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