



# Environmental Impact Report

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2021: YEAR IN REVIEW

# What is an Environmental Impact Report?

## PURPOSE

The purpose of this report is to take a look at the impact that a single design studio can have on our planet—for good and for bad. This document is designed to replace a standard Annual Report format, and focuses less on the financial results of the studio and more on our tangible impact on supply chains, resource extraction, and material use/production. Transparency is a crucial element of how *Minty Made* operates, so this document serves to provide a fundamental level of transparency for our clients and other businesses. A special thanks to Little Fox Design for their inspiration in creating this report.

It can be easy to simply choose recycled paper and feel you've made a positive impact on the planet. We want to present this document as a time capsule to reflect on the year, our clients, our responsibility to the Earth, and what we can improve upon in the future.

## CONTENT

This document is divided into multiple sections that discuss our in-house policies, client projects and management as well as our future goals for the studio and our commitment to the planet. This document is a living document and will occasionally be updated or revised when necessary.



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## OUR MISSION:

Minty Made is committed to helping and empowering businesses make a big impact while leaving a small footprint.

## OUR WORK IS DEEPLY ROOTED IN OUR CORE VALUES:

### Sustainability

We are just as committed to the sustainability of our planet as we are to the businesses working to protect it. We believe in being good stewards of the Earth in both our personal lives and as a business, and are actively working to help others do the same.

### Balance

Our work is made possible by the time we take to recharge our minds and refuel our creativity. Whether it's a weekend in the woods, an extra long lunch time walk with the pup, or a midweek massage, we are most productive when we acknowledge and honor the rest our bodies and minds need.

### Growth

We are constantly looking to expand our minds, because learning is the foundation of growth. Through courses, collaborations, and coaching, we are growing in the ways we show up for you. We are always on the lookout for new opportunities to serve our clients.

# Green Design Policies

## GREEN DESIGN POLICIES



01  
WE USE VERIFIED  
SUPPLY CHAINS

Trees are crucial to regulating our climate and are important natural climate solutions for sequestering carbon. We use supply chains that ensure responsible resource extraction.



02  
WE RECOMMEND  
ALTERNATIVE MATERIALS

A preferable alternative to traditional tree-fiber papers, we always are looking to research and discover alternate paper types to recommend.



03  
DESIGN & PACKAGING  
LIFE-CYCLE ANALYSIS

The life-cycle of the physical designs we create matters to us. We take care to ensure we're designing for a desirable end-state or disposal outcome.



01

## We use supply chains that ensure responsible resource extraction.

### FOREST CONSERVATION

It's important to us that our supply chains preserves old growth forests, which help purify drinking water, provide unique habitats for endangered animals, and hold high quantities of carbon. Sustainable forestry practices also set policy to how often trees are harvested.

### FIRST NATIONS LAND RIGHTS

It's important that the forestry certifications we follow enforce Free Prior and Informed Consent and participation for First Nations and Indigenous communities. Indigenous communities must be included when discussing land management and resource use.

### MILL POLICIES

We choose paper created from companies that hold a high standard in their mills for environmentally-friendly processes. This includes waste management and the use of renewable energy in the creation of the paper.



02

## We actively research alternative tree-fiber papers and packaging options to recommend to our clients.

### COTTON

Cotton paper is often created from discarded textiles such as jeans or t-shirts. Through diverting this material away from landfill, a new source of paper can be created. Cotton paper feels soft like USA one-dollar bills and is well-suited to use in packaging.

### STRAW

Straw paper uses reclaimed straw from farmer's harvests to create a high-quality sturdy paper. This paper diverts straw waste from being incinerated which helps reduce CO2 emissions and re-purposes a waste material, contributing to a more thoughtful, intentional use of resources.

### HEMP PAPER

Hemp is an incredibly fast-growing plant, and creates an incredibly strong fiber and paper. With a maturity age of only 90 days, one acre of hemp can produce as much paper as 4-10 acres of trees over 20 years.





03

## We take the necessary steps to ensure that we are designing for a promising future.

### RECYCLED / FSC CERTIFIED PAPER

Recycled paper is one of the easiest and most cost-effective ways for our studio and our clients to reduce their marketing impact. On average, one tonne of recycled paper saves 17 trees, giving our natural forests more of a chance to regenerate.

### PLANT-BASED INKS

Traditional inks are petroleum-based, so we prioritize and recommend vegetable-based inks such as soy inks to reduce air pollution (VOCs) to promote a healthier work environment for printer employees and our planet.

### PRINTING TECHNIQUES

We use a variety of print techniques to reduce the waste that we or our clients create per print run. This includes reducing bleeds to reduce ink waste, using white space, and avoiding unnecessary paper coatings or additions to prevent chemical leeching into the environment at end-of-life.

# Company Values & Policies

COMPANY VALUES & POLICIES



01

WE'RE HERE TO SPREAD  
AWARENESS & EDUCATE

Our goal is to teach as many individuals and businesses as we can about green marketing practices and more importantly, shift their behaviors and practices.



02

ETHICAL & INCLUSIVE  
MARKETING IS OUR PRIORITY

We strive to produce marketing content that empowers, educates and inspires our audience. We've pledged to keep our messaging clear, free of misleading claims and inclusive of all BIPOC and Indigenous communities.



03

WE'RE COMMITTED TO A  
HEALTHY WORK/LIFE BALANCE

As one of our core values, we are committed to encouraging our employees, subcontractors and clients to take time away from work to enjoy what really matters.



01

## We're here to spread environmental awareness and education to all.

### GIVING BACK 1% TO THE PLANET

We are an active member of [1% For The Planet](#), in which at least 1% of our annual revenue is donated to an organization that puts people and the planet over profit.

### FREE EDUCATION & RESOURCES

Minty Made regularly hosts free educational webinars and publishes free resources that educate other businesses about sustainable marketing practices.

### CONTINUING TO LEARN

We continually invest in educational courses and programs to better serve our audience and the clients that we work with.



02

## Ethical and inclusive marketing is our priority.

### WE'VE PLEDGED TO THE ETHICAL MOVE

We won't use false scarcity, bait-and-switch tactics, or charm pricing to promote or sell any of our products or services. To learn more about this pledge, visit [The Ethical Move](#).



### WE ACKNOWLEDGE OUR INDIGENOUS COMMUNITIES

We appreciate and honor the Indigenous Lands on which we run our business, acknowledging their ownership throughout our marketing channels and during events.

### INCLUSIVITY & ACCESSIBILITY FOR ALL

We are constantly implementing and learning new ways to ensure that our marketing and messaging is reaching those who need it most through use of accessibility tools and practices.



03

## We're committed to embodying and encouraging a healthy work/life balance.

### ‘ONE PROJECT AT A TIME’ POLICY

It is a priority that we protect the creative energy of our employees and subcontractors. To ensure the delivery of our best quality of work, we only take on one large branding and website design project at a time, with minimal overlap.

### SETTING BOUNDARIES

We clearly communicate our office hours and methods of all project communication up front. We also work with each client to ensure we respect their boundaries and time away from their workplace.

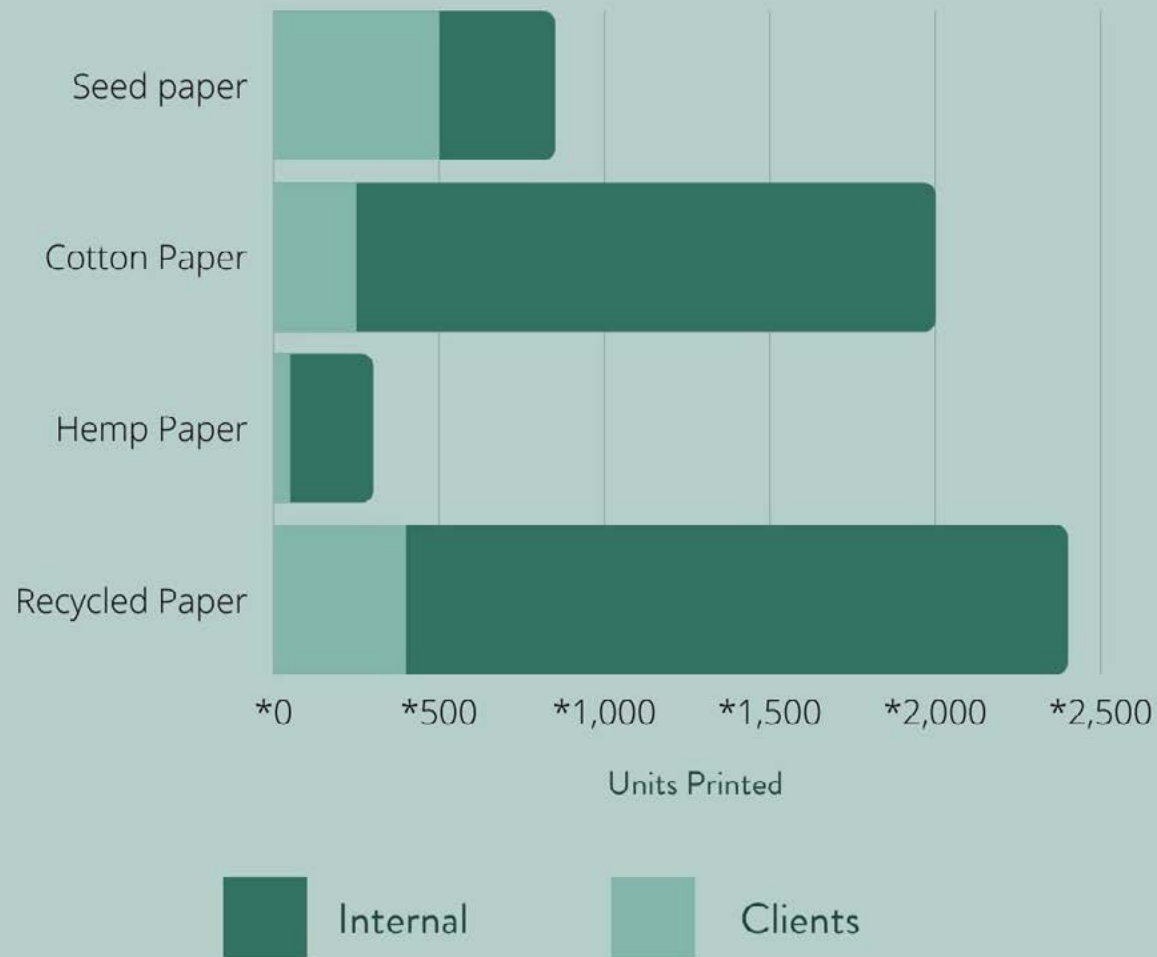
### DRAWING INSPIRATION FROM NATURE

We regularly set aside time to step away from our computers and immerse ourselves in nature: whether it's hitting the hiking trail, going for a paddle board ride or a run at the park. Our best project inspiration strikes when we are away from our screens.

# Client Work

# PRINT MATERIALS

Diverted from virgin paper or tree-based paper stocks

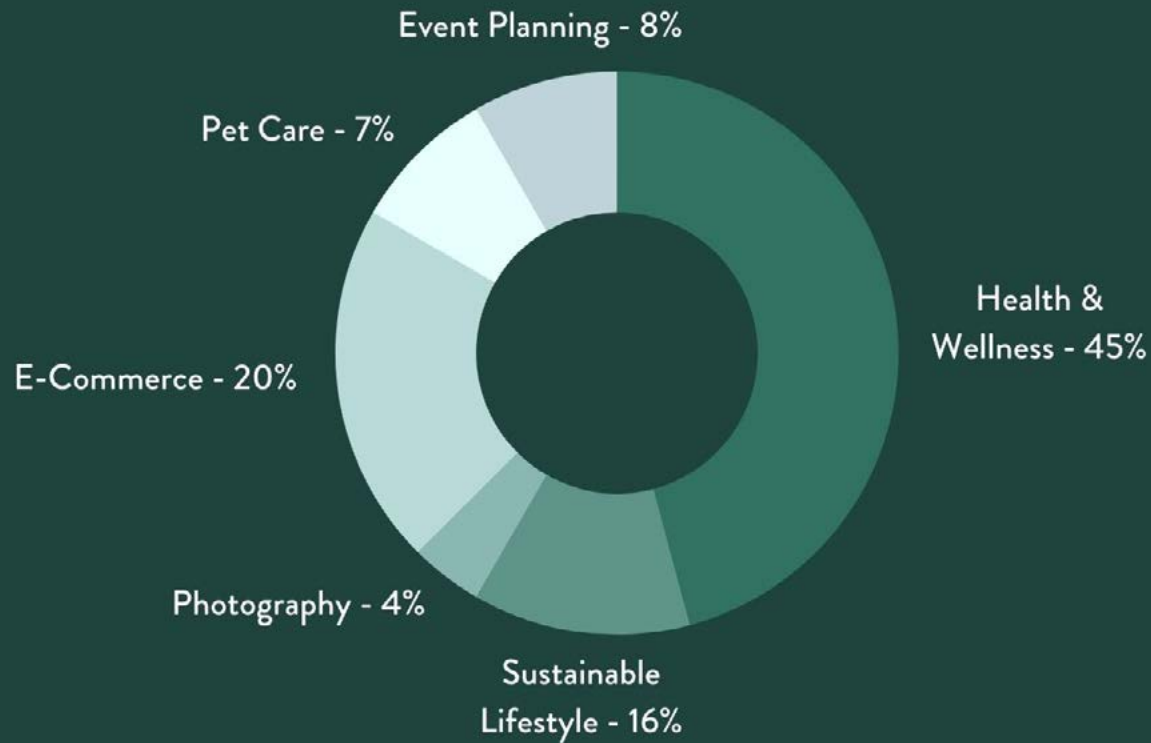


\*based on data of print quantities shared from clients, some of which were estimated



## CLIENT WORK

Our clients belonged to the following industries:



### A NOTE ABOUT OUR CLIENTS:

Though our primary niche is wellness and sustainability, we've served clients who align with these same core values across a variety of industries.

# Social Justice

## ANTI-RACISM



Sustainability and marketing must be anti-racist. It is impossible to be an advocate for our planet without approaching it from an intersectional perspective that fights for justice.

## ANTI-RACISM

We are committed to being actively anti-racist in our design work.

I.

We include diverse imagery in mockups, photography, client presentations, portfolio pieces, and social media feeds.

II.

We're continuing to learn more about intersectional sustainability and learn from BIPOC to promote sustainable education that fights against racism and advocates for justice.

III.

We actively promote the voices of BIPOC in our work and amplify their environmental and human rights messaging whenever possible.

IV.

We're committed to being more vocal about the Indigenous, Black, POC research we are reading.

V.

We actively implement our BIPOC sustainability and anti-racist research into the sustainability framework we use for working with clients. This framework is used to identify and mitigate harm in local, national, and global communities and to fight against environmental racism and injustice.

# Our Goals

## FUTURE GOALS



01

### LAUNCH ONLINE EDUCATION

Our objective is to educate and empower small business owners, corporate teams and marketing professionals to shift their marketing practices to be more sustainable for the planet.



02

### MONTHLY VOLUNTEERING

We're committing to taking a half day off during the week to volunteer at a few local organizations that align with our mission, vision and values.



03

### CARBON NEUTRAL CERTIFICATION

We've applied to go through the certification process to become a Climate Neutral Design Studio, focusing on what else we can do NOW, rather than by 2030.

## OUR GOALS

# We've got big plans for 2022!

### WE'RE LAUNCHING THE GREEN MARKETING ACADEMY™

In March 2022, we'll be launching our first online course and coaching program, The Green Marketing Academy™. Our objective is to educate and empower small business owners, corporate teams and marketing professionals to shift their marketing practices to be more sustainable for the planet. In addition to our paid course, we will be offering free workshops, community resources and a scholarship program for university and college students. For more information, visit [thegreenmarketingacademy.com](https://thegreenmarketingacademy.com).

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### MONTHLY VOLUNTEERING TO SUPPORT OTHER ORGANIZATIONS DOING THE WORK

At least once a month, our Studio Owner and Founder, Michelle, is committing to taking a half day off during the week to volunteer at a few local organizations that align with our mission, vision and values, including but not limited to the following:

Seattle Zero Waste

21 Acres Farms

Seattle Aquarium

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### BECOME A CARBON NEUTRAL STUDIO

We've applied to be a Carbon Neutral Certified Business. Climate Neutral works to eliminate global carbon emissions by getting businesses to measure, offset, and reduce the carbon they emit. We believe that both consumers and brands must work together to drive the world toward the zero net emissions future that science tells us we urgently need.



Interested in working with us?

[Fill out our Inquiry Form Here](#)