Social & Environmental Impact Report

2021

Verdical Group
VERDICAL GROUP IS A LEADING SUSTAINABILITY CONSULTING FIRM FOCUSED ON DECARBONIZING THE BUILT ENVIRONMENT AND INSPIRING A NET ZERO FUTURE.
Executive Summary

Thank you for taking the time to explore our annual impact report! I always say that a company is just a collection of people with a shared mission and vision for the future. At Verdical Group we’re working to build an equitable net zero future for all people, now. And we have fun doing it! Our goal is for Verdical Group to be the best possible company for our people, make as little impact as possible on the environment, and to be a vocal advocate for positive social change.

This report will share the incredible positive impact our team has made in 2021. We’ll start by introducing you to the B Corp movement and some other third parties we use to measure our success. Then, we’ll share highlights on how we’re continuously improving when it comes to our workers, environment, community, governance, and customer services.

Over the last few years, our small business has been challenged by the COVID-19 pandemic, ever-changing politics around climate change, and 2021 was no different. But we hope this report will show that even in the face of adversity, business can be a force for good.

Best,

Drew Shula
CEO + Founder
Verdical Group

LOS ANGELES OFFICE
LA Cleantech Incubator:
525 S. Hewitt Street
Los Angeles, CA 90013

PASADENA OFFICE
Co-located with Pankow Builders:
199 S. Los Robles Ave. Suite 300
Pasadena, CA 91101

OAKLAND OFFICE
Co-located with Pankow Builders:
1111 Broadway, Suite 200
Oakland, CA 94607

Drew Shula is our sole Board Member and the 100% Shareholder of Verdical Group,
How We Measure Success

VERDICAL GROUP MEETS RIGOROUS STANDARDS OF SOCIAL AND ENVIRONMENTAL PERFORMANCE, ACCOUNTABILITY, AND TRANSPARENCY.

B CORP
Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Verdical Group joins more than 4,000 certified B Corporations including: Patagonia, Ben & Jerry’s, Allbirds, Method, Etsy, and Seventh Generation, among many others. With the company’s mission in mind, Verdical Group proves that business can be used as a force for good in our global economy. We efficiently manage projects and teams while always connecting our day-to-day work back to the bigger picture – completing projects that have a positive environmental impact. We are a for-profit company but don’t have a singular focus on profit. We create value for our team, community, and the environment, by maximizing the power of our business to do good, a true win-win.

B Corp uses a unique Impact Assessment to capture the entirety of a business’ social and environmental footprint. Our current score on the B Impact Scale, which ranges from 0 to 200 points, is 123.7. A score of 80 is required for B Corp certification; for reference, an average business would score around 51 points. Check out Verdical Group’s report here.

We were originally certified in 2017, at which point our score was 84.8 points. Upon recertifying in 2021, our score jumped significantly as a result of improved policies and actions to benefit our workers, community, and customers. You can read more about that process here.

We could not be more proud to have a “B” next to our name.

OUR B CORP JOURNEY

<table>
<thead>
<tr>
<th>OUR ORIGINAL SCORE</th>
<th>OUR CURRENT SCORE</th>
<th>OUR GOAL SCORE</th>
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<tbody>
<tr>
<td>84.8</td>
<td>123.7</td>
<td>150</td>
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</table>

AVG. SCORE 51 MIN. REQUIRED SCORE 80
OUR B CORP SCORE BREAKDOWN

WORKERS

34.5/50

ENVIRONMENT

22.6/50

COMMUNITY

24.7/50

GOVERNANCE

19/25

CUSTOMER SERVICES

20.8/35

OUR OTHER CERTIFICATIONS

1% FOR THE PLANET
1% FOR THE PLANET MEMBER COMPANY
We donate 1% of our annual revenue, not just profit, to environmental nonprofit organizations.

CERTIFIED GREEN BUSINESS
The Green Business Bureau acknowledges that we prioritize and implement sustainable initiatives and business practices.

CERTIFIED SOCIAL ENTERPRISE
We’re an enterprise that enhances Los Angeles County through economic, social, and environmental sustainability.

No conflict exists between Verdical Group and these third-party organizations.
About this Report

THE ENCLOSED REPORT PROVIDES ADDITIONAL DETAIL ON HOW WE EMBODY OUR COMMITMENT TO SOCIAL AND ENVIRONMENTAL EXCELLENCE THROUGH OUR POLICIES, ACTIONS, AND REPORTING.

This document is organized using the five categories of the B Corp Impact Assessment:

**WORKERS**
Our workers are the key to our success. We aim to create a respectful, educational, diverse, safe, and fun place for them to work.

Pages 6-8

**ENVIRONMENT**
We “walk the walk” with sustainable decision-making, from small daily practices to larger emissions-reducing commitments.

Pages 9-11

**COMMUNITY**
We give back to our community through volunteerism, education, donations, and supporting our local economy.

Pages 12-14

**GOVERNANCE**
Our leadership team has mechanisms in place to ensure that we are continuing to be the best company we can be.

Pages 15-17

**CUSTOMER SERVICES**
We understand the impact of our services, including our building projects, events, and strategic advising / educational offerings.

Pages 18-22
OUR WORKERS ARE THE KEY TO OUR SUCCESS. WE AIM TO CREATE A RESPECTFUL, EDUCATIONAL, DIVERSE, SAFE, AND FUN PLACE FOR THEM TO WORK.

WELLNESS
At Verdical Group, we value the wellbeing of our employees. We use our B Corporation and Benefit Corporation resources as a guideline for our Employee Handbook and host regular reviews and feedback surveys to ensure we’re being the best company we can be.

BENEFITS

HEALTH
- 100% company-paid health and dental insurance
- Personal Time Off (PTO) + 9 paid holidays
- Offices located close to public transit that offer bike storage
- Policies to promote physical, emotional, and mental wellness

GROWTH
- IRA: 3% annually after one year of employment
- $750/year continuing education stipend
- 100% company-paid credential exams + renewals
- Flexible office schedule
- Career pathways program with quarterly meetings to discuss goals and personal growth

TEAM
- $100/mo. pre-tax cell phone reimbursement
- $100/mo. pre-tax travel stipend
- Team fun: Team Hikes, Holiday Dinner, Earth Day Volunteering, Retreats, VG University, Café Breaks

BENEFIT SPOTLIGHT: REMOTE WORK
While we have always offered employees the flexibility of working from home occasionally, in Spring of 2020, we transitioned to a fully remote work environment. This has had an immensely positive impact on our scope 3 emissions.

BENEFIT SPOTLIGHT: PTO ACCRUAL
In 2021, we expanded our existing paid time off (PTO) benefit by offering employees one additional PTO day for each year of service at the firm. This benefit was retroactively applied for current employees.
**DIVERSITY**

Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our diverse employees invest in their work represents a significant part of not only our culture, but our reputation, goodwill and long-term success. We aim to create a welcoming, supportive, and collaborative environment where full participation is valued and voices from diverse backgrounds and perspectives are heard.

**RACIAL AND ETHNIC DIVERSITY**

We are committed to the hiring, retention, and promotion of racially and ethnically diverse employees. Our policies on recruitment and selection, compensation and benefits, professional development and training, and mentorship strategies are all focused on providing a culture and work environment where racially and ethnically diverse employees have the opportunity to be successful in their careers and to be represented at all levels of the organization including senior leadership. We are committed to not just prohibiting racism within our organization but also actively fighting discrimination against Black, Indigenous, and people of color (BIPOC). Read our article on advancing antiracism in our work, which was published on B Lab’s B the Change Medium channel, [here](#).

**GENDER DIVERSITY**

We’re proud to share that women have historically held leadership roles at — and often make up the majority of — our company. In 2021, our company was comprised of 64.3% employees who identified as female, and four of our six departments were led by females.

<table>
<thead>
<tr>
<th>DIVERSITY SPOTLIGHT: CREDENTIALS</th>
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<tbody>
<tr>
<td>61% LEED Credential</td>
</tr>
<tr>
<td>15% Professional Engineer (PE)</td>
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<tr>
<td>15% WELL AP</td>
</tr>
<tr>
<td>38% Fitwel Ambassador</td>
</tr>
<tr>
<td>23% Envision Sustainability Professional</td>
</tr>
<tr>
<td>15% Green Globes Professional</td>
</tr>
<tr>
<td>8% TRUE Zero Waste Advisor</td>
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Workers: Goals

1. INCREASE DIVERSITY
   Increase diversity of age (defined by B Corp as under 20 and over 50 years old), race, and social economic status (defined by B Corp as living in a low income area or not holding a college degree). In 2021, 35.7% of team members identified as BIPOC and 64.3% identified as white.

2. MAKE SAVING FOR RETIREMENT EASIER
   Transition from an IRA retirement benefit to a 401k benefit. Unlike an IRA, team members can contribute up to 20% of their income to a 401k account. Employees are auto-enrolled, whereas IRAs are opt-in. Both of these changes will help employees save for retirement.
WE “WALK THE WALK” WITH SUSTAINABLE DECISION-MAKING, FROM SMALL DAILY PRACTICES TO LARGER EMISSIONS-REDUCING COMMITMENTS.

A NET POSITIVE COMPANY
We are excited to share that Verdical Group has officially offset our entire historical carbon footprint dating back to the company’s founding in 2012, plus ten percent, going above and beyond net zero to become a carbon negative / climate positive company. (Wondering what this means? Check out our guide to carbon terminology here.)

Our company goes beyond achieving net zero carbon emissions to actually create an environmental benefit (net positive) by removing additional carbon dioxide from the atmosphere. We plan to continue tracking our annual carbon footprint, reducing our impact wherever we can, and offsetting our remaining annual emissions. We currently track our annual Scope 1, Scope 2, and Scope 3 emissions, which encompass impact areas such as our office space, employee transportation / commuting, waste, and procurement. Read more about our journey here.

We are proud members of the B Corp Climate Collective and The Climate Pledge, collaborations of organizations dedicated to achieving net zero.

AN ANTI-FOSSIL FUEL COMPANY
Verdical Group does not accept money from companies whose majority of revenue comes from the fossil fuel industry. At Verdical Group, we are working to decarbonize the world. Fossil fuel companies are the biggest emitters of carbon, a primary cause of the climate crisis that we are working to solve. It doesn’t make sense for us to enable them by accepting contracts or event sponsorships from these companies — it’s counterproductive to our work.

We are proud to be one of a growing number of companies leading the charge toward decarbonization and solving the climate crisis. We’ll also continue to advocate for the removal of natural gas on all of our building projects.
OUR SUSTAINABLE PURCHASING POLICY
Verdical Group purchases green, third-party certified products whenever possible. We choose green shipping options whenever possible. We encourage all employees to return company apparel, and merchandise that they are not interested in keeping at the end of their employment so that we may reuse and/or recycle branded items. Our team holiday gifts in 2021 were purchased from fellow B Corp Patagonia.

OUR WASTE POLICIES
In alignment with our company’s mission, we preserve natural resources as much as possible in our day-to-day work. We aim to conduct our business so as to create as little waste as possible, targeting 90% waste diversion from landfills and seeking zero waste performance. We recycle, compost, and dispose of e-waste properly. We also encourage employees to re-use items such as boxes, paper, and packaging when possible. We strive for an entirely paperless work environment, keeping all documents electronically and recycling any printed materials when they are no longer needed.

OUR OFFICES

LOS ANGELES
- LEED BD+C v3 Platinum and WELL Gold certified, featuring a living wall, bike storage room, bike share, Zipcar, large PV array, Solatubes for ample natural light, and many more green building features
- Walkscore: 88
- Transportation: Metro Gold Line (0.7 mi. from office). Metro bike share station. EV charging is available on site.

PASADENA
- Designed to LEED ID+C v3 Silver standards, including recycled materials, occupancy sensors, metered faucets, high-efficiency lighting, alternative transportation access, and ample daylight
- Walkscore: 92
- Transportation: Metro Gold Line 0.5 mi. from office. Metro bike share station. EV charging stations available on site.

OAKLAND
- A LEED Gold-certified, Energy Star-certified, BOMA Earth Award-winning building. The high-rise boasts an eco-friendly cleaning program, programs for recycling and composting, and green electronics disposal.
- Walkscore: 100
- Transportation: A block away from the BART. The area has a high bikeability rating and access to bike rental services.
DIVEST OUR INVESTMENT PORTFOLIO
Verdical Group is planning to divert all of our investments away from fossil fuels, as well as firearms, prisons, and tobacco companies. This change is on track to be fully implemented before mid-2022.

CONTINUE REDUCING SCOPE 3 EMISSIONS
As previously discussed, our transition to a remote environment has helped our team reduce scope 3 emissions drastically. We aim to continue this effort by encouraging employees to commute as little as possible and to carpool, use rideshare, or take advantage of public transit when necessary. We also are continuously working to reduce emissions related to procurement and shipping, as well as our employees’ at-home waste.
WE GIVE BACK TO OUR COMMUNITY THROUGH VOLUNTEERISM, DONATIONS, EDUCATION, AND SUPPORTING THE LOCAL ECONOMY.

VOLUNTEERISM
Verdical Group is committed to supporting employee volunteering efforts. We encourage volunteering activities that are aligned with our company goals of creating a more sustainable and socially just world. To that effect, each Earth Day, Verdical Group employees are given a paid half day to volunteer; this is often a team event, as was our 2021 beach clean-up. In 2021, our team volunteered 58.5 hours collectively.

Verdical Group also encourages employees to participate in industry organizations and associations affiliated with the company’s business goals and sustainability mission.

1% FOR THE PLANET
As a 1% for the Planet Member Company, we donate 1% of our annual revenue, not just profit, to environmental nonprofit organizations. Our giving includes monetary, volunteering, and in-kind contributions.

$12,900  $118,961
Given in 2021  Given since 2013

Nonprofits we’ve given to since becoming a 1% for the Planet Member Company:
COMMUNITY

EDUCATION
One of our favorite ways to engage with our community is through education. We hosted virtual sessions on green building certification systems, ESG, decarbonization, and more. Our team members appeared on podcasts and were featured on a wide variety of panels to talk sustainability.

THE NET ZERO CONFERENCE
Verdical Group produces the annual Net Zero Conference — our most significant educational contribution to our community. Over eight years, the event has brought together industry professionals from around the world to inspire, educate, and champion a net zero future. The conference provides synergistic learning opportunities across focus areas like carbon, climate, equity, ESG, net zero, and resilience. It features world-class speakers from multidisciplinary backgrounds, educational sessions on trends and emerging technologies, an interactive Expo Hall, professional networking, and an annual Gala.

In 2021, we hosted a hybrid event, with virtual education sessions accompanied by an in-person Expo Hall and Trailblazer Awards Ceremony. We had 1,030 attendees, including many free need-based and student tickets. In 2021, we substantially increased the diversity of our speakers, 50% of whom were female and 41% of whom were people of color.

OUR EQUITABLE PURCHASING POLICY
Verdical Group uses our purchasing power to stimulate local economic development, create local employment, redistribute wealth, and to build thriving communities. We purchase a minimum of 10% of all goods and services from small, local, independent businesses. We purchase a minimum of 5 percent of all goods and services from certified Minority-Owned Businesses, Women-Owned Businesses, Service-Disabled Veteran-Owned Businesses, certified B Corps, JUST labeled Businesses, or Worker Cooperative Businesses.

We avoid purchasing from super-large retailers like Amazon when possible. A great example of this in 2021 was our choice to purchase our clients gifts from a local Black-owned bookstore rather than at Amazon’s discounted rate. However, when we do make Amazon purchases, we participate in the Amazon Smile program, through which Amazon donates 0.5% of the price of eligible purchases to your selected charity. Ours is our local U.S. Green Building Council chapter.
Community: Goals

1. INCREASE SUPPLIER OWNERSHIP DIVERSITY
Supplier ownership diversity is defined by B Corp as owned by women or under-represented populations. In addition to procuring goods and services from providers who fit this category, we also seek to purchase locally as often as possible.

2. DIVERSIFY NET ZERO CONFERENCE SPEAKERS
While we are proud to host one of the most diverse events in our industry when it comes to speaker race and gender, we know there is still ample room to improve. For our 2022 Net Zero Conference, we are prioritizing a diverse educational program with 50% women and 50% people of color.
Our Leadership Team Has Mechanisms in Place to Ensure That We Are Continuing to Be the Best Company We Can Be.

Our Commitment to Social and Environmental Excellence
To ensure our leadership remain committed to social and environmental performance, we have incorporated these principals into our bylaws, hiring process, and feedback processes.

Our Bylaws
Perhaps the best indication that social and environmental sustainability is ingrained in our organization is our commitment to these principals as outlined in our Articles of Incorporation and bylaws. As a Benefit Corporation, our bylaws state that Verdical Group shall consider the effect of company actions on “the ability of the corporation to accomplish its general public benefit purpose and reduce the impact of the built environment on the natural environment.” Our bylaws also require that our company consider the effect of our actions on the interests and wellbeing of our customers, shareholders, employees, community, and facilities, as well as the longevity of our business. Finally, they state that any person seeking to acquire control of the company must have intent consistent with the corporation’s purpose — to create social benefit.

Hiring + Reviews
Our company’s social and environmental goals are listed as employee responsibilities in Verdical Group job descriptions for all levels. Per B Corp’s recommendation, and to ensure progress is being encouraged at the management level, all full-time managers are formally evaluated on their social and environmental performance during quarterly reviews.

Updates on our company’s social and environmental goals are given to the full team during regularly scheduled strategic planning meetings, which also provide employees with an opportunity to share new ideas or challenges. Employees also have the opportunity to provide feedback on the company’s performance via quarterly 360 reviews — where employees receive as well as give feedback to their managers — as well as a confidential survey, which is distributed annually to ensure employee satisfaction and ongoing improvement.
EMPLOYEE PROMOTION AND COMPENSATION
Verdical Group’s Career Pathways program was developed in 2018 to prioritize employee growth and development. The program establishes salary ranges for each department and level, commensurate with experience and responsibilities. The document provides employees who are looking to grow with a guideline and resource to reference.

GOVERNANCE SPOTLIGHT: ANNUAL SURVEY RESULTS
Each year, Verdical Group employees complete a confidential survey about their experience at our company. This allows us to see areas where we’re doing well and practices or policies that can be improved.

The following statements were rated most positively by Verdical Group employees:

• “People are treated with respect and appreciation regardless of race, gender, position, function/department, age, disability, etc.”

• “I understand the importance of valuing differences at Verdical Group.”

• “Colleagues are focused on solutions, rather than blame.”

• “Verdical Group challenges the status quo and seeks continuous improvement.”

• “I believe the company will continue to grow.”

• “I am proud to work at Verdical Group.”

ADVOCACY
Beyond our green building project work, Verdical Group is committed to using our platform as an active voice for positive social and environmental change. We use our corporate communication channels to educate, advocate, and amplify critically important issues like antiracism, equity, human rights, democracy and voting, the climate crisis, environmentalism, renewable energy, and decarbonization. We’re pragmatists and know the world is far from perfect, but we’re also eternal optimists. We see challenges like the climate crisis and human inequality and know vast improvements are possible.

1 TO 2.7
The salary ratio of our lowest to highest paid employee
GET CLIMATE NEUTRAL CERTIFIED
We think of B Corp, 1% for the Planet, and Climate Neutral Certification as the golden trio. Because Verdical Group has already tracked our impact, set reduction goals, and offset our emissions, we will be ready to become officially Climate Neutral when this organization accepts its next batch of applicants.

INCREASE OUR B CORP SCORE
The next time we re-certify, we hope to achieve a B Impact Assessment score of 150 points or greater. This is the number that Patagonia, a company that we look up to for an innumerable number of reasons, scored at their last recertification. Achieving this score would likely situate us as a Best For The World B Corp — an organization ranking in the top 5% of scores in at least one category. We are already making policy changes that will help us get there.
WE UNDERSTAND THE IMPACT OF THE WORK WE DO FOR OUR CLIENTS, INCLUDING OUR BUILDING PROJECTS, EVENTS, AND STRATEGIC ADVISING.

OUR SERVICES
Verdical Group is a full-service sustainability consulting firm focused on decarbonizing the built environment and inspiring a net zero future. Our team of multidisciplinary experts offers:

**Engineering Services:** commissioning, energy modeling, daylight modeling, and life cycle assessments.

**Sustainability Strategy:** net zero, zero carbon, Environmental Social Governance (ESG), and program management.

**Project Management:** green building certifications such as LEED, WELL, Fitwel, Living Building Challenge, Envision, Declare, and more.

**Sustainable Event Production:** strategy, day-of support, post-event metric reporting, and more.

CLIENT SATISFACTION
Verdical Group regularly monitors our customer satisfaction using specific targets which were achieved in 2021. Monitoring customer outcomes and wellbeing allows us to increase retention and garner new clients via word of mouth. Our customer stewardship includes ethical marketing and customer engagement policies that prioritize data usage transparency for all individuals who visit our website and who we contact via email.
CUSTOMER SERVICES SPOTLIGHT: OUR LEED PROJECT SAVINGS

Each year, Verdical Group measures a key piece of our positive impact on the environment by tracking the energy, water, and waste savings from projects we have helped to earn LEED certifications.

<table>
<thead>
<tr>
<th>Energy Saved</th>
<th>equivalent to:</th>
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<tbody>
<tr>
<td>17,289,907 kWh</td>
<td>12,253 metric tons CO₂ saved</td>
</tr>
<tr>
<td>2,031,752 kWh in 2021</td>
<td>202,605 seedlings grown for 10 years</td>
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<table>
<thead>
<tr>
<th>Water Saved</th>
<th>equivalent to:</th>
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<tbody>
<tr>
<td>9,049,255 gallons</td>
<td>215,458 bathtubs-worth</td>
</tr>
<tr>
<td>1,423,372 gallons in 2021</td>
<td>13.7 Olympic swimming pools-worth</td>
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<table>
<thead>
<tr>
<th>Waste Diverted</th>
<th>equivalent to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,867,515 lbs</td>
<td>73,503 metric tons CO₂ saved</td>
</tr>
<tr>
<td>11,344,000 lbs in 2021</td>
<td>3,633 garbage trucks-worth</td>
</tr>
</tbody>
</table>

This data shows our historical impact since 2012, including the six new projects that we worked to achieve certification for in 2021. By continuing to monitor how Verdical Group is impacting the environment through our LEED projects, we can see the growing impact that the firm is having on the world and the people who inhabit it. We hope these numbers prove that day-to-day energy, water, and waste savings add up, and that decisions that businesses and people make every day can have a huge impact on others and the planet.

*Equivalencies determined using the US EPA’s Greenhouse Gas Equivalencies Calculator.*
THE POSITIVE IMPACT OF OUR SERVICES
Verdical Group’s services provide our customers with a positive social and environmental impact, whether that be healthier buildings, improved wellness, employee satisfaction, reduced energy and water consumption, reduced operational costs, and/or positive marketing value. We’re proud to share a few of our favorite examples of this from the past year.

BUILDING PROJECTS
Our building projects are our largest contributor to our environmental impact on the planet. A few of our favorite building projects that we worked on in 2021 include:

PRODUCE LA
Client: Pankow Builders / Continuum Partners
Designed by EYRC Architects, Produce LA is a mixed-use development in Los Angeles. We worked with the project team to surpass their original goal of Silver and earn LEED v4 BD+C: Core & Shell Gold certification, reducing water use by 45% and saving 27% on energy costs. About 93% of materials were diverted from landfills. The project specified, sourced, and installed building products responsibly. We also provided Commissioning, Utility Incentive Program Management and a WELL Feasibility Assessment for the client.

UCLA COVEL DINING
Client: University of California, Los Angeles
UCLA’s Covel Dining Hall is a partial renovation project designed by Frederick Fisher and Partners. The project achieved LEED v4 ID+C Silver Certification by reducing indoor water use by 32.51% and lighting power by 33.59%. The team installed materials that had a low health and environmental impact.

MARK 302
Client: House & Robertson Architects / Heritage Growth Properties
Mark 302 is a rejuvenation of the Sears Building, a Santa Monica Designated Historic Landmark. Verdical Group assisted the team in earning LEED v3 BD+C Silver Certification, surpassing the original target of Certified. The project achieved an overall 61.41% reduction in potable water use for landscaping and an overall 38.16% reduction in indoor water use. A whole-building energy simulation was conducted in order to assess the building’s energy performance and achieved an overall 27% energy cost savings. Over 90% of comingled waste will be recycled. Verdical Group is currently working with the client to pursue Fitwel Certification as well.
STRATEGIC ADVISING + ESG
We often provide clients with non-building project management on a variety of services, from master planning to sustainability program management, corporate sustainability reports, and research projects.

Environmental, Social, and Governance (ESG) is a new service we began offering in 2021. While ESG might initially seem complex, it is fundamentally a storytelling exercise — collecting all the wonderful stories about your company making a positive impact on people and the environment. In 2021, we worked with clients to guide the process and provide the expertise to create performance baselines, set goals, calculate carbon footprints, and tell their sustainability story.

CLIENT EVENTS
In addition to our annual Net Zero Conference, Verdical Group also produced sustainable events for external clients in 2021. We guide our clients to the most sustainable and equitable event formats, venues, vendors, and programming possible given their goals and budget.

THE VITRUVIAN HONORS & AWARDS
Client: Façade Tectonics Institute (FTI)
Verdical Group was pleased to work with our longtime partner, FTI, to deliver their inaugural Vitruvian Honors & Awards in December 2021. We provided event production, virtual platform management, integrated marketing and design, and registration support.

Attendees from nine countries joined the day-long ceremony to celebrate outstanding achievements in the field of façade design and delivery. Verdical Group advised that the event be held virtually to increase participant safety and reduce environmental impact by reducing waste, onsite energy and water use, and emissions relating to travel.

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS GENERAL ASSEMBLY
Client: South Bay Cities Council Of Governments (SBCCOG)
In March 2021, Verdical Group worked with SBCCOG to present their annual General Assembly, providing virtual event production, overall event management, sponsorship coordination, technical support, and post-event reporting.

This event was a gathering of stakeholders from Los Angeles’ South Bay, collaborating on policies to enhance social, economic, and environmental growth. We advised the SBCCOG to host the General Assembly virtually, given the health impact of the COVID-19 crisis and environmental costs associated with in-person events.
Customer Services: Goals

1. CREATE A CLIENT SURVEY
While we always ask our clients for feedback throughout and following the completion of our services, we are eager to standardize this process. By creating a client survey and establishing its distribution as part of our project closeout procedure, we will ensure that we’re continuously improving.

2. CONTINUE EXPANDING OUR SERVICES
This one is simple — basically, the more sustainability services our team offers, the more we can help build a safer, more resilient, more equitable world.