

2022

# SUSTAINABILITY UPDATE

YellowDog Design,  
Print, & Marketing

3881 N Steele St, Unit A  
Denver, CO 80205





**yellowdog**

DESIGN  
PRINT  
MARKETING



We aim to use our resources— our curiosity, our creativity, and our influence in our community— to protect our environment, support our community, and uplift our employees all while building a better future.



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# Sustainability

at YellowDog Denver

ENVIRONMENT		SOCIAL		
Planet	Local Ecosystem	Employee Wellbeing	Ethical Suppliers	Supporting our Community
Goal: Carbon Neutral by 202X	Print Recyclability	YellowDog Standards		Mission Statement

## GOVERNANCE

It is interwoven into our operations to uplift our employees, empower them to make choices that align with brand values, and to feel confident implementing environmental policy within the YellowDog ecosystem.

## Our Key Successes



75 Company Volunteer Hours this year so far



High : Low Pay Ratio of 2.7:1



Implemented Environmental Purchasing Document



Reduced energy usage by 15% since 2020

# Our Planet

## Plan A– Because there is no Planet B

At YellowDog, we acknowledge that we have a responsibility to ensure our operations result in the best-looking future for our planet. As a print shop, we are willing to take on the responsibility for reducing our footprint while still producing the highest quality products for our customers. Currently, we are ensuring that there are plenty of 100% recycled paper options, and those that aren't all are made with Post-Consumer Recycled content.



We use our values of Creativity and Curiosity to reuse and repurpose waste from our primary goods, find solutions to reduce carbon emissions, and innovate existing products to make them more sustainable and cost-effective while only improving their quality.



Local is our passion. It is clear to us that our sustainability measures directly and indirectly effect our community as well as the global climate crisis, and therefore we continuously look for ways to decrease our paw print.

# Our Community

## Because Local is Our Passion

Sustainability is more than environmental initiatives. Community plays a major role in both our company and sustainability mission statements. We offer our staff members one paid volunteer day (VTO) per quarter to participate in an event of their choice or to join us in a volunteer opportunity as a team.

We have participated in walks for animal shelters (like the annual Furry Scurry put on by Dumb Friend's League!), food banks and kitchens, river cleanups, and food waste diversion events. We look forward to these opportunities to give back to the Denver community! We also are supporters of nonprofits, giving an ongoing 15% discount to all projects from nonprofit organizations.



# Current Impacts

Centered Around Global Sustainability Development Goals

## Our Environment



As a business, we have a responsibility to uphold a triple bottom line mentality, meaning equally protecting people, planet, and profits. We are protecting our planet through our intermediary product purchasing, creation of climate goals, and work towards carbon neutrality.

## Our Community



It is clear we love our community. Through our wide array of volunteer work and support of nonprofits, we work together to reduce inequalities among our community, assist on projects that help Denver become a more sustainable city, and protect our watersheds and aquatic life.

## Our Products



We utilize our position in the supply chain to promote better business throughout. This means working with suppliers who are ethical and align with our mission, collaborating with companies who are innovative and are making steps towards better business, and ensuring that our consumption and production strategies are as cost efficient as possible without compromising on human rights, sustainability, or product quality.

# Opportunities

Because We Never Stop Improving

## Hard-to-Recycle Materials

We want to expand on our yard signage recycle program by implementing similar services for other hard-to-recycle products we offer to our clients, such as the bubble wrap in our packaging in our packaging.



## Life Cycle Cost Analysis

The equipment we use for product creation contributes to the environmental impacts of our company. We are working on implementing a formal life cycle cost analysis stage in our decision-making scorecard of future large purchases. Smart business and sustainable business.



# Questions? Contact us.



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