

### **ABOUT**

CIRCULARLY PBC IS AN IMPACT CONSULTING FIRM THAT EMPOWERS ORGANIZATIONS TO SHIFT TO REGENERATIVE, COMMUNITY FOCUSED, AND RADICALLY KIND & EQUITABLE PRACTICES.

#### **OUR PURPOSE**

To shift our global economy to output planetary regeneration, deep community impact, and radical humanity & equity.

#### **OUR VISION**

To be an engaged and active participant in an interdependent web of organizations implementing these solutions by 2025.

#### **OUR MISSIONS**

To enable joyfully interdependent, resilient, and decentralized communities to thrive.

To aid in building products and services that design out waste, regenerate natural systems, and utilize materials to their fullest potential.

To embed deeply equitable, humane, and kind business practice into all businesses we work with.

#### **OUR VALUES**

LOVE

We approach ourselves, our colleagues, and our communities with love and kindness. We support each other and together make each other better.

**PRACTICE** 

We live the environmental and social stewardship we preach in all aspects of our lives.

**AUTHENTIC** 

We always bring our authentic selves to work. We let our guard down and lean into the things we don't know by seeking help from others.

**CONSTANT EVOLUTION** 

We welcome challenges, change, and growth with open arms. We know that the environment around us is ever changing and improving, and we must do the same in order to have the greatest impact possible.



## **CIRCULARLY LONG TERM GOALS**

#### **MISSIONS**

#### LONG TERM GOALS

COMMUNITY - To enable joyfully interdependent, resilient, and decentralized communities to thrive.

**OUTCOMES** - Measure the outcomes created by 100% of our client interactions to ensure material positive impact.

SUPPLIER DIVERSITY - Uplift women, BIPOC, and LGBTQIA+ organizations by ensuring that at least 50% of our

**CLIENTS** - Ensure that at least 50% of our clients are local and independent clients by 2025.

supply chain is lead or run by folks from those groups by 2025.

INTERNAL HIRING - Hire >75% of our staff locally to the Hudson Valley and further—native local folks if possible—by

**LOCAL COMMUNITY** - Ensure our deep support for relevant climate justice legislation in our local community by 2023 by donating >1% of our time annually.

LOCAL COMMUNITY - Ensure our support for housing justice by actively participating in advocacy work by 2023.

**PRODUCT & SERVICES -** To work with 25 clients in imperative industries (food, housing, transportation, etc.) by 2025 on building products & services that are circular.

**LOCAL COMMUNITY -** Ensure 90% of labor associated with bringing our circular product line to life is local to the Hudson Valley.

**ESG** - Achieve a <u>climate positivity</u> by eliminating all operational emissions through regenerative business practices and offset all unavoidable emissions using hyperlocal carbon offsets by 2025.

**PRODUCT & SERVICES -** Aid a cohort of 35 startup businesses focused on circularity achieve Certified B Corp Status by 2025.

**PRODUCT & SERVICES -** Ensure 100% of clients are satisfied with the outcomes of working with Circularly.

**SUPPLIER DIVERSITY** - Uplift women, BIPOC, and LGBTQIA+ organizations by ensuring that at least 50% of our supply chain is lead or run by folks from those groups by 2025.

CIRCULARITY - To aid in building products and services that design out waste, regenerative natural systems, and utilize materials to their fullest potential.

HUMANITY - To embed deeply equitable, humane, and kind business practice into all businesses we work with.



30+

POINTS GAIN PER CLIENT
ON THE B IMPACT
ASSESSMENT

44

LONG TERM ESG CLIENT GOALS CREATED

2

**CLIENTS ACHIEVED B CORP STATUS IN 2022** 

40%

**LOCAL CLIENTS** 

60%

CLIENTS INDEPENDENTLY
OWNED

6

CLIENT BUSINESSES SERVED

100%

SCOPE 1 & 2 EMISSIONS OFFSET

99%

**COGS LOCAL TO OUR OPERATIONS IN 2022** 

95%

COGS SPEND WITH
SUPPLIERS OWNED &
OPERATED BY WOMEN OR
BIPOC FOLKS



Circularly Public Benefit Corporation

# **ABOUT THE FOUNDER**

Casey Plasker is the founder and CEO of Circularly PBC, a corporate sustainability and circular economy consulting firm based in Hudson Valley.

Casey has a clear focus on helping unlock triple bottom line impact in a way that gets team members excited, engaged, and aligned. To achieve this, she provides a clear understanding of the current state of the business, focuses on impact strategy backed by measurement, and provides support on operational changes.

Casey has 10 years of experience focusing on climate change, and 6 years working in rapid growth startups focused on building programs and relationships that enable triple bottom line impact. This includes creating and executing plans to reduce scope 3 impacts, company-wide impact strategies, Greenhouse Gas Emission Inventories, achieving B Corporation Certifications (B Corp), GRI Reporting, and building global giving efforts—enabling access to renewable energy for over 80,000 individuals globally.

Casey holds a Masters Degree in Sustainability Management from Columbia University in New York City. She envisions a world where businesses positively impact the planet—and believe we all must work together to achieve this outcome.







# **WORKING WITH CIRCULARLY**

CASE STUDY: O DELAY

#### **OVERVIEW**

**ODELAY FILMS** reached out to Circularly to help achieve B Corp Certification status. They were interested in adopting best in class business management practices that helped them to align with B Corp Certification Standards and create best in class practices for a particularly material key stakeholder group to their business: **Contractors**.

**INDUSTRY:** Film & TV

**PROJECT DURATION:** 4 Months

PURPOSE, MISSION, VISION, & VALUES.



CREATED 5 YEAR GOALS AND KPIS WHICH WILL HAVE A PROFOUND IMPACT ON THE VFX INDUSTRY.



#### OUTSOURCE STAFFING

- 1. CODE OF CONDUCT
- 2. ESG POLICIES
- 3. JEDI SURVEYS
- 4. ESTABLISHED CONTRACTOR BENEFITS



# EMPLOYEE HANDBOOK

- 1. PARENTAL LEAVE POLICIES
- 2. FLEX WORKING
- 3. SUPPLEMENTAL BENEFITS



# PERFORMANCE REVIEWS

ESTABLISHED 360
PERFORMANCE REVIEW
AND CONTRACTOR
REVIEW CADANCE



#### AND MUCH MORE!





In partnership with Managing Director, **Prudence Beecroft**, we created a first of its kind contractor onboarding process to help Odelay build best in class business management practices and meet B Corp Standards.

Although not required by law, Odelay Films was interested in having all contractors adhere to their environmental and social standards.

Odelay Films is committed to diversity and inclusion on all projects. In partnership with the Advertising Producers Association (APA) and Circularly, Odelay created the standard for the entire industry for collecting JEDI information from contractors.





# **WORKING WITH CIRCULARLY**

CASE STUDY: MANYMOONS

#### **OVERVIEW**

**MANYMOONS** worked in partnership with Circularly to create the basis of their governance structure, people management practices and processes, and circular supply chain and supplier compliance mechanisms. Circularly has worked with Manymoons from the first days of their startup in 2020 through 2023.

INDUSTRY: Retail DURATION: Ongoing

**OUTCOMES:** B Corp Certification

PURPOSE, MISSION, VISION, & VALUES



#### **GOAL SETTING**

CREATED ANNUAL
GOALS TO HELP ALIGN
THE TEAM AROUND
RAPIDLY EVOLVING
BUSINESS STRATEGY



#### SUPPLIER COMPLIANCE

CREATED THE BASELINE
OF THEIR CIRCULAR
RETAIL SUPPLY CHAIN
MANAGEMENT



# MONTHLY MEETING SERIES

CREATED MONTHLY
MEETING SERIES TO
HELP CREATE
TRANSPARENCY
AND ALIGN THE
TEAM

#### HEALTHCARE PLAN

ESTABLISHED BENEFITS STRATEGY FOR THE ENTIRE ORGANIZATION



#### AND MUCH MORE!





Together with Manymoons Product team, we created a supplier onboarding process that enabled Manymoons to properly vet products being sold within their Circular Retail system. This consisted of the following:

- 1. **Supplier Decision Making Matrix**This was created as a preliminary check point to help the Production Team identify whether or not a supplier was a good fit for their circular business ecosystem before engaging in partnership.
- 2. **Supplier Code of Conduct**Created to ensure the supplier understood and agreed the high ESG expectations of the partnership.
- 3. Restricted Substance List
  We created a list of substances that were not
  allowed in the production process of the
  products Manymoons carries.
- Supplier Compliance Form
   We created a self audit supplier compliance
   form to more deeply understand and audit the
   practices of our suppliers.



# **CASE STUDY:**



#### **ABOUT**

**FIFTY FIFTY POST** reached out to Circularly to help achieve B Corp Certification status. They knew they were doing a lot of the right things, but needed help to create policies and procedures that aligned with best in class business practices and B Corp Certification standards.

INDUSTRY: Film & TV DURATION: 4 Months

PURPOSE, MISSION, VISION, & VALUES.



#### **GOAL SETTING**

CREATED 5 YEAR GOALS AND KPIS WHICH WILL HAVE A PROFOUND IMPACT ON THE POST PRODUCTION INDUSTRY.



- 1. CODE OF CONDUCT
- 2. ESG POLICIES
- 3. JEDI SURVEYS



# EMPLOYEE HANDBOOK

- 1. PARENTAL LEAVE POLICIES
- 2. FLEX WORKING
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# PERFORMANCE REVIEWS

ESTABLISHED 360
PERFORMANCE REVIEW
AND CONTRACTOR
REVIEW CADANCE



#### **AND MUCH MORE!**





"Circularly held our hands throughout the B Impact Assessment and ensured we were asking the right questions of ourselves, not only about the assessment, but about our entire business. Working with Casey was a joy and she really helped us to keep the focus and momentum on our B Corp accreditation goal. We are, more importantly, most excited by the fact that Casey helped us to establish our business strategy & goals long term, which incorporated the B Corp ethos throughout. Casey has helped us set up a framework that we as leaders can work to, and one we can roll out to our whole team, for a sustainable and successful future!"

Sally Pacy, CEO FIFTY FIFTY POST















# **WORKING WITH CIRCULARLY**

CASE STUDY:

# CELESTIAL

#### **OVERVIEW**

THE HAIN CELESTIAL GROUP engaged Circularly in 2020 to help create their first ever ESG reporting. Through this process, the Circularly team helped to create a strategy for impactful storytelling in a way that was authentic and transparent to the impact journey they had started. We worked to ensure all metrics were in compliance with SASB and CDP standards. And perhaps most importantly, Circularly worked with the Hain Celestial Team to help create a strategy around which metrics to measure to ensure progress towards profound levels of ESG impact.

Today, Circularly is actively helping the Hain Celestial team to identify and track progress towards a global decarbonization strategy.

**INDUSTRY:** Food & Personal Care Products

**PROJECT DURATION: Ongoing** 

**OUTCOMES:** Two Annual ESG Reports







"I'd highly recommend Circularly. They were innovative, responsive, and extremely knowledgeable about a wide variety of sustainability topics. They were proactive and made themselves available to meet with my colleagues in order to support the company in understanding, collecting, and drafting sustainability case studies, which enhanced the quality of their consulting work."

Michelle Nadbody, ESG Director THE HAIN CELESTIAL GROUP





# Reach out to us to start your impact journey today!

LET'S GO!

