



2024 Impact Report

Environmental, Social, and
Governance Highlights

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Introduction

This year marks an exciting milestone for Riveo as we proudly present our first-ever Impact Report. Within these pages, we share the progress we've made, the initiatives we've launched, and the meaningful outcomes we achieved in 2024. This report is more than a summary of our efforts—it's a testament to our commitment to sustainability, equity, and responsible business practices. As we continue to grow and evolve, we view this report as the beginning of an enduring tradition of accountability, transparency, and positive impact.

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A Letter From Our CEO



Pictured: Elin Barton

There are countless ways to measure the success of a business. For many, it's all about the financials—profitability often stands as the ultimate yardstick. But over the past 15 years, I've learned that true success is about much more than just dollars and cents.

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There are countless ways to measure the success of a business... I've learned that true success is about much more than just dollars and cents.

When we step back from the balance sheet, we begin to see the bigger picture: the impact we're having on our teammates, our community, and the world at large. For a long time, I believed that a small business like ours couldn't make a significant difference. Thankfully, some wise mentors and teachers have shown me otherwise.

Our journey toward sustainability gained real momentum in 2023. A company-wide rebrand and name change prompted some deep reflection and critical questions about the kind of company we wanted to become, the clients we wanted to serve, and the core purpose driving our work.

In a way, it was like experiencing a midlife crisis—but in the best possible sense. This period of soul-searching and hard work brought us together as a stronger, more cohesive team with a clear vision and direction for the future.

2024 became a year of laying a new foundation. It was a year of learning to document, track, and measure nearly everything. After all, you can't improve what you don't measure. The learning curve was steep, but our team embraced the challenge with enthusiasm and commitment. This agility and shared sense of purpose enabled us to create real, tangible impact.

As we look ahead, the coming year holds even more promise for growth and momentum. We are excited to collaborate with even more like-minded clients, sharing carefully crafted stories that resonate deeply. At Riveo Creative, we believe in the magic that happens when powerful storytelling and smart strategy intersect. And we're committed to doing this work in ways that are gentle on—and even nourishing for—our planet.

We hope you find our first impact report both inspiring and informative. We'd love to hear your thoughts and ideas, so don't hesitate to reach out. Together, we can achieve truly great things.

**Warm regards,
Elin Barton**

A Letter From Our Sustainability Coordinator

At Riveo Creative, sustainability is more than a buzzword. It's a value we seek to infuse into every part of our operations.

In 2024, I was given the opportunity to take on the role of Sustainability Coordinator for our team. While there's been a lot to learn, I've been encouraged by the support and involvement of our CEO, and the collaboration of my fellow employees. Together we have embarked on a journey towards meaningful change, and



Together we have embarked on a journey towards meaningful change, and though the path ahead is long, we are proud to be able to look back and see the significant progress we've made so far.

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In 2024 alone, we've attained an EcoVadis certification, completed sustainability-related team trainings, established KPIs around our Environmental, Social, and Governance structures, brought together a Diversity Advisory Board, participated in a volunteer project with the Waterman Conservation Education Center, released several video projects related to ESG topics, and recorded episodes of our podcast The Riveo Impact Lab, to prepare for release in 2025. We were pleased to attend a number of diversity and impact-focused events this year, including DA4S, the Merck Economic Impact Summit, WBENC, and The Human Solidarity Project mini-workshop.



Pictured: Emily Adams

Through the hours upon hours spent learning, talking about, and establishing sustainable practices, we've learned that ethical business practices must start with a passion for doing good in the world. Sustainability is about care for the environment, respect for the dignity of others, and maintaining ethical business standards. Our desire is to do as much good as possible with the influence we have and affect positive change in the areas within our control.

We're excited to share with you some of the ways we've worked to meet our goals and live out our values, and hope that you'll be inspired to join us as we raise the bar again in 2025!

**Sincerely,
Emily Adams**

Our Company at a Glance

Since launching in 2009, Riveo Creative has been a trusted strategic partner for both national and global brands. We work hand-in-hand with our clients, offering a range of services – from video production, animation and design to social media and brand strategy – all created to bring their visions to life. We help them craft compelling narratives, capture genuine emotion, and leave a lasting impact.

We're proud to be certified as a Women's Business Enterprise (WBE) through the Women's Business Enterprise National Council (WBENC) and as a Women-Owned Small Business (WOSB) through the US Small Business Administration (SBA).

Pictured: Goose, Riveo's Co-Chief Cuteness Officer



Our Mission

We **amplify voices** through **innovative strategy** and **sustainably** produced content.

Our Business in 2024

Employees	5
Contractors	13
Customers	33
Revenue	< \$1M

Our Values



Empowerment



Impact



Integrity



Excellence



Creativity

Our Approach to ESG: Values in Action

At Riveo Creative, our approach to Environmental, Social, and Governance (ESG) is deeply rooted in our core values: empowerment, impact, integrity, excellence, and creativity. These principles guide every decision we make as a business, shaping not only how we serve our clients but also how we strive to create meaningful change in the world. ESG isn't just a commitment for us—it's an opportunity to align our business practices with our mission to amplify voices through innovative strategy and sustainably produced content.

Empowerment is about helping everyone we work with—our clients, employees, and other stakeholders—be the best they can be. We shine a spotlight on their achievements, offer guidance to help them succeed, and cheer them on every step of the way. Whether we're amplifying a client's mission through compelling storytelling or fostering

a workplace culture where employees feel supported and inspired, we're committed to uplifting and celebrating the people who make an impact. Empowerment at Riveo means creating opportunities for growth, collaboration, and success for everyone we partner with.

Impact inspires us to go beyond meeting expectations to actively contribute to a better future. Whether it's through our commitment to sustainable operations, joining initiatives like 1% for the Planet, or creating work that educates and engages audiences, we aim to leave every project—and the world—better than we found it.

Integrity is the foundation of our relationships with clients, partners, and team members. We prioritize ethical decision-making in everything we do, from selecting suppliers that share our values to cultivating an inclusive workplace where everyone's voice is valued.

Excellence fuels our pursuit of ESG goals with the same rigor and passion we bring to our creative work. We hold ourselves to high standards, continually evaluating our progress and seeking ways to improve, ensuring that our efforts deliver real and measurable results.

And **creativity** is at the heart of our approach, helping us imagine and implement innovative solutions to complex challenges. From crafting compelling stories that bring ESG initiatives to life to designing sustainable processes that minimize our environmental footprint, creativity empowers us to think big and act boldly.

Our team comes together to bring these values to life through collaboration and shared purpose. Each member of Riveo contributes their unique expertise and perspective to drive our ESG efforts forward. Together, we brainstorm new ideas, celebrate successes, and embrace the lessons learned along the way. This collective effort has allowed us to

embed ESG into the fabric of our company—making it not just an initiative but a way of doing business.

We believe ESG is an opportunity to create a ripple effect of positive change. By living our values, we aim to inspire others to do the same, proving that small businesses can lead the way in building a more sustainable, equitable, and impactful future.



Glossary of Terms

Biodiversity

The variety of life on Earth, including plants, animals, and microorganisms, and their interactions within ecosystems.

Carbon Footprint

The total amount of greenhouse gases produced directly and indirectly by an individual, organization, or product, typically expressed in CO₂ equivalents.

Carbon Neutral

Achieving a balance between emitting carbon and removing it from the atmosphere through actions like reducing emissions and offsetting what's left.

Circular Economy

An economic model aimed at eliminating waste by reusing, repairing, recycling, and repurposing materials to create a closed-loop system.

Diversity, Equity, and Inclusion

A framework that promotes fair treatment and participation for all people, especially those who have been historically underrepresented or discriminated against.

Emissions

Direct Emissions (Scope 1) are greenhouse gases released from sources a company directly controls, like fuel burned in company-owned vehicles, machinery, or on-site facilities such as boilers and furnaces. **Indirect Emissions** come from activities a company influences but doesn't directly own or control, split into two categories: **Scope 2** emissions, which result from purchased energy like electricity, steam, or heat, and **Scope 3** emissions, which cover the broader value chain. Scope 3 includes emissions from producing goods and services, business travel, and digital cloud storage, to name a few.

EMS

An Environmental Management System (or EMS) helps an organization address its regulatory requirements in a systematic and cost-effective manner. Think of it as a strategic plan to reduce waste, conserve resources, and comply with environmental regulations.

ESG

ESG (Environmental, Social, and Governance) is a set of criteria businesses use to measure their performance on sustainability and social responsibility. Environmental focuses on things like energy use and waste; Social covers diversity, equity, and community impact; and Governance looks at the ethics behind how the company is run.

Glossary of Terms

Greenhouse Gases (GHG)

Gases like carbon dioxide, methane, and nitrous oxide that trap heat in the Earth's atmosphere, contributing to climate change. Reducing these emissions is key to slowing global warming.

Net Zero

Reducing greenhouse gas emissions to the lowest possible levels and balancing any remaining emissions by removing an equivalent amount from the atmosphere; this is often a long-term goal aimed at eliminating emissions at their source, not just offsetting them.

Offsets

A method of neutralizing or compensating for harmful greenhouse gas emissions by supporting projects that reduce emissions elsewhere. This can involve investing in renewable energy, reforestation, or other initiatives that offset the negative environmental impact of one's activities.

Renewable Energy

Energy sourced from natural processes that are replenished constantly, such as solar, wind, geothermal, and hydropower.

Science-Based Targets (SBTs)

Emission reduction targets aligned with what climate science says is needed to meet global goals, such as limiting global warming to 1.5°C.

Stakeholders

Individuals or groups affected by or involved in a company's operations, such as employees, customers, suppliers, communities, and investors.

Sustainability

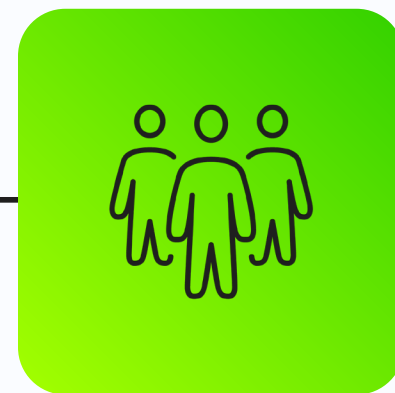
Meeting present needs without compromising the ability of future generations to meet their own needs, focusing on balancing environmental, social, and economic factors.

Snapshot of 2024



February

Shared our updated Employee Handbook



April

Held our first Entrepreneurial Operating System (EOS) Meeting



May

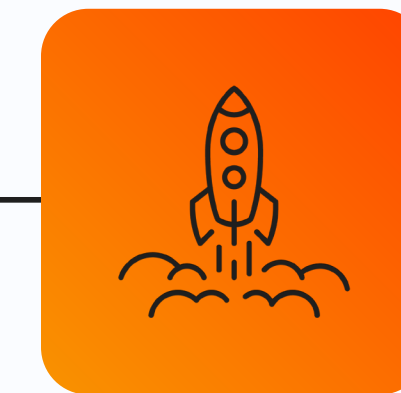
Switched to a new file-sharing service with built-in automatic backups



June

Closed our last in-person office and recycled our extra electronics

Reduced files in our first company-wide quarterly data management day



August

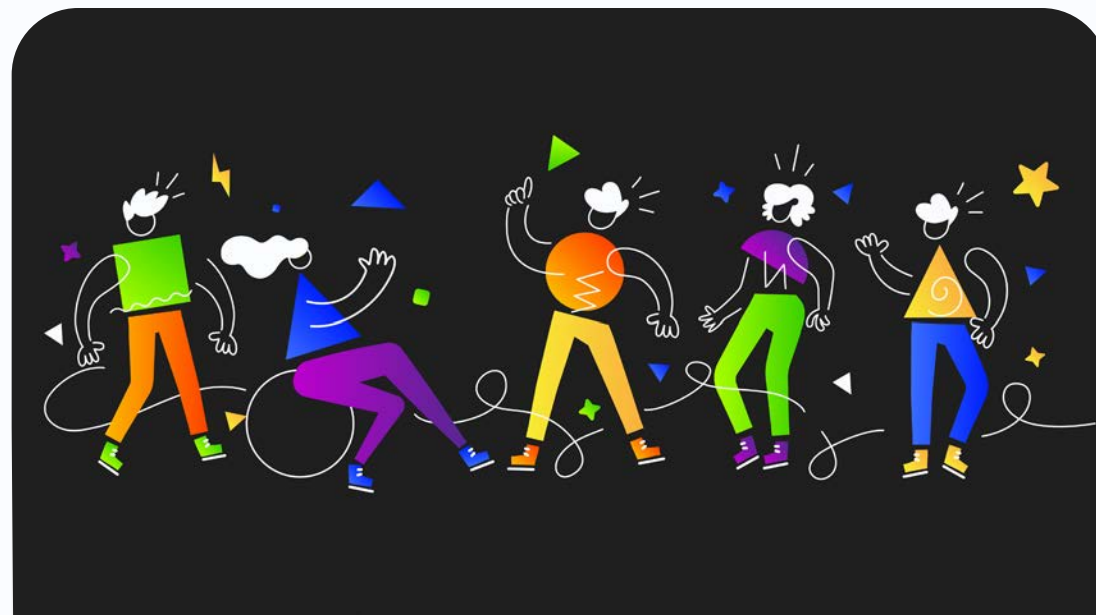
Launched our Diversity Advisory Board



October

Organized our first team volunteer day

Report Highlights



Launching Our Diversity Advisory Board

This year, we officially launched our Diversity Advisory Board, a significant step in our commitment to creating a more inclusive and equitable workplace.

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Honoring Community Champions

The American Red Cross Southern Tier Chapter is committed to recognizing the extraordinary individuals who make a difference in our community. Each year, we help them honor these unsung heroes and celebrate their selfless acts of service at their “Real Heroes” event.

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Team Volunteer Day

Our creative energy found a new focus at the Waterman Conservation Education Center as we helped plan an upcoming exhibit designed to bring the rich, ancient history of our area to life.

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Supporting Value-Aligned Clients

By aligning our work with clients who prioritize social and environmental progress, we are part of a network dedicated to building a brighter, more resilient world.

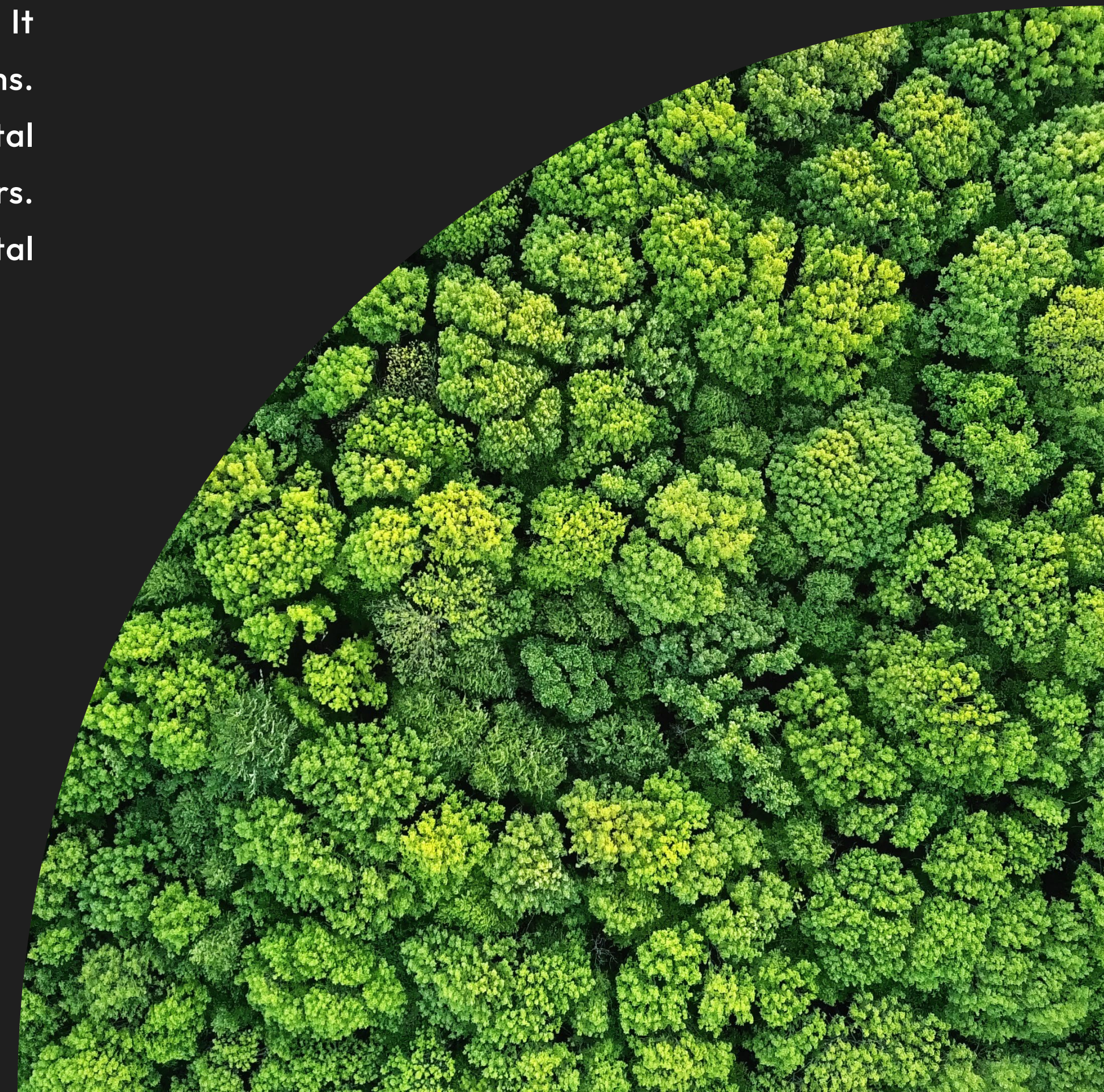
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Environment

The environment pillar of ESG focuses on how businesses impact and interact with the natural world. It encompasses efforts to reduce carbon emissions, minimize waste, conserve resources, and protect ecosystems. By adopting sustainable practices, investing in green technologies, and fostering a culture of environmental responsibility, companies can contribute to a healthier planet while creating long-term value for stakeholders. This section of our impact report highlights our initiatives to address climate change, reduce our environmental footprint, and promote sustainability in everything we do.

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Environment Overview

This year, we focused on integrating sustainability into our daily operations and long-term practices. By reducing waste, optimizing our processes, and actively tracking our environmental impact, we've taken significant steps to lower our carbon footprint. These efforts reflect our commitment to creating a greener future and ensuring that our actions today contribute to a healthier planet for tomorrow.

Key Moments in 2024

- Closing our last in-person office and recycling our extra electronics
- Establishing a company-wide quarterly data management day
- Continuing to cut down on travel emissions with remote video
- Tracking emissions and choosing offset projects for the full year

Our Next Steps

2025

Join 1% for the Planet

Provide employees with energy-efficient office solutions

2026

Have an external audit of our Environmental Management System

Apply for ISO 14001 Certification

2027

Apply for B-Corp Certification

2028

Meet Science Based Target Initiative Standards

Provide employees with energy-efficiency stipend

Carbon

2024 Breakdown of Emissions

Gross Emissions*
Total: 8.92 tons CO₂e

Using Remote Video:
0.65 tons avoided

Remote Team:
30.97 tons avoided

Vehicle Mileage
(Scope 1)
1.58 Tons

Home Office Usage
(Scope 3)
4.58 Tons

Shipping
(Scope 3)
0.03 Tons

Flights
(Scope 3)
2.73 Tons

Offsets

*This amount does not account for emissions produced by our contractors

Emissions

Riveo Creative is committed to environmental sustainability and we are actively tracking our greenhouse gas emissions. We use a combination of methods to measure our carbon footprint, including data collection from utility providers, detailed analysis of our energy consumption, and assessments of our transportation and waste management practices. By tracking our emissions, we can identify areas for improvement and implement strategies to reduce our environmental impact.

Energy Efficiency

Remote work offers a great opportunity for sustainable practices - like removing the emissions from an office commute - but it's not always a one-way ticket to energy efficiency, unless we're being intentional about how we use power!

This year, we've taken some meaningful steps to make our home offices a bit more eco-friendly. Our CEO, Elin, has led the way by switching her home office to 100% clean energy through her electricity provider's green energy program—talk about setting the bar high! On top of that, we gave our team a crash course in easy, budget-friendly energy-saving tips for

the home office, like tweaking thermostats, unplugging devices when they're not in use, and making the switch to LED lightbulbs. With these small but mighty changes, we're reducing our environmental footprint while encouraging energy-savvy habits during working and non-working hours!

Tips to Reduce Energy Usage

Reduce “Vampire Energy” by unplugging devices when they are not in use.

Use energy efficient light sources (LED light bulbs / solar powered lights / natural light) where available.

Decrease brightness on computer monitors from 100 percent to 70 percent. This can save up to 20 percent energy usage.

Turn your thermostat 2° up in the summer and 2° down in the winter. This can save up to 2,000 lbs of carbon dioxide per year.

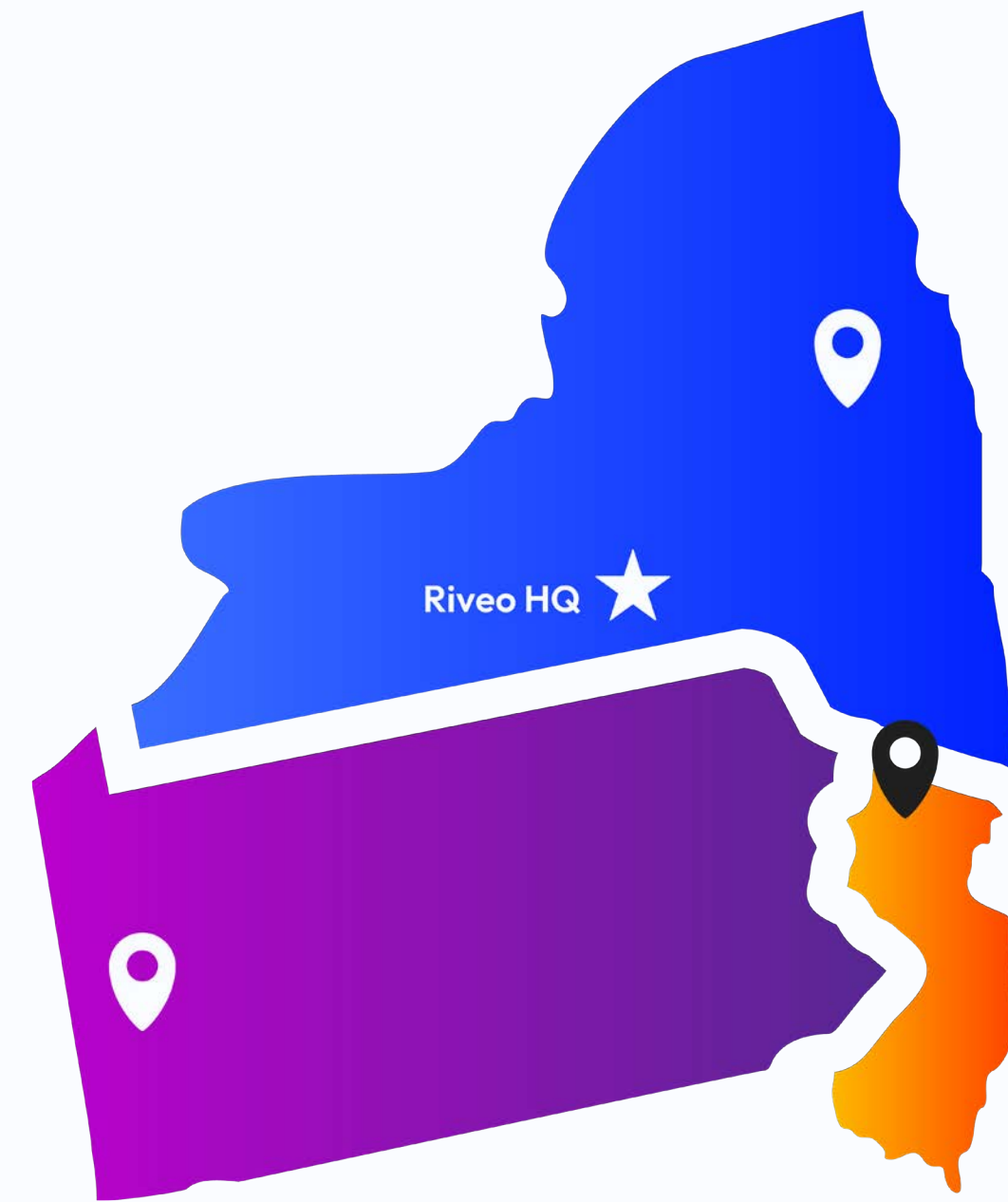


Offsets

While reducing our emissions is our top priority, we are actively offsetting our carbon footprint through a variety of impactful projects as we work toward minimizing our environmental impact.

Fulton County Mud Road Sanitary Landfill

One of the projects we supported in 2024 is the Fulton County Mud Road Sanitary Landfill in Johnstown, New York. This landfill captures methane gas – a potent greenhouse gas released during organic waste decomposition – and converts it into electricity through a process called landfill gas-to-energy (LFGTE). By doing so, the project not only reduces greenhouse gas emissions but also prevents methane from contaminating groundwater and improves local air quality by producing cleaner energy compared to fossil fuels.



Whenever possible, we prioritize supporting initiatives that are close to where we live and work, allowing us to contribute directly to the well-being of our local and regional communities while making a global impact.

Skylands Region Grocer Project

We also supported the Skylands Region Grocer Project in rural New Jersey, where a family-run supermarket is transforming its environmental impact with a near-zero emission CO₂ refrigerant system. This cutting-edge technology reduces cooling emissions by nearly 99%, replacing traditional refrigerants that are 3,448 times more damaging to the environment.

Giant Eagle

Finally, we've contributed to Giant Eagle's Refrigerant Leak Management Project, which tackles one of the largest contributors to greenhouse gas emissions in the grocery sector. Through advanced leak detection and prevention systems, Giant Eagle is minimizing refrigerant emissions by identifying and repairing leaks quickly. This initiative underscores the importance of

managing the refrigerant lifecycle to prevent powerful greenhouse gases from entering the atmosphere.

Together, these projects exemplify our belief that combating climate change requires collaborative effort, innovation, and investment in solutions that create lasting impact. By supporting these initiatives, Riveo Creative is taking actionable steps to reduce our carbon footprint while helping empower businesses and communities to build a more sustainable future. We are proud to be part of these efforts and remain committed to contributing to meaningful environmental progress.

Launching a Quarterly Data Management Initiative

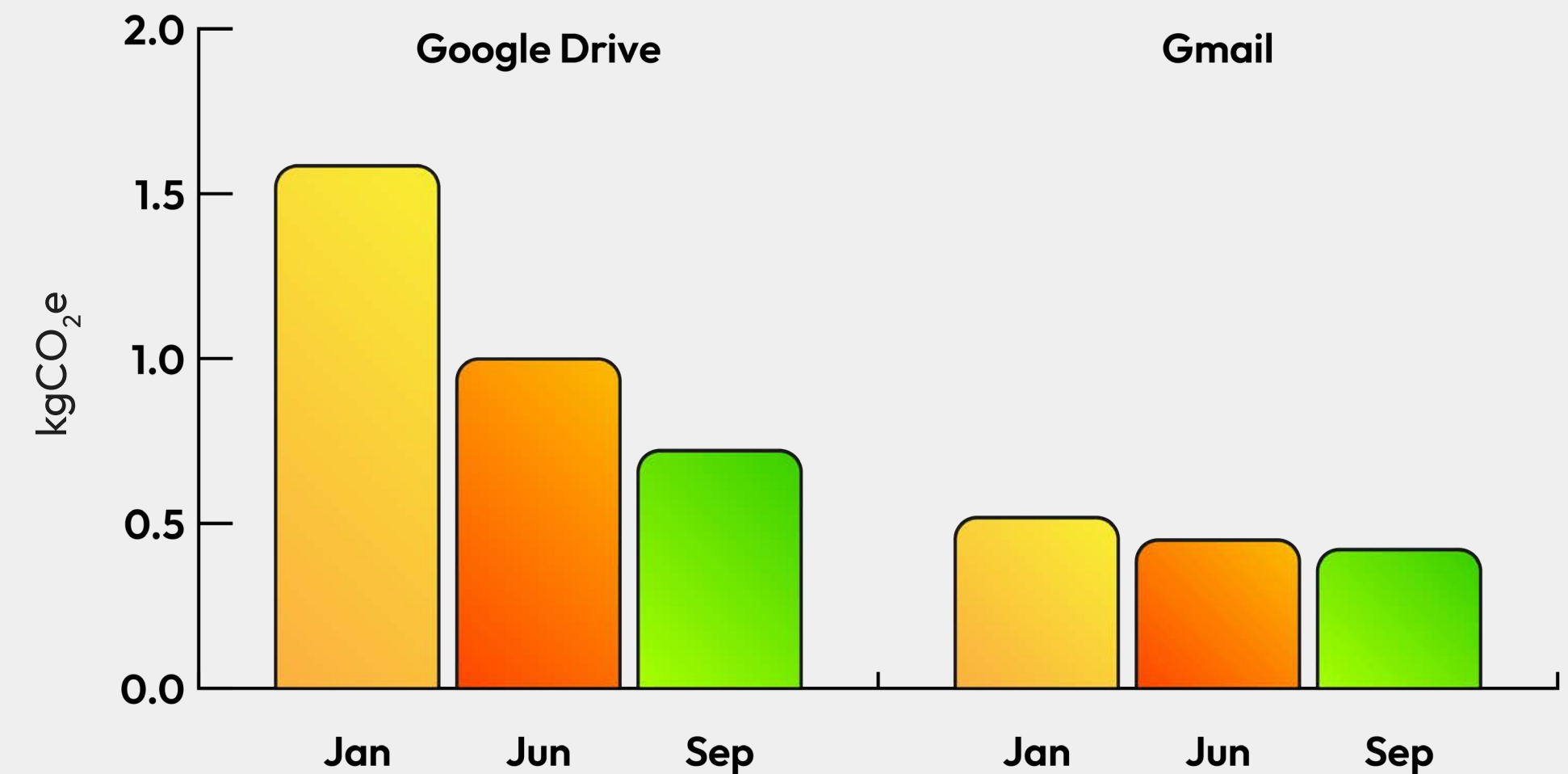
This year, we launched a new initiative focused on managing our digital footprint and its environmental impact. With data storage contributing to carbon emissions due to the energy required for servers and backups, we recognized an opportunity to make a difference by adopting better digital habits.

We now designate a company-wide Data Management Day once a quarter, when every employee dedicates time to clearing out unnecessary emails, old files, and unused cloud storage items. By blocking time on our calendars for this purpose, we ensure that data management becomes a shared priority,

not an afterthought. These sessions are an opportunity to streamline workflows, reduce digital clutter, and contribute to a more sustainable future.

This initiative aligns with our commitment to sustainability and accountability in all areas of our operations. It's a simple yet impactful way to address an often-overlooked aspect of our carbon footprint while encouraging employees to reflect on how their digital habits can drive positive change. As we move forward, we're excited to continue exploring innovative ways to integrate environmental responsibility into our day-to-day practices.

Location-based Carbon Footprint* in Google Workspace



Following our first Data Management Day in June 2024, during which we cleared out unnecessary data from Google Drive, we observed a significant reduction in our carbon emissions. A further decrease in our footprint was achieved after our second Data Management Day in September.

*Google calculates location-based greenhouse gas emissions on an hourly basis by multiplying location-specific energy use by a grid electricity carbon emission intensity factor.

Remote Video Solution

Our [remote video](#) solution is a key part of our commitment to sustainability. By eliminating the need for videographers to travel across the country, we significantly reduce the carbon emissions typically associated with transportation. This approach not only minimizes our environmental footprint but also helps set a new standard for eco-friendly video production.

We’ve also implemented a reusable kit system for our remote video sessions which we call our “studio in a box.” These reusable kits – which include lights, a tripod, and a microphone – are contained in durable Pelican cases which can be shipped directly to our clients without additional packaging. By reusing the same kits for multiple clients, we significantly cut down on waste and support a circular approach to resources.

65%

Remote video accounted for 65% of our productions in 2024.



Pictured: Our reusable kit or “studio in a box”

By prioritizing sustainable practices in video production, we’re not only reducing our environmental footprint but also offering our clients a smarter, greener way to tell their stories.

Additional Benefits

While environmental sustainability is our priority, our remote video solution also offers other valuable advantages.

Flexibility and Convenience: Clients can schedule shoots at times that work best for them, without the logistical challenges of travel or on-site coordination.

Cost Savings: Remote shoots reduce expenses related to travel, accommodations, and equipment rentals.

Efficiency: Streamlined setups and reduced travel times make the process faster and more effective.

Accessibility: Remote video services are ideal for clients in isolated areas or with limited mobility.

On-Site Videography

When clients opt for on-site video production, we take steps to reduce our environmental impact by hiring local videographers whenever possible. This practice minimizes travel-related carbon emissions and supports local talent, aligning with our commitment to sustainability and responsible business practices.

Interview with Aclymate

Riveo started working with Aclymate in 2023, to better account for our emissions as well as offset those we could not avoid. We've really enjoyed the services they offer and recently had an opportunity to interview their Director of Marketing, Sara Miranda.

Can you summarize what Aclymate provides and what its mission is?

We've enjoyed partnering with Riveo on its emission management, it's always a joy to work with a company with such a commitment to sustainability. Aclymate provides climate solutions for any business without a sustainability professional on its team, simple enough for a sole proprietor and sophisticated enough for larger companies. With personal service, we help them all to measure, reduce, offset and report their emissions – easily and affordably. Our mission is to inspire and equip businesses to lead on climate mitigation.

What differentiates Aclymate from other services like it?

Aclymate is different because even our smallest customers are not just a number to us - they all deserve our hybrid blend of helpful, friendly human services combined with user-friendly software solutions. We also pride ourselves on providing transparent, accessible pricing that makes getting started on climate action far less intimidating.

What measurable environmental impacts would you say Aclymate has achieved?

We have helped businesses to offset over 5,000 tons of emissions, as well as report their emissions to B Corp, Ecovadis, CDRP, important customers and more.

Can you explain the difference between reducing emissions and offsetting emissions, and what your thoughts are on these two ways of tackling climate change?

At Aclymate, we encourage our customers to find ways to reduce emissions first, and only use offsets for anything that is not yet possible to reduce. Reducing emissions requires looking at different sources of emissions – such as [utilities](#), [travel](#), [operations](#), [events](#), [employees](#) and [spend-based](#) – and finding ways to reduce those emissions, which often also reduces expenditures, making it a win-win for the business and the climate. When a company creates the pollution that is changing the climate, an offset is a way to pay other companies to clean it up or reduce their own emissions. For offsetting, we offer a quiz to find the most meaningful projects for your business, with a transparent selection of over 180 offsets, the largest found anywhere online.

How does Aclymate ensure the integrity of the environmental initiatives it supports?

For measuring emissions, our team and software uses the GHG protocol, which is the gold standard. In addition, most emissions are measured through activity-based methods (such as kilowatt hours), with spend-based only being used where this information is unavailable, providing the most accurate picture of a company's emissions possible. For offsetting, all projects are incredibly transparent and include information like location, photos, its story, UN SDGs, and verification status to help businesses make the most informed decision possible when offsetting their emissions.



How do you work with businesses and individuals to make sustainability accessible and achievable?

We provide easy-to-use climate solutions coupled with personalized service, as well as educational resources available on our website. Our business app is [Aclymate](#), and for individuals wishing to measure, reduce and offset their carbon footprint, we offer [myAclymate](#).

How can consumers or other businesses get involved or support Aclymate's mission?

A great way for individuals to get involved would be to bring the idea of taking climate action to their boss at work, for example. Businesses can get started with a [17-day trial](#) or by booking a [strategy session](#) to learn more.

What do you think are the most important actions or shifts that need to happen in the next decade to tackle climate change and other environmental challenges?

While meeting the 2030 goals set forth by the Paris Climate Accords will likely not happen (50% reductions), other things that need to be on track are already underway – regulations in California, the EU, UK and AU are on the books and starting to accelerate the global climate transition.

The U.S. needs to resume a leadership position in international diplomacy so we have a better chance to achieve the Paris 2050 goals of 90% reductions. There also needs to be a carbon pricing mechanism in the US which at minimum should be a carbon border adjustment tax (i.e.,

an emissions-based tariff on imports). We've already seen lots of success in renewable energy, which is getting more and more affordable and should help to decarbonize the electric grid here. To improve upon this further, we need to implement emerging new technologies that are more efficient and safer sources of baseload electricity like small modular nuclear reactors and geothermal power.

What message would you like to share with those reading this report about the importance of sustainability and how they can contribute?

Don't assume your footprint doesn't matter – small-to-midsize businesses make up 44% of the world's emissions! Also, don't conflate sustainability with climate – sustainability

includes waste, water, recycling, forests, biodiversity and climate. Resolve to do at least a couple of things in sustainability and if you're ready to work on climate, we can help.

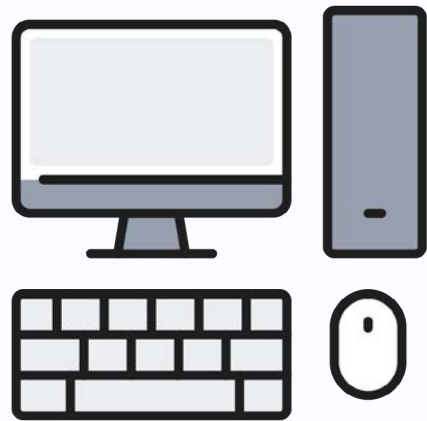


Don't assume your footprint doesn't matter – small-to-midsize businesses make up 44% of the world's emissions!

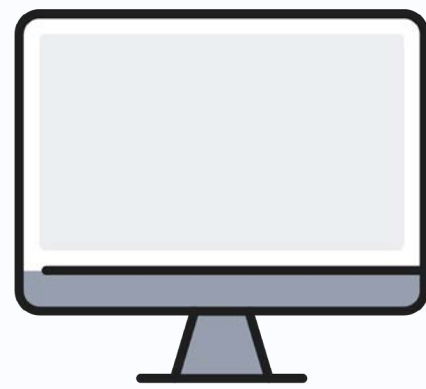
Waste

Recycling Equipment

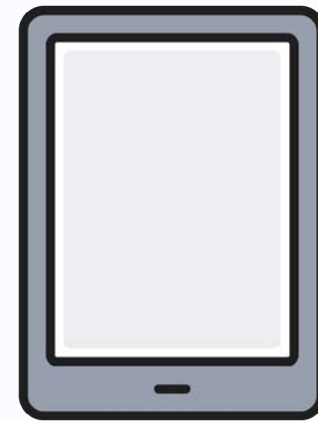
This year, as we embraced the benefits of a fully remote team and officially closed our last in-person office space, we also cleaned out our tech drawers and did some serious recycling. We said goodbye to old gadgets and gave them a second life. This year, through Staples, we recycled 5 computers, 7 monitors, 20 laptops and tablets, 40 Apple cables (because let's be honest, who doesn't have a pile of those?), and 31 other random tech items that had piled up over the years. It's all part of our effort to keep things green while reducing e-waste – and hey, it feels good to declutter, too!



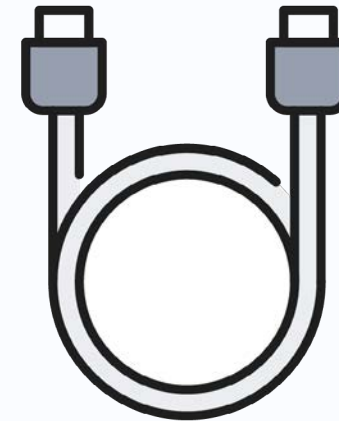
5 computers



7 monitors



20 laptops
and tablets



40 Apple
cables

Facts About Recycling Electronic Equipment

Electronic waste (e-waste) is almost 100% recyclable.

E-waste contains toxic substances like lead, mercury, and brominated flame retardants.

If not recycled, e-waste can contaminate soil and water.

Recycling e-waste helps create jobs, reduce demand and lower the cost of electronics.

E-waste can't be recycled as a whole unit like other recyclables.

E-waste is one of the fastest growing types of solid waste in the world.

Recycling e-waste recovers valuable materials like copper, silver, gold, and palladium.

Ecosystem

Preparing to Join 1% for the Planet

In the upcoming year, we're excited to join the 1% for the Planet® program, a global movement where businesses and individuals pledge to donate one percent of their annual revenue to environmental causes. This commitment reflects our ongoing dedication to environmental stewardship and the steps we're taking toward a more sustainable future.

By joining 1% for the Planet, we're not just making a donation—we're partnering with a network of organizations and individuals who share a common goal: to protect and restore our planet's ecosystems. The funds we contribute will support a range of initiatives that aim to

preserve biodiversity, promote sustainable land and water management, and strengthen the resilience of ecosystems. We believe that investing in the health of ecosystems is crucial for combating climate change and ensuring a sustainable future for generations to come.

We're excited to be part of this impactful community and look forward to collaborating with other members to amplify the positive outcomes of our contributions. Through 1% for the Planet, we're making a meaningful difference in environmental preservation, and we're eager to share the specific projects we support as we move forward.



Social

The social pillar of ESG focuses on the positive impact businesses can have on their employees, communities, and society as a whole. It's about creating a workplace that values diversity, equity, and inclusion, while supporting the well-being of employees and fostering strong relationships with stakeholders. It also involves giving back to the community through responsible business practices and addressing social issues that matter most to the people we serve. This section of our impact report highlights the steps we've taken this year to strengthen our commitment to social responsibility and outlines our continued efforts to create a positive, lasting impact.

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Social Overview

This year, we focused on prioritizing inclusivity, community engagement, and creating a values-driven work environment. We're proud of the initiatives we've launched to better guide our team's goal-setting and development. And we're feeling inspired to expand our partnerships with clients and collaborators who share our vision for impact. Moving forward, we're excited to continue building on these foundations and drive even more positive change within our organization and the communities we serve.

Key Moments in 2024

- Launching our Diversity Advisory Board
- Implementing the Entrepreneurial Operating System (EOS)
- Introducing a stipend for career development training
- Organizing our first team volunteer day
- Expanding our commitment to serve value-aligned clients

Our Next Steps

2025

Implement further unconscious bias training

Organize more team volunteer days

Implement accessible media training

2026

Reach 10% increase in contractor diversity

Organize STEM event for local high schools with Enterprising Women

2027

Launch fully accessible website and videos

Organize a team retreat

2028

Integrate an internship program for underrepresented groups

Begin speaking and/or sponsoring conferences and events

Diversity, Equity & Inclusion

Launching Our Diversity Advisory Board

This year, we officially launched our [Diversity Advisory Board](#), a significant step in our commitment to creating a more inclusive and equitable workplace. The board's formation was driven by our recognition of the need to bring diverse perspectives into our decision-making processes and to ensure that inclusivity is at the heart of everything we do.

With the board's guidance, we created a comprehensive charter that clearly outlines the board's purpose, goals, and the challenges we aim to address. The charter serves as a roadmap for the board's work, focusing on promoting diversity, fostering equity, and ensuring that our messaging and operations are inclusive.

One of our first initiatives has been a thorough review of our internal and external communications to ensure that our language reflects our commitment to inclusivity. We have also started assessing our hiring practices and accessibility standards, with more initiatives planned for the future.

The board's involvement has already had a meaningful impact on our approach, and we are excited to continue working together to build a company that truly reflects our values of diversity, equity, and inclusion.



Chandra Chea



Timothy Cornelius



Michael Marshall



Amy Graves

Diversity Training

We're committed to cultivating a workplace that values diversity, equity, and inclusion (DEI). To support this goal, all employees are required to complete DEI training through a series of online courses. These courses cover essential topics such as recognizing unconscious bias, understanding the impact of equity in decision-making, and strategies for promoting a more inclusive workplace.

The training is designed to provide employees with the foundational knowledge needed to contribute to a more equitable and diverse work environment. The flexibility of online courses allows employees to complete the training at their own pace, ensuring that everyone has access to these critical learning materials.

In collaboration with our Diversity Advisory Board, we are actively exploring opportunities to expand our DEI training program. Our goal for the upcoming year is to introduce more

interactive components, such as workshops and facilitated discussions, to further deepen employee engagement and learning. These efforts will help us continue to create and maintain a culture where every individual feels valued and empowered to contribute their unique perspectives.

By making DEI training a required component for all employees, we reaffirm our commitment to nurturing an inclusive, equitable workplace that supports innovation and collaboration.

Inclusive Hiring

While we did not expand our core team in 2024, we consistently hire contractors to support our projects and aim to ensure our hiring practices reflect our commitment to diversity, equity, and inclusion.

In 2024, we made establishing a baseline for inclusive hiring a priority. By analyzing where we currently stand, we've created a foundation for measuring and improving our efforts in the



years to come. As we move forward, we're dedicated to expanding our outreach to attract diverse talent by engaging with more inclusive spaces, networks, and communities.

While we needed to understand our baseline for all contractors, we were able to measure in some categories. We made intentional strides toward increasing diverse representation among our contractors, achieving a 25% increase in diversity among videographers. This progress reflects our broader goal to provide equal opportunities for individuals from minority groups while continuing to prioritize hiring the most skilled and qualified professionals for each role.

Additionally, we're focused on creating an accessible and welcoming workspace for contractors. This includes ensuring our tools, resources, and communication processes are accessible to all, empowering everyone we work with to thrive.

Inclusive hiring isn't just about meeting goals—it's about creating a collaborative and equitable environment where diverse perspectives and talents come together to deliver exceptional work. As we continue to evolve, we're excited to keep refining our practices and making meaningful strides toward a more inclusive future.

Accessibility

Improvements to Our Website

This year, we've taken significant steps to enhance the accessibility of our digital presence, so that everyone can experience, understand, and connect with the impact-driven stories we're passionate about sharing.

Making our website accessible is a top priority at Riveo. This year, we undertook a comprehensive review of our site to identify and remove barriers that might prevent any visitor from accessing our content. Using a combination of automated tools and manual testing, we carefully assessed areas such as page structure, color contrast, alt text, and link navigation. By improving these elements, we're not only following best practices for accessibility but also ensuring a more seamless, inclusive experience for all users.

Accessibility, however, is not a one-time effort; it's a continual process of growth and learning. We're already making plans to involve people with disabilities directly in future testing phases to gain valuable insights and identify areas where we can improve even further. Their firsthand experiences will guide us in creating a website that's welcoming and accessible for everyone.

Accessible Videos

In addition to our website, we are focused on making our multimedia content more accessible. While captions are already a standard feature in our videos, we're currently expanding accessibility by developing detailed transcripts and adding descriptive audio. Transcripts give viewers a comprehensive written account of each video, enhancing the experience for users who may

find it easier or more comfortable to engage with text. Descriptive audio, on the other hand, will ensure that viewers who are blind or have low vision can enjoy a fully narrated experience, with clear descriptions of visual scenes and key action.

By enhancing our video content in this way, we're making sure that the stories we share can reach, inform, and inspire people of all abilities. These initiatives reflect our commitment to inclusivity—not only as a principle but as an active, ongoing part of our creative process. As we grow, we're excited to continue learning and making changes that allow all visitors to experience the power of impact-driven storytelling.

Inclusive Language

We've partnered with our Diversity Advisory Board to review and refine the language across our website and other materials. This review ensures that every sentence reflects our commitment to inclusivity, so visitors of all backgrounds and abilities feel represented, respected, and valued. A valuable resource in this process has been the American Psychological Association's [Inclusive Language Guide](#), which has helped us ensure our communication aligns with best practices for inclusivity.

Our goal is to create a space that speaks to everyone in a way that's genuine, empowering, and welcoming. By prioritizing inclusive language, we're sending a clear message: Riveo is a place where all voices and identities are embraced.

Growth and Development

Employee Training

We prioritize the growth and development of our employees by offering a stipend for professional development training. This allows our team members to choose learning opportunities that align with their personal interests and career goals. Employees have used this stipend to enhance their technical skills, such as animation and video editing, while others have explored broader topics like marketing or sustainability.

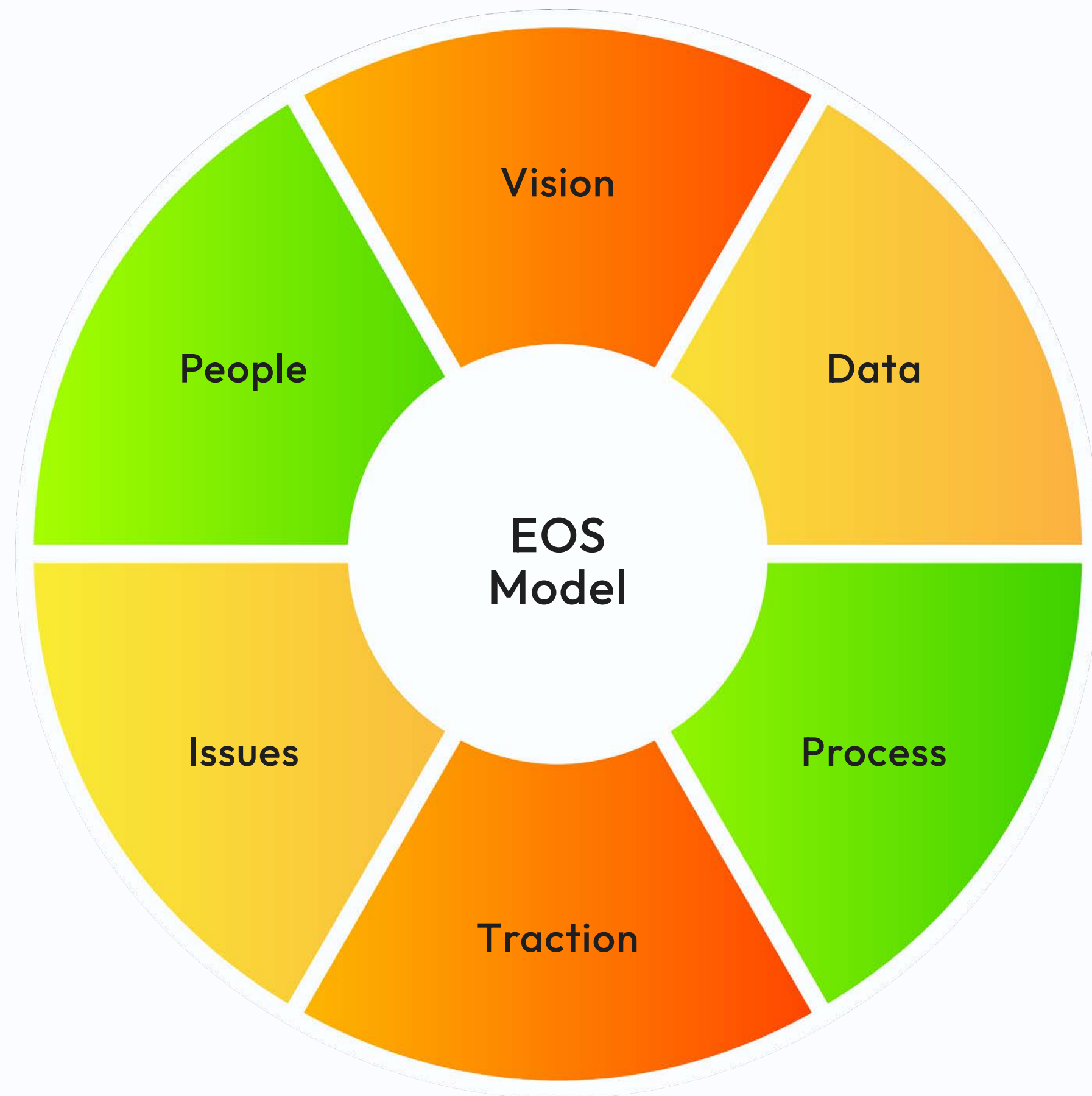
We encourage employees to take part in webinars and other learning opportunities to further expand their knowledge. Whether they are deepening their expertise in a specific area or exploring new fields, these opportunities help our employees continue growing in their careers while contributing valuable insights and skills to our team.

Our commitment to professional development reflects our belief that ongoing learning is key to both individual fulfillment and company success. By empowering our employees to take charge of their own development, we ensure that they stay at the cutting edge of industry trends and best practices, which strengthens our overall capabilities as a creative agency.



Some of the courses our team members took this year...

- ISO 14001 Environmental Management System (EMS)
- Chat GPT / AI Ethics
- Corporate ESG and Sustainability
- Adobe AfterEffects Bootcamp: Basic to Advanced
- Premium Logo Animation
- Master Text Animation
- Web Accessibility WCAG 2.1 & 2.2 Compliance
- Premiere Pro Lumetri 2020: Color Correct & Color Grade
- Advanced Green Screen Editing in After Effects
- Adobe Premiere Pro Advanced Training
- The Story Habit: Storytelling Skills for the Workplace
- HubSpot Sales Hub Software Certification
- Sales Reporting and Upskilling in HubSpot
- RFP Success Cohort
- WBENC WeTHRIVE Program
- AstraZeneca Small & Diverse Business Mentorship Program



Quarterly Goals and Performance Review

We use the [Entrepreneurial Operating System](#) (EOS) to guide our approach to employee goal-setting and performance reviews. Each quarter, employees select key objectives, or “rocks,” that align with both the company’s priorities and their own personal development. These rocks help focus efforts on the most important tasks and projects that will drive success.

Each week, we meet as a team to check in on the progress of every employee’s rocks, determining whether they are on track or need additional support. If an issue arises, we work together to address it and find solutions, ensuring that employees have the resources and guidance needed to stay on course.

At the end of each quarter, we review the completion of these rocks and reflect on what worked well and where improvements can be made. Employees then set new rocks for the upcoming quarter, maintaining a continuous cycle of growth, accountability, and achievement. This system helps foster a collaborative environment while ensuring that individual goals contribute to the overall success of the company.

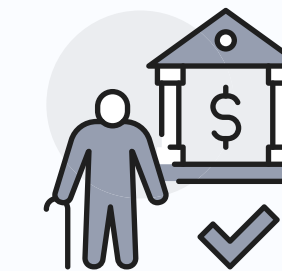
Benefits

Our people are important to us and we commit to paying our employees fair and competitive salary ranges. We also offer a range of benefits that support our employees and eligible family members.



Health

90% premiums for health insurance
100% premiums for dental and vision



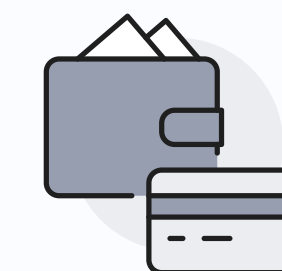
Retirement

Simple IRA with 3% employer match



Work-Life Flexibility

Remote work flex-time schedule
PTO Options
3 paid volunteering days
12 paid holidays



Additional Benefits

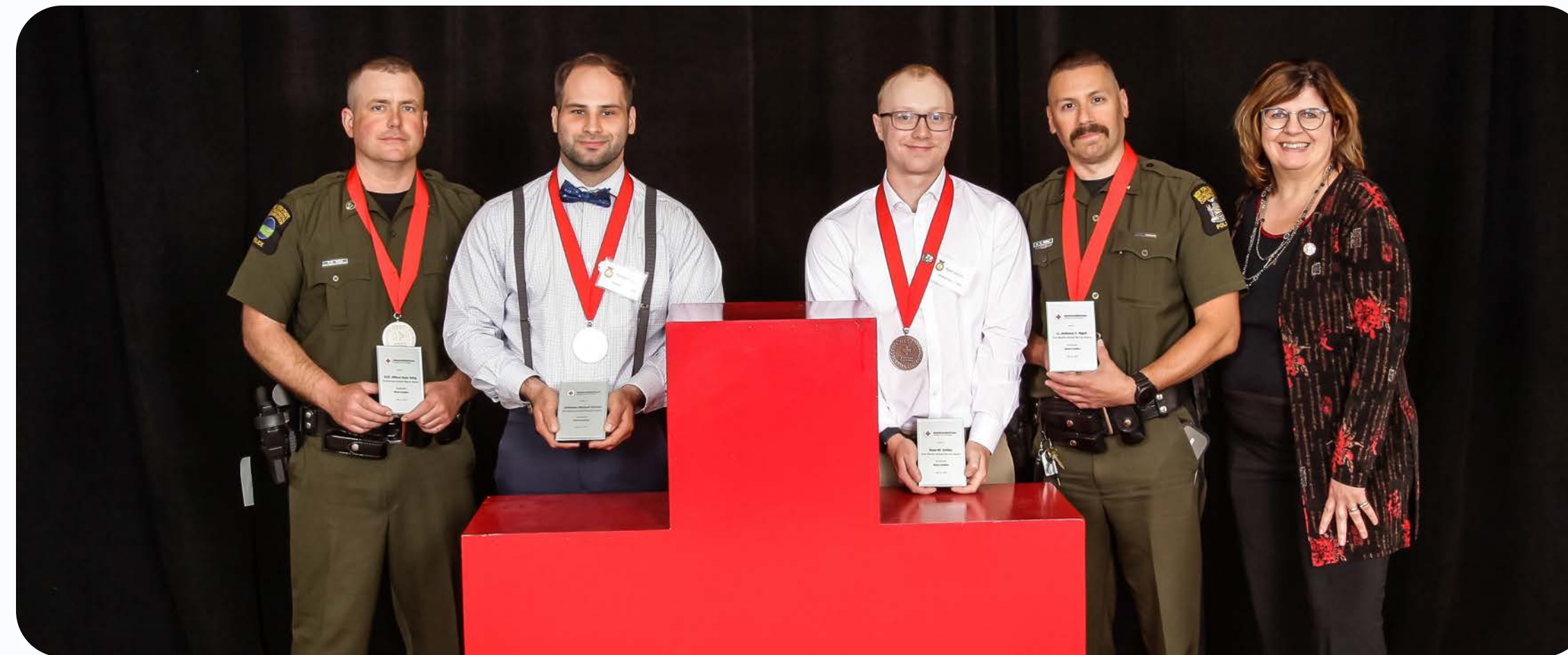
Stipend for professional development
\$75/month tech allowance
Amazon Prime membership

Community

Heroes Among Us: Honoring Community Champions

When faced with the devastating consequences of emergencies, the American Red Cross stands as a beacon of hope for countless individuals and communities, always ready to step in when disaster strikes. From the roaring flames of a house fire to the devastating aftermath of a hurricane, they're there, providing life-saving aid, shelter, and hope. But their work extends far beyond emergencies. They tirelessly run blood drives, train volunteers, and support our armed forces. It's a relentless mission, fueled by a commitment to compassion and community.

At a local level, the American Red Cross, Southern Tier Chapter is committed to recognizing the extraordinary individuals who make a difference in our community. Each year, they honor these unsung heroes and celebrate



Pictured: Elin and the recipients of the Animal Rescue Award

their selfless acts of service at their [“Real Heroes” event](#). From firefighters who risk their lives to rescue others to teachers who go above and beyond to support their students, these individuals embody the spirit of compassion and community. Proceeds from the event directly support the Red Cross's vital mission, ensuring they can continue to provide aid and assistance to those in need.

Since 2018, our team has proudly served as the Media and Production Partner for the ‘Real Heroes’ event, donating our services to help bring these powerful stories to life. Through a series of short, impactful videos, we capture the spirit and humanity of each nominee, showcasing their inspiring acts of service. Bringing these stories into focus was no small task, given the depth and diversity

of each hero's journey, but the result has been deeply moving—each video is a tribute to the individuals who make our community a better place.

On the morning of the event, nominees gather with their loved ones to watch their stories on screen. These videos don't just tell their stories; they connect, engage, and inspire everyone in the room, reminding us all of the impact one person can have. For our team, the experience of seeing these heroes celebrated has been incredibly fulfilling, as has knowing that this event raises essential funds to sustain the Red Cross's lifesaving work.

The “Real Heroes” event resonates far beyond the room—it unites our community, fosters pride and connection, and inspires others to lend a helping hand. We're proud to be part of this celebration of selflessness, courage, and kindness and look forward to many more years of honoring the heroes among us.

Team Volunteer Day at the Waterman Conservation Education Center

This year, our team took a day away from our usual projects to connect with our local community by volunteering at the [Waterman Conservation Education Center](#). At Riveo, we believe in the power of storytelling to bridge gaps, spark curiosity, and drive action—and we're also passionate about building stronger communities. The Waterman Center's mission to educate and inspire resonates with the work we do. They offer a unique opportunity for people to connect with nature, learn about conservation, and appreciate the history of the land around us. So, when the chance came to spend a day at Waterman, we jumped in, excited to lend a hand (and some paintbrushes!) to a cause we truly believe in.

Our creative energy found a new focus at Waterman as we helped plan an upcoming exhibit designed to bring the rich, ancient history of our area to life. Together, we applied our skills in exhibit mapping, painting, graphics, and storytelling to create a space that will educate and inspire visitors for years to come.

The exhibit we helped design focuses on both the archaeology and paleontology of our area, sharing stories from the ancient oceans that once covered the land to the arrival of early human settlers. It was a thrill to bring our creative expertise to a project that captures these little-known stories, especially as we incorporated new displays, colorful visuals, and engaging language to connect visitors with the past. But this project wasn't only about ancient history—it was also a meaningful chance to acknowledge and honor the Haudenosaunee Confederacy. We wanted the exhibit to highlight not only the historical importance of their connection to this land but also their lives today.



Pictured: Riveo team members Elin, Jeremiah, Emily, Sophie, and Madi standing in front of the Waterman Center

Spending the day at Waterman was about more than contributing to an important exhibit. Working together on something tangible, something outside our regular projects, was incredibly rewarding. From brainstorming concepts to picking up paintbrushes, we had a chance to support each other and draw on each other's strengths in new ways. It was a day that not only enriched our bond as a team but also underscored why we do what we do: to create work that connects and inspires.

We wrapped up our day at Waterman more connected as a team and inspired by what we'd accomplished together—all with some unexpected entertainment from Ted the Tortoise who kept us laughing as he vocalized his way through the day, especially during his bath. Who knew a tortoise could have so much personality?

The VIEW Collective: A New Chapter for Women in Video Production

In an industry where men dominate, with a 4:1 ratio in video production and an even starker contrast in national advertising (where women own less than 0.1% of agencies), breaking through can feel like an uphill climb for women. This is why Riveo Creative's Elin Barton, along with Beth Menundi and Parchelle Tashi, co-founded The VIEW Collective (Video Industry's Enterprising Womxn) – a community focused on changing these stats and uplifting women in video.

[The VIEW Collective](#) brings together women from across the country once a month, where they dive into topics that often lack open discussion in the industry – everything from contracts, pricing, and marketing to

navigating equipment and making hiring and firing decisions. These conversations spark new ideas, address common challenges, and empower members to build stronger businesses.

Looking to 2025, The VIEW Collective is planning its first in-person event, a milestone for the group and a chance to deepen connections. Another exciting development? The collective has organically formed a national agency specializing in video production. Now, clients anywhere in the U.S. can tap into a women-led crew through The VIEW Collective, bringing more diversity and fresh perspectives to video production across the nation.

This is only the beginning, and with each meeting and every new project, The VIEW Collective is rewriting the narrative for women in video.



Pictured: Branding elements for The VIEW Collective

Shaping the Future: Elin Barton's Role with Enterprising Women

Since being honored by [Enterprising Women](#) in 2020, Riveo Creative's Founder and CEO, Elin Barton, has served on the board of this impactful organization. For Elin, the experience goes beyond business. "It's such an honor to be part of a group of successful women who are not only building businesses but are actually changing the world," she shares.

Elin has contributed by speaking and leading roundtable discussions at the national conference, and by helping mentor

“It's such an honor to be part of a group of successful women who are not only building businesses but are actually changing the world.”

Young Enterprising Women who attend the conference each year. Additionally, Riveo Creative produced a video about the EW Foundation's work and Elin is serving on the marketing committee for the 25th anniversary.

Founded by Monica Smiley in 2000, Enterprising Women magazine and its annual conference have long celebrated women making a difference. More than just a business recognition, Enterprising Women honors those whose work reaches into their communities and the world.

In 2011, the Enterprising Women Foundation expanded this vision with a special mission: inspiring underprivileged girls with a focus on STEM (Science, Technology, Engineering, and Math). The Foundation's events, held across the country, connect middle and high school girls with professional women from STEM fields, providing invaluable mentorship and advice. As Smiley puts it, "You can't be what



Pictured: Scholarship winners at the 2024 Enterprising Women Conference

you can't see," emphasizing the importance of these role models in helping girls imagine their own future careers.

Through Foundation contributions, select girls are chosen from each school to attend the national Enterprising Women conference, along with a chaperone. It's a unique

opportunity to build connections with female leaders and to be inspired by the possibility that one day, they too could be celebrated as enterprising women shaping the world.

Creating Connections for Change: Riveo's Journey with Diversity Alliance for Science

Over 15 years ago, [Diversity Alliance for Science \(DA4S\)](#) set out to become the leading voice for inclusion in the life sciences, advancing small and diverse businesses to make a greater socio-economic and health impact. Today, it's a thriving community doing just that, and Riveo Creative is proud to be part of it.

Three years ago, Riveo joined DA4S as part of Elin Barton's involvement in the Merck-Drexel Advanced Leadership Program. Since then, Elin and the Riveo team have immersed themselves in DA4S's vibrant ecosystem, attending conferences on both the East and West Coasts and taking full advantage of DA4S's educational offerings. These experiences have opened doors to critical insights on sustainability and best



Pictured: Diversity Alliance for Science (DA4S) Mentorship Program Class of 2024

practices tailored to the healthcare and pharmaceutical sectors, adding unique value to Riveo's approach.

Beyond learning, Riveo also participated in a year-long mentorship program with AstraZeneca, gaining first-hand experience that continues to shape our approach in this

industry. But perhaps the greatest impact has come from the network itself—DA4S is more than just a professional organization; it's one of our most cherished communities. Through it, we've built collaborations, established connections, and fostered friendships that make our journey more rewarding.

Being part of DA4S isn't just about Riveo's growth; it's about joining a collective mission to drive positive change across the life sciences industry.

Women's Business Enterprise National Council (WBENC)

In 2023, Riveo Creative proudly received certification from the [Women's Business Enterprise National Council \(WBENC\)](#), the official certifying body for women-owned businesses in the U.S. This milestone was more than just a stepping stone to working with larger corporations; it opened up an entire world of support, education, and connection that CEO Elin Barton hadn't expected.

When Elin attended her first WBENC conference in Nashville in 2023—and then again in Denver in 2024—she was struck by the vibrant community of women entrepreneurs. WBENC wasn't just about



Pictured: Elin at the 2024 WBENC Conference

certification; it was a powerful network that made business ownership a little less lonely. Through WBENC, Riveo has gained access to a suite of educational programs designed to address real-world business needs. The

Catapult program, for instance, offered a deep dive into digital innovation, inspiring fresh ideas for Riveo's services. Ignite introduced the Entrepreneurial Operating System (EOS), marking an operational shift that has become

essential to our growth. And a CyberSecurity Intensive ensured we're protected against cyber threats with the latest best practices.

Beyond the valuable skills and strategies we've picked up, WBENC has brought friendships and connections that make this journey more meaningful. Building and growing a business can feel isolating, but WBENC proves that women business owners are not alone; this network is here to champion each other's successes.

Looking ahead, Riveo is excited to continue our involvement with WBENC and eagerly anticipates the 2025 national conference in New Orleans. This organization has quickly become a cornerstone of support and inspiration for Riveo—and we're just getting started!

Holiday Gift Card Initiative for Charity

For the past three years, as a token of our appreciation for our clients, we've sent out a special holiday gift: a charity gift card. This unique gesture empowers our clients to make a direct impact on the causes they care about most.

By providing these gift cards, we're not just offering a simple gift; we're contributing to a culture of giving and compassion. Our clients have the freedom to choose a charity that resonates with their personal values, ensuring that their generosity goes directly to organizations that align with their passions.

If the gift card remains unused, it doesn't go to waste. Upon expiration, the remaining balance is automatically donated to a charitable organization. This ensures that every card, regardless of whether it's used, has a positive impact on the community.



Pictured: Riveo's charity gift cards for the holidays

This initiative aligns with our core value of impact. We believe in making a difference, not just in our business but in the lives of those around us. By empowering our clients to choose their own charitable causes, we're helping to create a ripple effect of positive change.



Pictured: Riveo team members making a donation to the 2024 Turkey Drive

Supporting Our Local Turkey Drive

We are proud to continue to support the Broome County Thanks4Giving Turkey Drive with a donation. Together with other organizations and families, our contribution ensured that families who might otherwise go hungry had a warm and nourishing meal on Thanksgiving Day.

The drive, organized by a previous client, Catholic Charities, aimed to collect 3,700 turkeys to distribute to families in our community. We were honored to assist in this important initiative and contribute to a tangible and immediate need. By supporting local initiatives, we are not only making a difference but also strengthening our connection to the people and organizations around us.

Customers

Accessibility

We believe that meaningful stories should be experienced by everyone, regardless of background or ability. In today's digital world, accessibility isn't a "nice-to-have"—it's essential. We're committed to helping our clients tell their stories in ways that are as inclusive as they are impactful. That's why, as part of our core services, we include accessibility features like captions, transcripts, and descriptive audio in the videos we create for our clients. By ensuring that content is accessible to all, we help our clients reach and resonate with diverse audiences.

As a standard, every video we create comes with a captions file. Captions are more than text on a screen; they open doors for viewers who are deaf or hard of hearing, offer clarity in noisy settings, and add depth to stories by ensuring every word, sound, and nuance is fully captured. Beyond enhancing comprehension,

captions make our clients' messages more inclusive and provide a seamless viewing experience for all.

Accessibility is a journey, and we're actively working toward broadening the range of accessible features we offer. We're excited to soon provide clients with optional transcripts for their videos, giving viewers a comprehensive, searchable text of each story. Transcripts serve not only as an aid for individuals who may struggle with audio but also as a powerful tool for those who prefer reading or referencing content in written form.

Another important feature we're in the process of adding is descriptive audio, a tool that adds vivid spoken descriptions of key visuals in a video. Descriptive audio brings a scene to life for viewers who are blind or have low vision, filling in the details that text and dialogue alone

can't convey. With this feature, we ensure every viewer can engage fully with the story, experiencing the emotion, setting, and context as intended.

Accessibility isn't just a responsibility—it's a creative opportunity. By offering a growing suite of accessibility features, we empower our clients to reach a wider, more diverse audience. We are helping our partners share their messages with empathy and inclusivity at the forefront. And as we continue to evolve, we're listening closely to feedback from our clients and the communities they serve to understand how we can improve and innovate.

As part of our commitment to accessibility, we're building resources and insights into our offerings, so that clients can not only receive accessible content but also learn to create it. We know that each step forward—whether

through transcripts, descriptive audio, or new features to come—brings us closer to a world where impactful storytelling reaches everyone.

Making Our Deliverables Accessible

Captions

Transcripts

Descriptive Audio

Color Contrast

Alternative Text

Accessible Hashtags

Supporting Value-Aligned Clients

We believe that impactful work stems from strong partnerships with clients who share our core values and commitment to a better future. We're proud to work alongside organizations dedicated to making meaningful change, from empowering small business owners in under-resourced communities to advancing renewable energy solutions, restoring brownfields, and promoting sustainable landscaping. By aligning our work with clients who prioritize social and environmental progress, we are part of a network dedicated to building a brighter, more resilient world. This section highlights the inspiring work of our value-aligned partners and our shared vision for lasting impact.

Initiative for a Competitive Inner City

We've been honored to work over 4 years with the [Initiative for a Competitive Inner City \(ICIC\)](#), a nonprofit dedicated to driving inclusive economic growth in under-resourced urban communities. ICIC empowers small business owners through research, strategic insights, and robust programming. Their initiatives, such as Inner City Capital Connections, equip entrepreneurs with essential resources—from financial education to peer networks—that stimulate sustainable business growth.

We collaborate closely with ICIC, creating videos for their annual impact report, annual conference, and social media to amplify their reach. Through this partnership, we help ICIC connect with entrepreneurs nationwide and in Canada, enabling us to support their vision of vibrant, economically resilient communities.



Pictured: Riveo crew members running a video booth at ICIC's 2023 Annual Conference

Santander

[Santander's Cultivate Small Business \(CSB\) program](#) is all about uplifting early-stage entrepreneurs in underserved communities, with a focus on the food industry. Designed for women, immigrants, and BIPOC-owned businesses, this program offers a food-centered curriculum, hands-on mentorship, and capital grants to help businesses grow. Now reaching six major markets, CSB supports over 180 entrepreneurs each year.

This year, we were proud to partner with Santander to create videos that highlight the incredible impact of CSB. This project took us to Miami, FL, where we had the privilege of interviewing business owners who have gone through the program. Through their stories, we got to witness firsthand how the program has helped them grow and thrive. It was inspiring to see the tangible results of Santander's commitment to supporting diverse entrepreneurs in underserved communities.



Pictured: Owner and Managing Partner of Lovely's Urban Fusion, a graduate of Santander's CSB program

Goldman Sachs 10,000 Small Businesses Voices

[Goldman Sachs 10,000 Small Businesses Voices](#) advocates for small business owners across the U.S., empowering them to become vocal advocates for policies that support business growth. The program connects entrepreneurs with policymakers, initiating conversations that can drive change at local, state, and national levels. By providing access to resources and a network of advocates, it helps small business owners navigate challenges and create lasting impact for themselves and their employees.

We collaborated with 10,000 Small Businesses Voices in creating a video that highlights the importance of the program, featuring interviews with small business owners and political leaders. This video encouraged others to get involved and lend their voices to the cause.



Pictured: Representative Joyce Beatty speaking with Goldman Sachs 10KSB Alumni at the Capitol.

RESIGHT

In 2024, we had the pleasure of working with [RESIGHT](#), a certified B Corporation leading the way in sustainable real estate. RESIGHT repurposes distressed sites for productive use, fostering both economic and environmental gains. Their projects tackle challenges in under-utilized spaces, transforming them into sustainable developments that benefit both investors and the communities they serve.

To help RESIGHT share their mission with potential investors, we created a series of engaging videos that highlight their expertise and passion for turning these spaces into valuable assets. Filming at their office in Colorado, we had the opportunity to capture the heart of their team and their work. Our goal was to bring their vision to life, showcasing the positive impact of their work and making the case for investment in their transformative projects. Through powerful



Pictured: RESIGHT's CEO/Founding Member and Operations Manager/Real Estate Associate

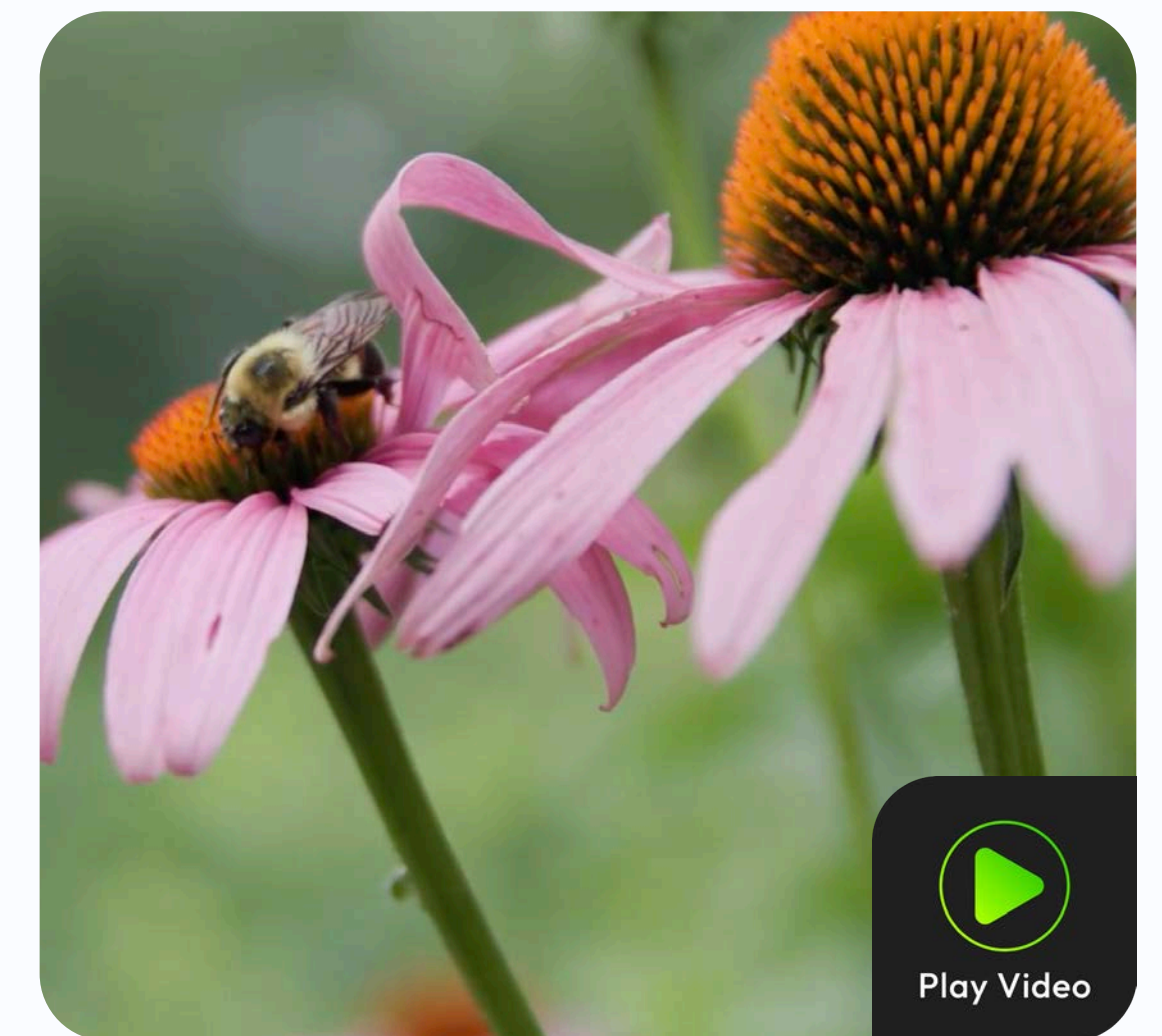
visuals and insightful interviews, we helped tell RESIGHT's story and illustrate why their mission is worth supporting. We're proud to be part of their journey, helping ensure these impactful projects continue to thrive.

GreenWeaver Landscapes

[GreenWeaver Landscapes](#) embraces a fresh approach to landscape design, creating outdoor spaces that are not only beautiful but also diverse, resilient, and sustainable. Understanding that traditional landscaping methods can harm the environment, they prioritize environmentally sensitive practices, such as managing stormwater, selecting sustainable materials, using native plants, and protecting soils, all while creating beautiful and functional landscapes. Their goal is to craft spaces that delight and inspire, promoting a deeper connection to the outdoors.

We were excited to help GreenWeaver grow their business and amplify their impact through marketing content that highlights the value of sustainable landscaping. Our mission was to spread the word about their mission and the long-term benefits of their services, ultimately helping them expand their reach and create even more eco-conscious landscapes. Plus,

GreenWeaver donates a portion of their proceeds to 1% for the Planet, furthering their commitment to sustainability. It's been a rewarding experience to support their team's work and help them make a bigger difference in the world.



Pictured: A bee collecting pollen from a native plant in one of GreenWeaver's landscapes

Vesper Energy

[Vesper Energy](#) is dedicated to advancing the clean energy transition with a focus on solar and storage projects. As a leading developer of renewable energy projects across the United States, they specialize in providing low-cost, sustainable electricity while working closely with communities and partners to ensure the success of each project. Their mission to reduce carbon emissions and contribute to a sustainable, decarbonized future aligns with the global push for cleaner energy sources.

We were proud to assist Vesper in creating safety training videos for their Hornet Solar Project, helping ensure a secure and efficient work environment. This project is situated on 4,000 acres in Swisher County, TX and provides enough energy to power 159,364 homes annually.



Pictured: Vesper employees at their solar site in Swisher County, Texas

Suppliers

At Riveo, our commitment to positive impact doesn't end with the work we create; it extends to every aspect of how we operate, including who we work with. We believe that every decision we make—down to the paper we print on—should reflect our values of sustainability, integrity, and social responsibility. That's why this year, we took a close look at our supply chain to ensure it aligns with our mission of creating authentic, impactful change.

Take, for instance, the brochures we printed for our clients and marketing initiatives this year. We sourced them through Smartpress, a supplier known for their commitment to both the planet and people. This company is carbon neutral and certified by reputable environmental organizations, making their products a natural fit for our dedication to eco-friendly practices. The brochures were printed on recycled paper, reducing waste and supporting a circular economy. It's a small detail that speaks volumes about the values we're passionate about.



Pictured: Brochures we printed on recycled paper through a sustainable supplier

But sustainability alone isn't enough. We're equally committed to working with suppliers who prioritize social responsibility. This means supporting businesses that value ethical labor practices, community involvement, and

inclusive policies. By partnering with suppliers who share these values, we amplify our impact and create a ripple effect that reaches far beyond our immediate projects.

We believe in the power of every choice to build a brighter, more sustainable future. Each step forward in our commitment to sustainability and social responsibility is a step toward a more inclusive and environmentally conscious world. Whether we're selecting materials, choosing printing methods, or vetting suppliers, our focus remains on amplifying positive impact every chance we get.

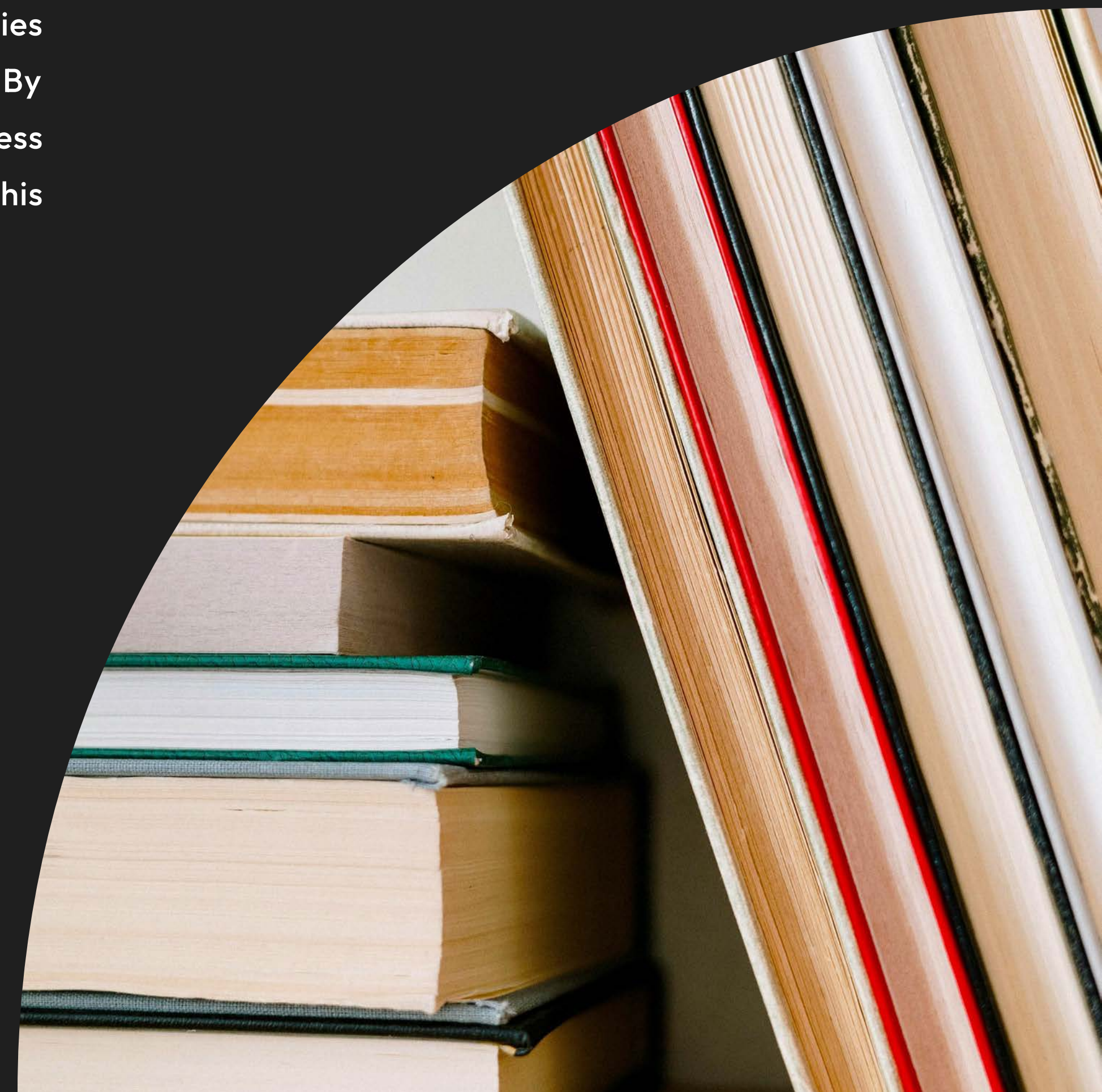
As we look to the future, we're excited to deepen these partnerships and continue leading by example, showing our clients—and ourselves—that impactful, sustainable, and responsible choices are within reach for everyone.

Governance

Strong governance is the foundation of a responsible and sustainable organization. It's about more than policies and procedures—it's about creating a culture of transparency, accountability, and ethical decision-making. By aligning our operations with our values and maintaining trust with our stakeholders, we ensure that our business is built to last. In this section, we explore the steps we've taken to strengthen our governance practices this year and outline how these efforts support our mission for sustainable growth and positive impact.

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Governance Overview

This year, we made significant strides in strengthening our policies, focusing on transparency, ethical decision-making, and operational efficiency. We're committed to building a framework that supports accountability and trust. Looking ahead, we're excited to continue refining our practices to ensure our governance remains strong, adaptable, and aligned with our mission.

Key Moments in 2024

- Reviewing and updating our Employee Handbook
- Switching to a new file-sharing software that provides built-in regular automatic backups
- Continuing data safety trainings

Our Next Steps

2025

Review our Cyber Incident Response Plan

Present outward facing language about data security commitment

Publish a policy around our company's use of Artificial Intelligence

2026

Update policies

Introduce a NAS Storage System

2027

Apply for Cybervadis

2028

Apply for SOC 2 Certification

Ethics

At Riveo Creative, our commitment to ethical business practices is at the heart of everything we do. To us, there is nothing more important than upholding the highest standards of integrity, transparency, and accountability in all our operations. Our policies are designed to ensure we are going above and beyond legal standards, to meet ethical standards as well.

Our principles of respect, safety, and inclusivity guide our actions and shape our ongoing efforts to make a positive, lasting impact on the communities we serve.

Business Ethics Policy

Our Business Ethics policy ensures compliance with relevant laws and regulations, and promotes transparency and integrity across the organization. It outlines expectations for avoiding conflicts of interest, maintaining confidentiality, engaging in fair competition, and promoting a respectful, inclusive workplace. We also prioritize environmental

responsibility, responsible supplier relations, and encourage employees to report any violations, with protections in place for whistleblowers. Violations of this policy may result in disciplinary action, underscoring our dedication to ethical behavior and responsible business practices.



Whistleblower Policy

The Whistleblower Policy at Riveo Creative encourages the reporting of illegal, unethical, or improper conduct, ensuring that concerns are addressed with integrity, confidentiality, and without retaliation. The policy applies to all employees, contractors, and stakeholders and covers issues such as financial misconduct,

safety violations, and other policy breaches. All reports will be investigated thoroughly, and appropriate actions will be taken based on the findings. Riveo Creative strictly prohibits retaliation against anyone reporting in good faith, with violators subject to disciplinary action. The policy also outlines procedures for handling false reporting and provides for periodic reviews to maintain its effectiveness.

Compliance

Policies that align with compliance laws are crucial for operating within legal and ethical boundaries, minimizing risk and protecting our stakeholders. Compliance policies help us stay updated with changing regulations and industry standards. By adhering to compliance laws, we are able to not only safeguard our operations but also demonstrate our commitment to ethical practices, as we maintain the trust of our clients, employees, and regulatory bodies.

Inclusivity

We believe that everyone deserves a seat at the table and that diversity and inclusion create a more dynamic and thriving business. Our policies on inclusion in the workplace are the foundation of a diverse, equitable, and supportive environment where all employees feel valued and empowered to contribute their best. These policies promote respect for differences in race, gender, sexual orientation, age, ability, and other characteristics, ensuring that everyone has equal opportunities for growth and advancement. These inclusion policies help prevent discrimination and harassment, creating a culture of belonging that enhances employee satisfaction, collaboration, and innovation. By prioritizing inclusion, we not only comply with legal requirements but also strengthen our team, attract top talent, and improve our overall performance.

Information & Data Security

Cybersecurity Training

At Riveo Creative, we're committed to safeguarding our data, our clients' information, and our systems through robust cybersecurity practices. A key part of this commitment is ensuring that every employee is equipped with the knowledge and tools to navigate the ever-evolving cyber threat landscape.

Each year, all employees are required to complete two comprehensive cybersecurity training programs. These courses cover essential topics, including recognizing phishing attempts, creating strong passwords, securing devices, and responding to potential breaches. By revisiting these fundamentals twice annually, we ensure that every team member remains vigilant and prepared to handle potential threats.

To keep security top-of-mind throughout the year, employees also receive weekly micro-

trainings. These bite-sized lessons focus on timely and specific topics, such as identifying new types of cyberattacks or reinforcing best practices for protecting sensitive data. These consistent reminders help reinforce what we've learned and empower our team to adopt proactive habits that reduce risk.

Our investment in cybersecurity training is not just about compliance—it's about building a culture of awareness and responsibility. By equipping our team with the knowledge to identify and prevent threats, we're protecting our business and clients while reinforcing trust and security in everything we do.

Cyber Hygiene Measures

Protecting our digital assets and ensuring the security of client data is a top priority. We've implemented robust cybersecurity measures that safeguard sensitive information and promote digital responsibility across our team.



One of our foundational practices is using a password manager to generate and securely store strong, unique passwords for every account. This eliminates the risks associated with weak or reused passwords and ensures that every access point is well-protected. Wherever possible, we also require two-factor authentication (2FA), adding an extra layer of security by verifying identity through an additional step, such as a mobile app or code.

To stay ahead of potential vulnerabilities, we prioritize regular and automatic software updates for all devices and systems. This proactive approach ensures we are always running the latest versions, equipped with up-to-date security patches.

Endpoint Security

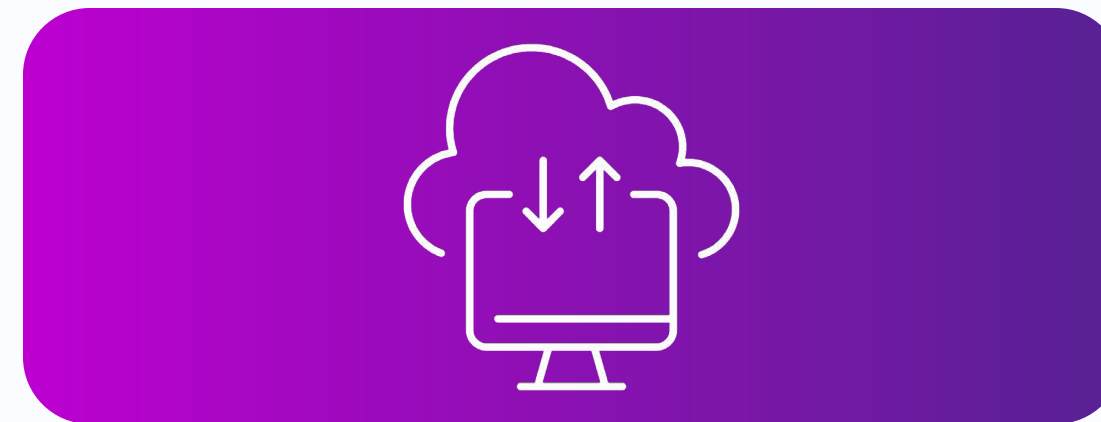
We take multiple steps to secure the devices and systems that connect to our network. Our endpoint security measures include:

- Antivirus/Antimalware/Antiransomware (AV/AM/AR) solutions to detect and neutralize threats.
- Firewall protection for all devices.
- Drive encryption to safeguard sensitive data, even in the event of a device breach.
- Updates and patches applied three times weekly, covering Microsoft, Windows, and third-party software, to mitigate vulnerabilities.
- 24/7 monitoring to identify and address potential security issues in real time.

Incident Response Plan

While we have an incident response process in place, we are committed to formally documenting and enhancing our plan in the future. Our current approach is designed to address potential security breaches efficiently and effectively:

- **Identify:** Detect and confirm the nature of the issue.
- **Remediate:** Remove the threat to stop further damage.
- **Recover:** Restore affected systems and data to ensure business continuity.
- **Notify:** Communicate with stakeholders or authorities as required by the nature and severity of the incident.



Data Backup and Recovery

Managing and securing our extensive library of files is essential to our work. Our team relies on seamless accessibility to collaborate effectively, while also ensuring robust security measures to protect sensitive data.

We utilize a cloud-based file-sharing service to host and manage all data from our video projects. This platform is designed with security at its core, holding certifications such as SOC 2 Type 1 and Type 2, TPN, and GDPR compliance. Notably, the service acts purely as a pass-through and cannot access our files, providing

both security and peace of mind. It also allows us to share large video files efficiently across our team, eliminating the need for physical hard drives and long wait times for downloads.

For archiving, we've adopted a cost-effective cold storage cloud solution. While we retain some hard drives, the majority of our archived projects are stored in the cloud. This approach not only reduces the accumulation of physical drives but also ensures archived files are easily accessible whenever a team member needs them.

Regular data backups are a cornerstone of our cybersecurity strategy. By maintaining backups in multiple locations—both in the cloud and on physical drives—we ensure our files are protected from hardware failure or potential cyberattacks. This redundancy means that even if both our main drive and one backup

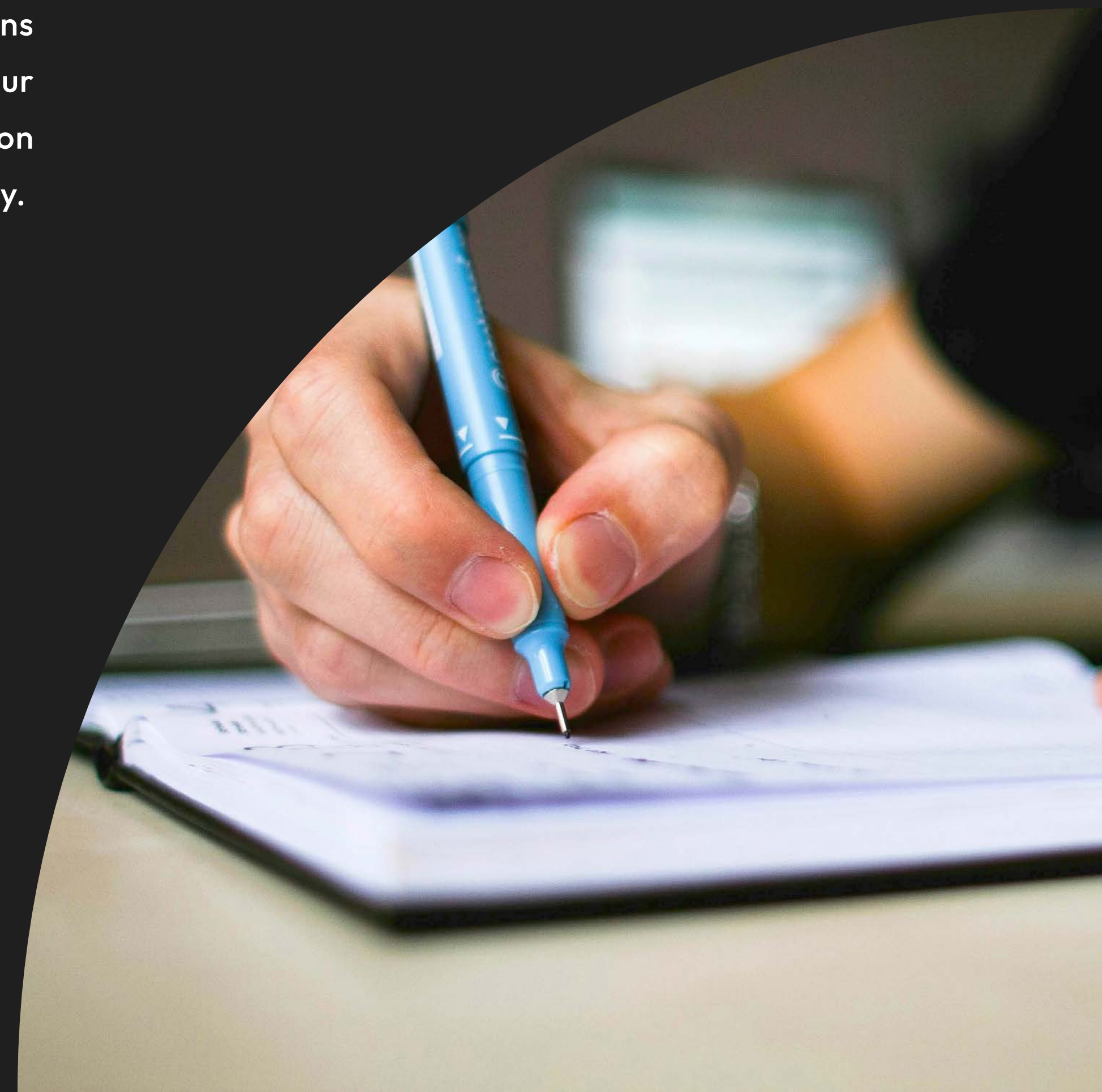
were compromised, our data would still be recoverable. These measures underscore our commitment to safeguarding our files and maintaining a reliable, efficient system for managing our digital assets.

Lessons

We believe every step forward is an opportunity to learn and grow. In this section, we're sharing the lessons we've learned along the way. You'll find practical tips to help you get started, resources to deepen your knowledge, and reflections that have shaped how we approach our work. Whether you're looking for inspiration or actionable advice, we hope these insights empower you to create meaningful change in your own journey.

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What We've Learned

This year's impact report was truly a team effort, and we want to extend special recognition to two individuals whose contributions made a significant difference: Emily Adams, for leading our sustainability tracking initiative, which was no small feat, and Madi Tinney, for dedicating countless hours to transform our data into this beautifully crafted report that captures the story of our journey over the past year.

As a team, we met regularly to reflect on our sustainability efforts, evaluate our tracking processes, and analyze our results. Along the way, we learned valuable lessons that we're excited to share:

You don't have to know all the answers to get started.

When we began, we weren't entirely sure we were ready or knew exactly how to proceed, but we let our desire to make a difference guide

us. Taking small, intentional steps in the right direction proved to be more important than having all the answers up front.

Tracking is the foundation of progress.

While we initially faced questions about what to track and how to track it, we quickly realized the importance of this step. Measuring our efforts provided clarity and helped us identify opportunities for improvement that might otherwise have gone unnoticed.

Commitments drive results.

Committing to creating this impact report gave us clear deadlines and the motivation to see projects through to completion. Without those commitments, some of our progress might have been delayed.

No action is too small.

Even seemingly minor changes can have a meaningful impact. For example, dedicating just four hours per quarter to data management allowed us to delete unnecessary materials, contributing to energy and resource savings. Sustainability is often about finding and amplifying these small wins.

Positive change benefits everyone.

Becoming more intentional with our actions has strengthened our company and enriched our team. From considering the environmental impact of our purchases to emphasizing accessibility and inclusive language, we've embedded sustainable practices into our decision-making process. Implementing the Entrepreneurial Operating System (EOS) has also improved our operational efficiency, and new policies now guide us as we grow.



This report not only reflects our progress but also reaffirms our commitment to continuous improvement. We're proud of what we've achieved and excited for the opportunities ahead. Together, we're proving that meaningful, measurable impact is within reach.

Tips to Getting Started



If you're looking to start your sustainability journey but find it all overwhelming, don't worry! You're not alone. The big picture of ESG can seem like a lot, but what really matters is taking one step closer to sustainable business practices at a time. The goal is continuous improvement and impact, and it's an ever-evolving journey. There are, however, a few ways you can get started.

Connect with a sustainability advisor

We started our sustainability journey by connecting with [The Fehlig Group](#), who assisted us in auditing our current practices and discovering where we needed to put the majority of our resources. We have continued to work with The Fehlig Group by taking courses on sustainability and maintaining an active relationship with them.

Begin tracking data

If you don't know where you're starting, how can you know if you've improved? Try picking two or three items to measure. For example: How much paper waste are you disposing of monthly? What is your electricity consumption? How about water? These types of environmental measurements will be your jumping off point for goal-setting!

Donate time, money, or services to charitable organizations within your community

Making a difference begins where you live, and in this case, where you do business. Find the businesses or nonprofit organizations near you that are in need of assistance and see how you and your team can help.

Talk about it

Bring together key employees to let them know your intentions for creating a sustainable workplace. Ask for their feedback on how you've been doing so far, and get their input and support as you begin investing in sustainable environmental practices, diversity and inclusion efforts, and maintaining top ethical standards. The best teams are those who use their shared values to work toward common goals.

These are just a few of the ways any business can make a big impact, but the list is truly endless! Use Google, ask questions, read books, listen to podcasts, and research however you'd like to figure out what values most align with your company and what you want to focus on first. Most importantly, remember that it only takes small consistent changes to equal big impact if everyone participates. Join us as we commit to making progress toward a better world in 2025, one step at a time!

Riveo Impact Lab

In 2024, we began developing the Riveo Impact Lab podcast, an exciting new initiative launching in 2025. The podcast is designed to inspire and educate small business owners about creating meaningful change in an evolving world. By sharing insights, real-world experiences, and practical strategies, the podcast empowers listeners to incorporate sustainable and ethical practices into their operations.

Co-hosted by our CEO, Elin Barton, and our Sustainability Coordinator, Emily Adams, the Riveo Impact Lab explores topics that matter most to small businesses striving for impact. Episodes will delve into sustainability, diversity and inclusion, and ethical decision-making—all from a relatable, small-business

perspective. With a focus on education and open discussion, the podcast features honest conversations about the challenges and opportunities businesses face in driving positive change.

Whether you're looking to adopt eco-friendly practices, build a more inclusive workplace, or navigate ethical challenges in your industry, the Riveo Impact Lab offers valuable insights to help you grow your impact. We're excited to launch this platform and invite you to join the conversation.

Stay tuned for the first episodes in 2025, and visit our [Riveo Impact Lab](#) page for updates and more information!

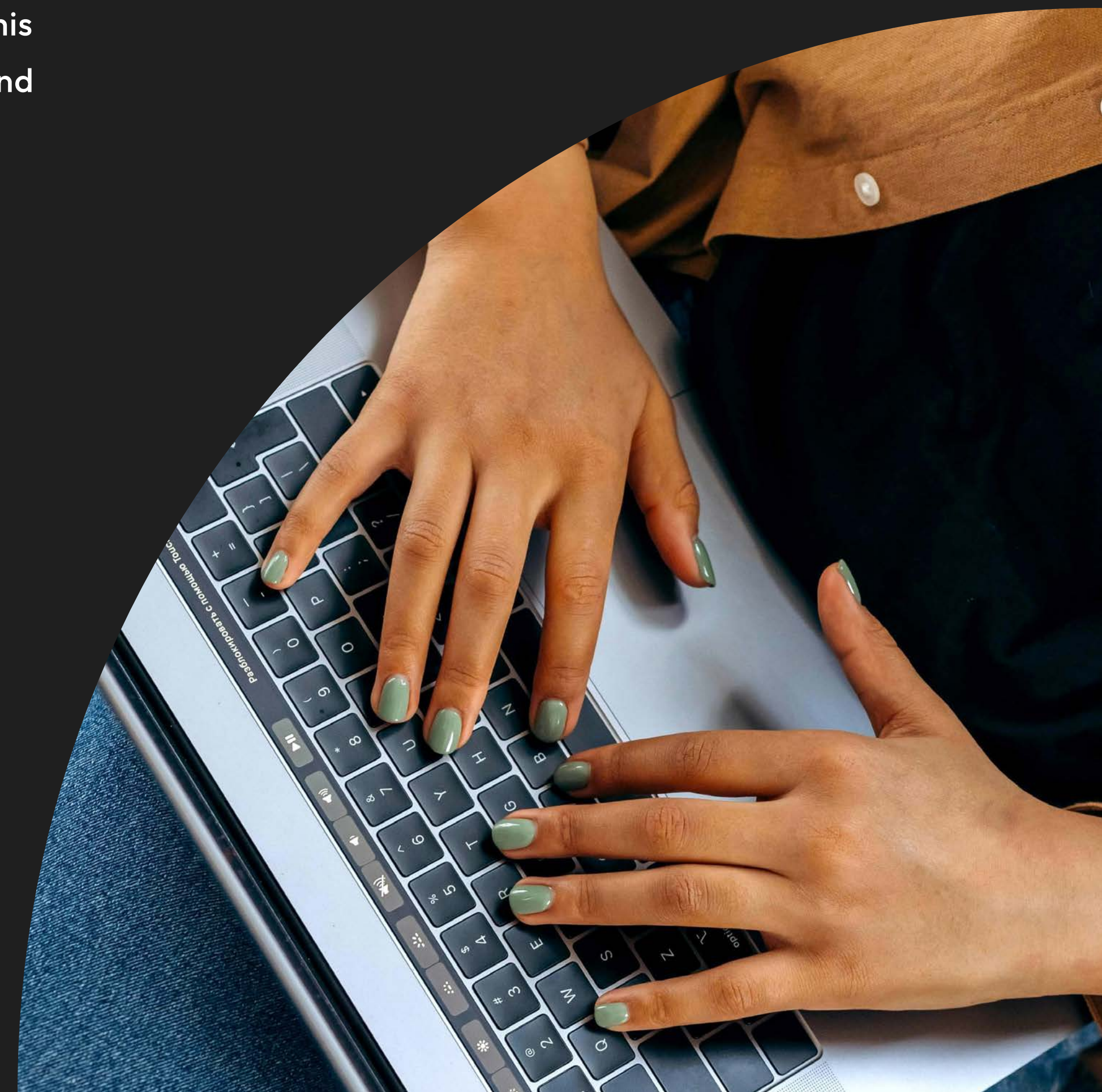


Appendix

The appendix offers additional context and supporting information to complement the main report. This section is designed to enhance transparency and provide a deeper understanding of how we measured and communicated our progress throughout the year.

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About this Report

Reporting Year

This report highlights Riveo’s Environmental, Social, and Governance (ESG) performance and initiatives throughout the calendar year 2024, from January 1 to December 31. Unless otherwise noted, all data and achievements referenced in this report reflect activities and progress made during this reporting period. Our commitment to transparency and accountability drives the comprehensive insights shared in this document, providing a clear view of the impact we’ve made this year.

Data Assurance

This impact report has been prepared using data sourced from Aclymate, a trusted platform for carbon emissions tracking. Aclymate follows the Greenhouse Gas (GHG) Protocol guidelines and utilizes both actual

and spend-based accounting methodologies to calculate emissions. The emissions data presented in this report reflects the information provided by Riveo Creative, as input into the Aclymate system.

Where real data is available, we prioritize its use to ensure accuracy. However, in cases where actual data is not accessible, we employ estimates to fill in gaps, always with the goal of providing a realistic representation of our emissions. While we strive for precision, the estimated figures are clearly indicated when used, and we are committed to ongoing efforts to improve data accuracy moving forward.

We rely on Aclymate’s robust data models and the GHG Protocol guidelines to maintain a transparent and reliable emissions report that accurately reflects our environmental impact.

Forward-Looking Statements

This report contains forward-looking statements based on our current plans, goals, and expectations, which are inherently subject to risks, uncertainties, and assumptions. These statements may include projections, initiatives, and commitments regarding our Environmental, Social, and Governance (ESG) efforts, as well as the anticipated impacts of our actions. While we strive for accuracy and transparency, factors beyond our control—such as evolving regulations, scientific developments, or external conditions—may affect actual results and outcomes.

The metrics, methodologies, and assumptions used in this report are subject to ongoing refinement and should not be considered guarantees. We do not undertake any obligation

to update these forward-looking statements to reflect changes in circumstances or new information, except as required by law. Readers should exercise caution and avoid placing undue reliance on these statements when evaluating the progress or future direction of our ESG initiatives.

Key Performance Indicators

Key Performance Indicator (KPI)	2024
Environment	
Reduce overall digital waste	41.6% decrease
Track technological waste and recycle	Yes
Track electricity usage and offset	Yes
Track all on-site video-related travel (including contractor's travel) and offset 75%	Yes
Track shipping emissions and offset 75%	Yes
Produce content that is focused on sustainability (at least 2 projects)	GreenWeaver and Riveo
Track all business related travel and offset 75%	Yes

Key Performance Indicator (KPI)

2024

Social

2 in-person meetings per year	Yes
Internal roster of volunteer opportunities provided to employees	Yes
1 identified community engagement event	Waterman Conservation Education Center
1 identified pro-bono or discounted community focused video work or equivalent donation	Red Cross
Track diversity of contractors	25% increase in videographer diversity
Have 1 completed project that is demonstrably related to DEI	ICIC

Key Performance Indicator (KPI)

2024

Governance

Policies acknowledged by 100% of employees

Yes

Existing list of policy objectives available for employees

Yes

Key employees able to locate and access data policies; complete 100% data security training

Yes



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