

2025 IMPACT REPORT

Environmental, Social, and
Governance Highlights



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Introduction

A year ago, we set out ambitious goals in our first Impact Report—promises to ourselves, our partners, and our planet. Since then, we’ve been putting those commitments into practice, one intentional choice at a time. This report is a look at that journey: the progress we’ve made, the lessons we’ve learned, and the people who’ve inspired us along the way. It’s proof that impact isn’t a destination, it’s a continual process of listening, learning, and doing better. We’re proud to share how we’ve deepened our efforts around environmental stewardship, social responsibility, and good governance this year, and how our values continue to guide everything we create.

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A Letter From Our CEO

There are many ways to measure success in business, and for a long time, the conversation has centered on numbers alone. I'll be honest—early in my career, I believed that was simply how success was defined. But over time, and especially in recent years, my perspective has shifted.

Today, success looks a lot like alignment—like knowing that our actions reflect what we say we value.

That's why this second Impact Report means so much to the team at Riveo Creative. What began as an intention has become an integral part of our company culture. It's tangible proof that we're walking our talk, holding ourselves accountable, and intentionally building a company rooted in purpose.

Taking the time to look back on this past year has been both grounding and energizing. Seeing our work documented—what we've learned, what we've improved, and where we've made

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Today, success looks a lot like alignment—like knowing that our actions reflect what we say we value.

meaningful progress—is incredibly rewarding. Having this report to share with our clients and community feels exciting and affirming, and it reminds us how much can be accomplished when core values guide decisions and actions.

This report is, above all, a testament to our team. Their care, thoughtfulness, and commitment to doing things well—and doing them the right way—continue to shape who we are. Together, we've learned a simple but powerful truth: no company is too small to make a real difference in the world. With the right vision, focus, and intention, our company can do something that's even more important than making a profit. In

addition to our fiscal responsibility, together we can support people, strengthen communities, and contribute positively to the world around us.

On a personal level, I feel deeply proud of what this report represents—not because the work is finished, but because it reflects meaningful progress and a clear sense of direction. Thank you for taking the time to explore our second impact report and for being part of this journey with us. I'm grateful for the trust, collaboration, and shared belief that this kind of work truly matters.

**With gratitude,
Elin Barton**



A Letter From Our Sustainability Coordinator

If the word “sustainability” sparks an immediate feeling of overwhelm for you, you’re not alone. Many people, especially small business owners whose plates are already more than full, feel reluctant to invest their limited time and resources into a new initiative.

That hesitation makes sense. After all, there seems to be an endless number of actions you could take, and sometimes it feels like you need a PhD in Environmental Science just to begin understanding how to overhaul your workflow and ensure it’s creating a positive environmental and social impact. It’s a big ask.

As the Sustainability Coordinator of a small business (and a person with no such PhD), let me encourage you: it doesn’t have to be that hard. You can start making a positive impact on the world around you in small ways, right now. Rather than feeling stuck in the familiar refrain of “maybe next year,” I hope this Impact Report encourages you to find your first, or next, simple step into the ESG world.

Our team began our sustainability journey in 2023 by conducting self-assessments, receiving expert guidance, and making manageable changes. Over the past few years, those small changes have added up, creating a strong foundation of impact-centered business practices that we will continue to build upon for years to come.

In 2025, we increased diversity in hiring, offset our carbon emissions, created video and marketing content for value-aligned organizations, volunteered in our community, and officially launched the Riveo Impact Grant. Through this program, we offered pro bono video services to a nonprofit organization that partners with 1% for the Planet. (Our team was incredibly proud to work with this year’s grant recipient, SeaSmart. Check out our work with them on page 18.)

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Our sustainability story began with a belief that small businesses can and should be a force for good. After years of putting that belief into action, our entire team can say with certainty: we believe it now more than ever.

Our sustainability story began with a belief that small businesses can and should be a force for good. After years of putting that belief into action, our entire team can say with certainty: we believe it now more than ever.

If you’d like encouragement or tips for your own sustainability journey, reach out. We’re here to help. Let’s make the world a better place, together.

**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 with the goal of bringing 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).

Our Mission

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

Our Business in 2025

Employees	5
Interns	1
Contractors	22
Customers	34
Revenue	< \$1M

Our Values

-  Empowerment
-  Impact
-  Integrity
-  Excellence
-  Creativity

Our Approach to ESG: Values in Action

Riveo's approach to Environmental, Social, and Governance (ESG) practices is deeply rooted in our core values of 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. Our commitment to ESG is 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, partners, 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 building 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 inspires audiences, we aim to leave 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. These are 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.

Report Highlights



Launching Our Riveo Impact Grant

As part of our 1% for the Planet commitment, we launched the Riveo Impact Grant to help a partner share their story through video. We received inspiring applications and selected SeaSmart, whose scuba programs advance ocean conservation, empower students, and support sustainable coastal economies.

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VINES Volunteer Day

For our volunteer day, we joined VINES (Volunteers Improving Neighborhood Environments) to work in their community orchard. We're now helping design new signage to share VINES' mission with more visitors.

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Supporting Value-Aligned Clients

Throughout 2025, we partnered with many clients who share our commitment to positive change. Together, we created stories that advance sustainability, equity, and social progress to build a more resilient, inclusive world.

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Riveo Impact Lab

We launched our *Riveo Impact Lab* podcast to spotlight changemakers driving meaningful progress. Through thoughtful conversations, we explored how both individual and organizational actions can spark broader impact.

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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, our environmental efforts evolved from building sustainable habits to strengthening accountability and long-term impact. We continued to track our footprint and reduce our emissions, while also leaning into deeper partnerships, third-party evaluation, and systems that challenge us to do better. By holding our work up to higher standards and investing in solutions that extend beyond our own operations, we're reinforcing our commitment to meaningful, measurable progress.

Key Moments in 2025

- Joining 1% for the Planet and launching our Riveo Impact Grant as part of our contribution
- Receiving Gold EcoVadis rating
- Participating in University of New Hampshire's B-Impact Clinic and applying for B Corp Certification

Our Next Steps

2026

Commit to Science Based Target Initiative (SBTi)

Provide employees with energy-efficiency stipend

2027

Provide environmental learning stipend (ex: attending conferences)

Develop procurement/supplier guidelines and policy

Apply for ISO 14001 Certification

2028

Publish client-focused sustainability marketing guide

Speak on or host panel on ESG in creative services

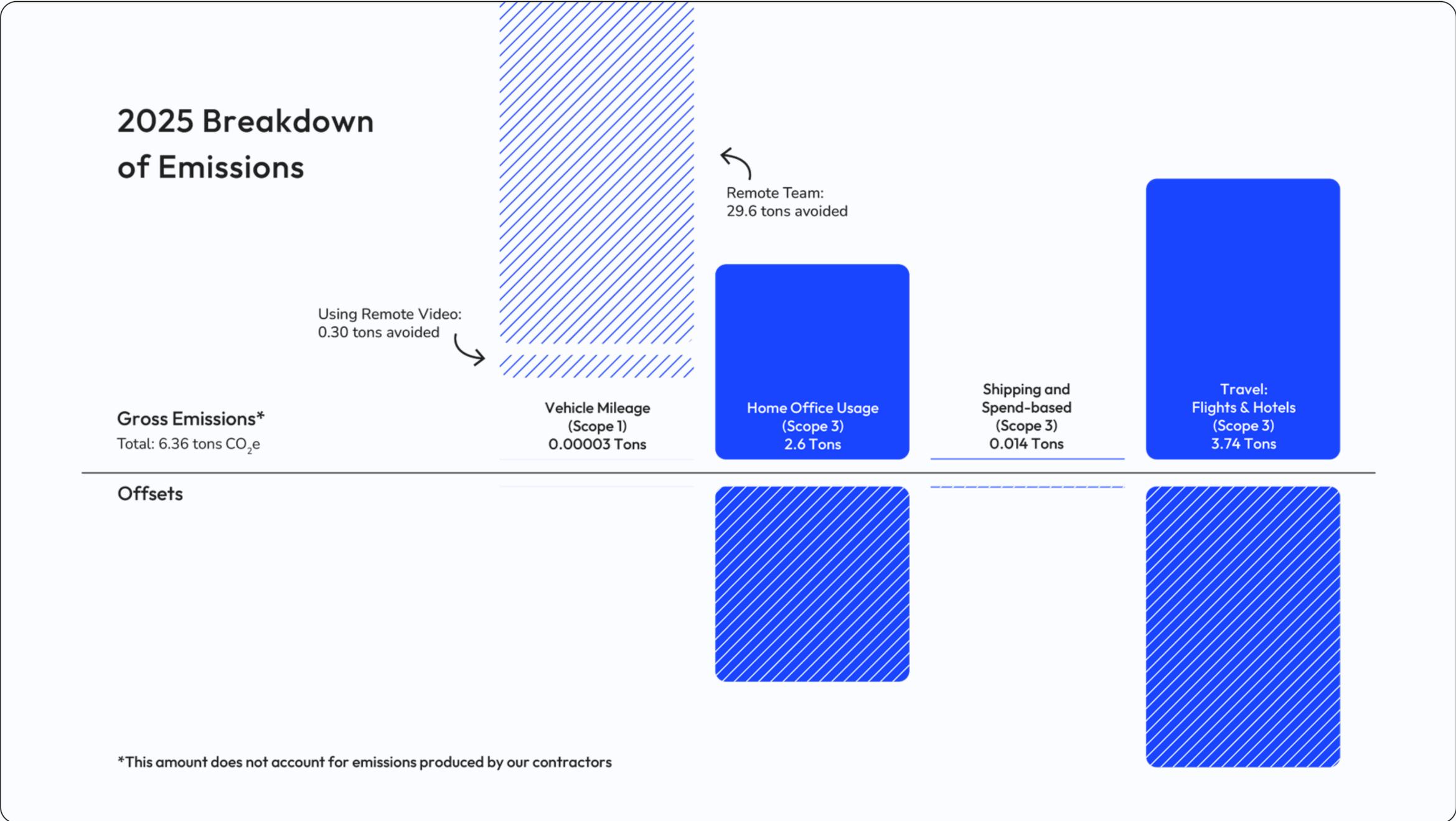
2029

External verification of Greenhouse Gas (GHG) inventory

Carbon

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.



Offsets

While reducing our emissions remains our top priority, we continue to offset our carbon footprint by supporting carefully selected projects that deliver measurable, real-world impact. This year, we built on our existing commitments while also expanding our portfolio to include new initiatives focused on infrastructure, energy efficiency, and emissions reduction.

We continued our support of the Skylands Region Grocer Project in rural New Jersey, where a family-run supermarket is operating a near-zero emission CO₂ refrigerant system. This innovative approach reduces cooling-

related emissions by nearly 99%, replacing traditional refrigerants that are thousands of times more harmful to the environment.

We also supported a new type of offset project focused on sustainable roadway construction along I-64 in Williamsburg, Virginia. This project utilized innovative methods that significantly reduce the need for energy-intensive materials and processes.

By reusing existing pavement materials on-site, the project minimized waste, preserved natural resources, and reduced energy consumption compared to traditional road

construction methods. These efforts resulted in the verified avoidance of 17,790 metric tons of CO₂ emissions.

These projects (and others like them) represent our continued commitment to thoughtful, high-quality carbon offsetting and supporting initiatives that are transparent, verified, and aligned with broader environmental and community benefits. As we move forward, we remain focused on pairing emissions reduction with investments in solutions that drive lasting, positive change for both people and the planet.



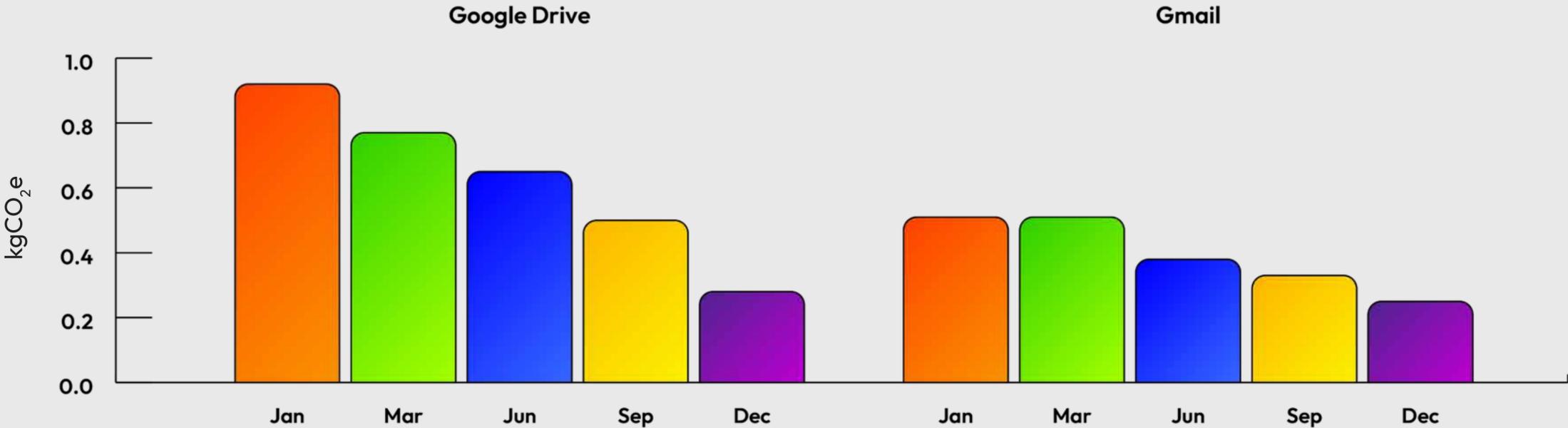
Riveo started working with [Aclymate](#) in 2023, to better account for our emissions as well as offset those we could not avoid.

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.

Data Management Initiative

We maintained our company-wide Data Management Day once each quarter this year, dedicating time for every team member to clear unnecessary emails and outdated files. By continuing to block this time on our calendars, data management remained a shared priority across the organization.

Over the course of the year, this practice contributed to a steady decrease in our emissions while also helping streamline workflows and reduce digital clutter. These quarterly sessions reinforced the idea that small, consistent actions can add up to meaningful impact. By embedding environmental responsibility into our day-to-day digital practices, we're building habits that support both operational efficiency and long-term climate goals.



We observed a significant reduction in our carbon emissions over the course of our four Data Management Days at the end of March, June, September, and December, during which we cleared out unnecessary data from Google Drive and Gmail.

*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 also implement 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.

57%

Remote video accounted for 57% of our productions in 2025.

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.



Ecosystem

Learning and Growing: Our B-Corp Certification Journey

Achieving [B-Corp certification](#) was one of our team's biggest goals, so when we got accepted into the [University of New Hampshire's B-Impact Clinic](#) we were very excited. This innovative program paired us with a team of talented UNH students who dove deep into our sustainability assessment. And the process really opened our eyes to what B-Corp is all about.

B-Corp certification is tough. Like, really tough. Going through it gave us a whole new appreciation for companies that earn this designation. Now when we see that B-Corp logo, we understand the serious commitment behind it, and we try to work with these companies whenever we can.

Throughout the semester, our student consultants put in 60+ hours examining every aspect of our business – governance, how we treat our team, environmental practices, community impact, you name it.

Their questions pushed us to examine our actions and to become very intentional about our actions. We weren't just talking the talk anymore – we needed documentation, clear policies, and accountability measures to back up absolutely everything.

We already had a lot of this in place because of our work with EcoVadis, but B-Corp requires even more stringent documentation, so we got to work. We created new standard operating procedures. We formalized policies that had been living in our heads. We built frameworks that genuinely prioritize both our team's experience and our clients' success.

At the end of the day it wasn't enough. We didn't end up getting certified. But honestly? The journey made us a better company. The policies we built, the systems we put in place, the intentional way we run our business – all of that has real value that goes way beyond any badge

or designation. Working with those passionate students and experienced advisors through the B-Impact Clinic gave us tools to lead with more integrity and thoughtfulness. It's something that has become core to who we are as a team at Riveo, and for that, we're truly grateful.



Gold EcoVadis

In 2025, our team was delighted to receive our Gold EcoVadis Medal. For us, the medal was not a status symbol, but an outward reflection of our sincerely held values. For the past several years, we have worked diligently to understand both our strengths and our weaknesses in the arena of ESG. We've sought expert guidance, taken stock of our processes, and made changes where necessary. We've spent countless hours discussing our principles, determining our action steps, and then working hard to take each and every one of those steps.

We're so proud to have seen this work recognized by EcoVadis - but this is not an endpoint. Our team at Riveo Creative will use this recognition as motivation. We will continue to evolve with the goal of setting a standard of excellence for others in our industry through the prioritization of people and planet. Thank you for being with us on this exciting journey - we can't wait to see what comes next.

Investing in the Planet: Our 1% for the Planet Commitment and Riveo Impact Grant

We've always believed that creativity can be a force for good. Joining [1% for the Planet](#) this year gave us a way to turn that belief into real, measurable impact. Through this global network, we've pledged to donate 1% of our annual revenue to environmental causes, connecting our work directly to a movement that's protecting the planet for generations to come.

We took this commitment one step further by doing what we do best: storytelling. That's how the [Riveo Impact Grant](#) was born. The grant offers a 1% for the Planet Partner a free video production package (valued at \$6,250) to help amplify their mission and expand their reach. We opened applications in June and were deeply moved by the responses we received. Each organization shared an incredible vision for change, and choosing just one recipient was no easy task.

In the end, we awarded the grant to [SeaSmart](#), a volunteer-run organization using scuba trips and educational programs to advance ocean conservation and empower young people. SeaSmart connects students directly with the ocean, helping them see, touch, and understand the ecosystems they're working to protect. For many, it's a life-changing experience that inspires new paths in science, sustainability, and environmental leadership.

Beyond education, SeaSmart's work supports local sustainable economies in the coastal communities where their programs take place, proving that conservation and community wellbeing can thrive together. Donations to SeaSmart directly fund scholarships, ensuring that students from all backgrounds have the chance to dive in (literally) and become ocean stewards.

With the Riveo Impact Grant, our team partnered with SeaSmart to create a video that brings their work to life, showing how they're empowering the next generation of ocean advocates and helping communities build more sustainable futures. Using interviews from our remote video studio and SeaSmart's own footage, we helped bring their mission to life through the eyes of those most impacted.

And while SeaSmart received our grant, we couldn't let the other amazing applicants go unrecognized. We made additional donations to each participating organization in appreciation of their efforts and in celebration of the shared mission that connects us all through 1% for the Planet.

Joining this community and launching the Riveo Impact Grant have reminded us that creativity and purpose are a powerful combination. We're proud to use our craft to uplift organizations protecting the world we all share.



Play the video we created for SeaSmart, the first recipient of our Riveo Impact Grant.

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 deepened our commitment to building an inclusive, values-driven culture, both within our team and in the communities we serve. We invested in learning, accessibility, and hands-on community engagement, while also using our creative skills to support partners whose missions align with our own. These efforts reflect a growing commitment to building a workplace rooted in respect, access, and shared responsibility for the communities we're part of.

Key Moments in 2025

- Engaging with Accessiblü for accessible media training
- Volunteering at VINES Community Orchard
- Completing Empowering Differences course led by Ashley Brundage
- Offering pro-bono work to two value-aligned clients

Our Next Steps

2026

Formalize internship program

Reach 5% increase in contractor diversity

Organize a team retreat

2027

Launch a mental health and wellbeing stipend for employees or resource partnership

Complete a third-party audit of our website accessibility

Organize STEM event for local high schools with Enterprising Women

2028

Publish a public equity and inclusion playbook for small agencies

Begin speaking at and/or sponsoring conferences and events

2029

Launch our nonprofit arm

Diversity, Equity & Inclusion



Diversity Advisory Board

In 2025 we had the pleasure of continuing to work with our incredible Diversity Advisory Board. Throughout the year, the board gave their guidance and support by regularly meeting with our team and providing expertise and insights. These meetings materially changed several of our processes and gave us new perspectives.

With our Diversity Advisory Board we:

- Created and worked through the steps of our Diversity Corrective Action and Preventative Action (CAPA) Plan
- Updated both internal and outward-facing documents to ensure inclusivity
- Took steps to improve our diversity efforts in hiring
- Reviewed and received guidance on our Diversity KPIs.
- Set top initiatives and priorities for 2026

We also engaged in eye-opening and thoughtful conversations around topics like accessibility in video platforms, the continued importance of DEI, and the ethical implications of AI.

We are so grateful for the diligence and care that each member of the board has brought to our team and will continue to seek out their valuable contributions and input in 2026 and beyond.

Inclusive Hiring

While we did not expand our core team in 2025, we consistently hire contractors to support our projects and aim to ensure our hiring practices reflect our commitment to diversity, equity, and inclusion.

This past year, we made intentional strides toward increasing diverse representation among our contractors, achieving a 3% increase in diversity. 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.



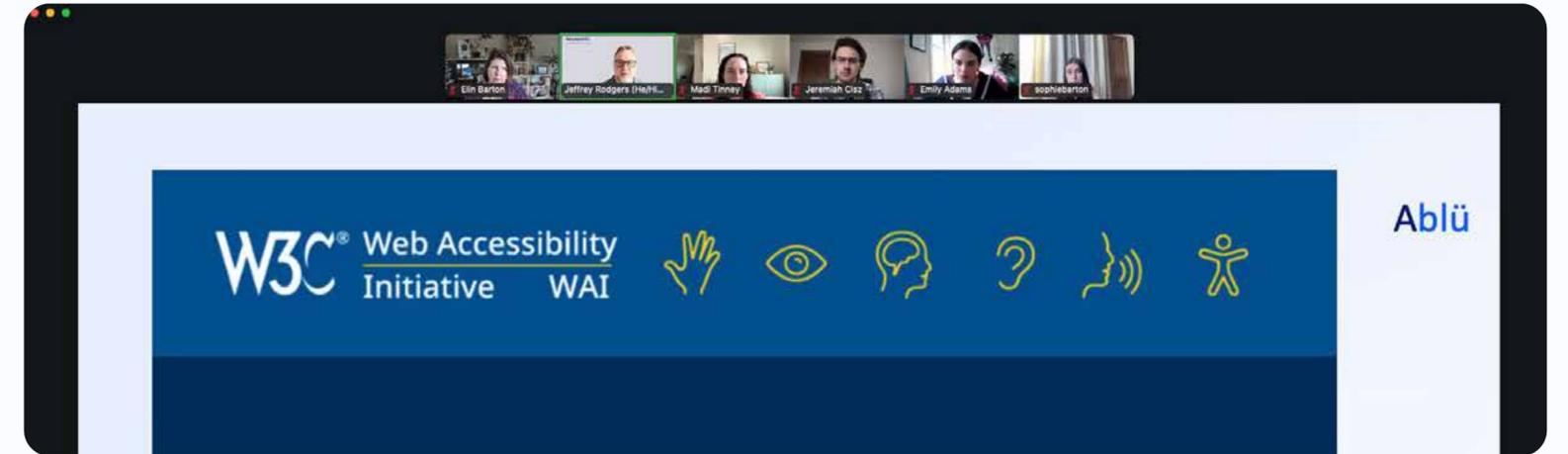
Empowering Differences Training

Meaningful impact starts with empowered people. This year, our team completed Empowering Differences, a leadership course led by [Ashley Brundage](#) that's focused on understanding identity, intersectionality, and how to leverage personal differences to grow as leaders. The training challenged us to reflect on our own experiences while building practical tools for empowering ourselves and others in professional settings.

Through a combination of guided learning, self-assessments, and actionable frameworks, the course encouraged deeper awareness of privilege, power, and difference. By pairing

reflection with real-world application, our team explored how intentional empowerment can support career growth, inclusive leadership, and stronger team dynamics, while also creating space for others to thrive.

This training reinforced the importance of approaching our work with humility, curiosity, and accountability. As a creative agency rooted in storytelling and collaboration, these lessons help us show up more thoughtfully for our teammates, our clients, and the communities we serve—strengthening our ability to create work that is not only impactful, but grounded in respect, equity, and shared growth.



Accessibility Training

We believe that powerful storytelling should be accessible to everyone. This year, our team deepened that commitment by completing accessibility training with [Accessiblu](#), learning both the technical standards—like WCAG, FCC, and CVAA—and the practical skills needed to create content that can be experienced by all audiences. Over the course of five sessions, we explored best practices for captions, transcripts, descriptive audio, alt text, and other inclusive approaches that ensure no viewer or listener is left behind.

This training gave our team new perspectives on the impact of our work. We learned how even small design choices can create big barriers for some audiences, and how thoughtful, inclusive content can expand reach, foster engagement, and make stories truly universal. Beyond technical skills, the sessions reinforced the mindset of empathy, equity, and responsibility that drives every project we take on.

By integrating accessibility into our creative process, we're embracing the opportunity to make our storytelling more meaningful, inclusive, and impactful.

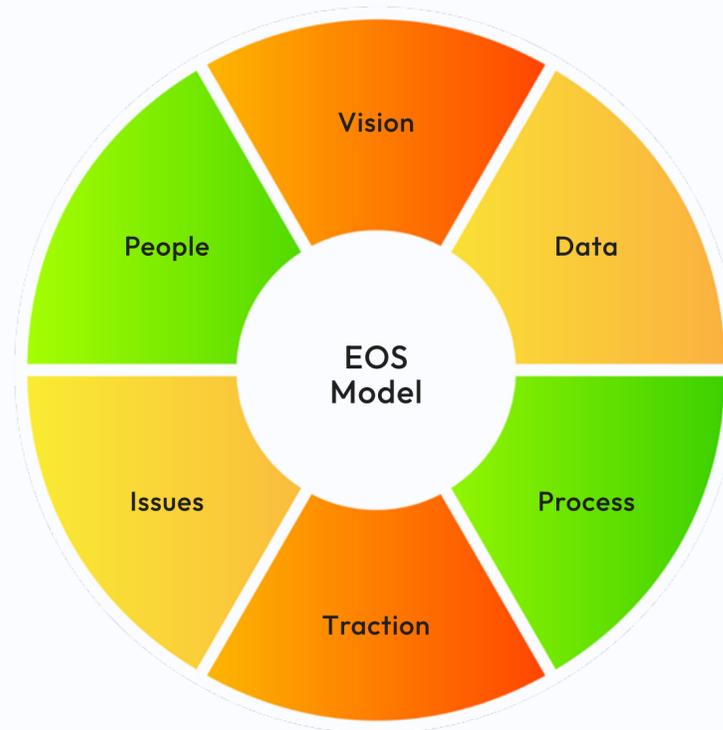
Growth and Development

Quarterly Goals and Performance Review

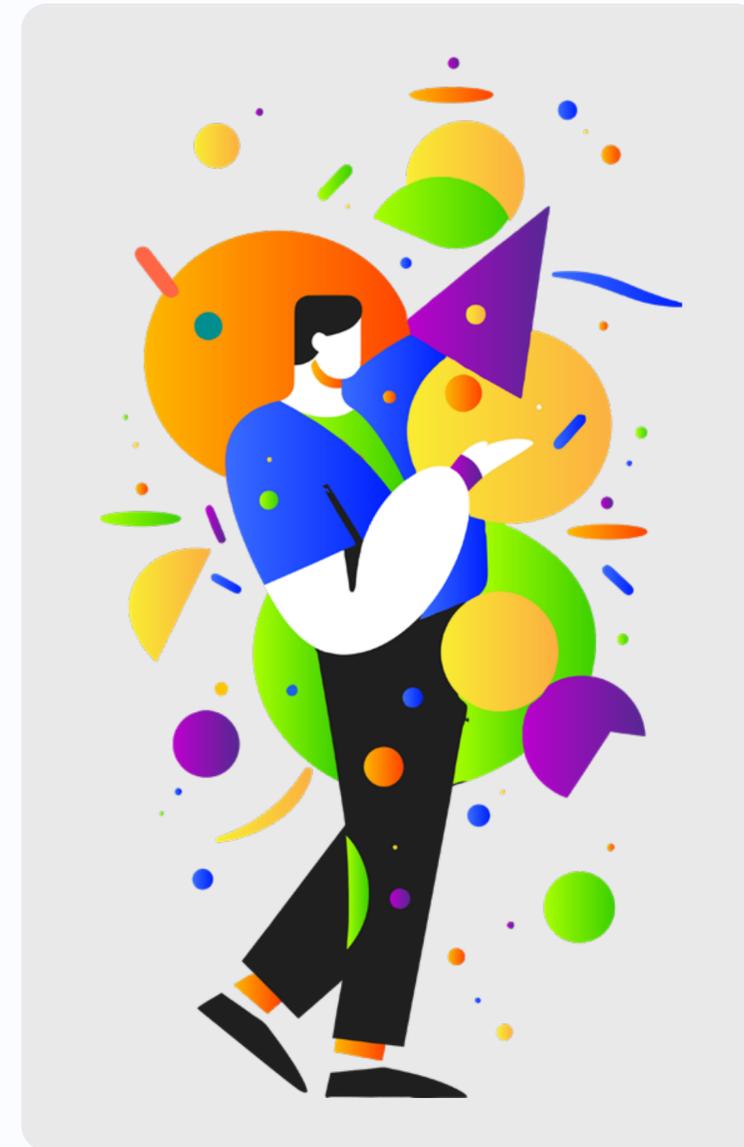
We use the [Entrepreneurial Operating System](#) (EOS) to guide our approach to employee goal-setting and performance reviews. Each quarter, employees select key objectives, or “rocks,” that align with the company’s priorities and their own personal development. These rocks help focus efforts on the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



Employee 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, including:

- 90% premiums for health insurance
- 100% premiums for dental and vision
- Remote work flex-time schedule
- PTO Options
- 3 paid volunteering days
- 12 paid holidays
- Simple IRA with 3% employer match
- \$75/month tech allowance



Community

VINES Volunteer Day

Creating impact sometimes means getting your hands dirty (literally). This year, our team spent a volunteer day with [VINES](#) (Volunteers Improving Neighborhood Environments) at the [Dick Andrus Community Orchard](#) in Binghamton, a space that reflects community, sustainability, and legacy.

The orchard sits on property donated by Dick Andrus and his family, previously home to his decades-long garden of fruit trees and bushes. While a professor at Binghamton University, Dick brought dozens of students to his garden to learn about food production, composting, and urban gardening. During his life, he inspired countless people in our community to grow their own food, eat local, and do their part to protect the environment.

On the morning of our volunteer day, our team gathered on the orchard grounds to lay down mulch and help define a new walking path—a project that will make the orchard more welcoming and accessible to visitors and



Play a behind-the-scenes video of our team's volunteer day at VINES.

volunteers alike. In the afternoon, we pivoted to creative mode, collaborating with VINES to brainstorm signage concepts, including a map of the orchard and a plaque honoring the legacy of Dick Andrus. These signage elements will help visitors understand the space, its history, and the purpose it continues to serve in the community.

The Dick Andrus Orchard is still under development, but it has a bold ambition: to grow fresh food for community members in need and to serve as a nursery for fruit trees and bushes that will be planted around Broome County. For our team, this day was about putting our values of creativity and impact into action. It was a chance to step away from our screens, connect with one another, and give back to an organization that's cultivating not just food, but community resilience.

As we continue helping VINES design the orchard's signage, we're proud to carry forward the spirit of Dick Andrus's legacy: nurturing spaces where people and nature thrive together.

Sharing Stories of Courage Through Our Red Cross Partnership

Our team was thrilled to support the American Red Cross once again this year, continuing a partnership that began in 2018. As a Media and Production Partner for their [“Real Heroes” event](#), we donate our services to help bring to life the stories of individuals whose acts of courage and selflessness strengthen our community.

When disaster strikes, the Red Cross is there to offer hope, aid, and a steady hand to communities in crisis. From house fires to hurricanes, they respond with lifesaving support, and their work extends far beyond emergencies through blood drives, volunteer training, and support for our armed forces.

At the local level, the Southern Tier Chapter celebrates the everyday heroes whose dedication makes a tangible difference. Each year, the “Real Heroes” event honors nominees, from first responders to teachers, whose selflessness inspires the community. Proceeds directly support the Red Cross’s critical work, ensuring they can continue providing aid and hope.

Through short, impactful videos, we capture the humanity, dedication, and spirit of each nominee. On event day, nominees and their families watch their stories on screen, creating moments of connection, pride, and celebration. Seeing these heroes honored year after year is deeply rewarding and reinforces the Red Cross’s vital role in sustaining hope and community. We’re proud to continue supporting the “Real Heroes” celebration and helping shine a light on the courage and kindness that inspires us all.



Riveo is proud to sponsor the Animal Rescue Award each year. This year’s recipient was John Ewanciw and his cow, Blossom. Play the video to learn more about their story!

Supporting the Next Generation of Purpose-Driven Leadership

After participating in the [University of New Hampshire's B Impact Clinic](#) earlier this year, we saw firsthand the value of programs that give students hands-on experience helping regional companies assess their social and environmental impacts. Supported by faculty and experienced peer mentors, students guide companies through the B Impact Assessment, a rigorous tool widely regarded as the first step toward B Corp certification or a deeper understanding of a company's impact.

Inspired to share the program's impact (and reflecting on how it supported us in submitting our own B Corp certification) we volunteered to create a video featuring interviews with business owners who worked with these student teams. Their stories highlighted tangible results, from identifying opportunities to improve social and environmental performance to understanding how to embed purpose into everyday operations.

What's especially powerful is seeing students realize the direct impact of their work. By contributing to real businesses, they build practical skills while also gaining a deeper awareness of sustainability and social responsibility—lessons that will influence how they lead and make decisions for years to come.

By showcasing these stories, we illustrated how the B Impact Clinic empowers companies to strengthen their sustainability practices while supporting the next generation of purpose-driven business leaders. We're proud to contribute to this program and help share the inspiring work being done across the region.



**University of
New Hampshire**
Sustainability Institute

Empowering Clean Energy Startups Through Brand and Story

In June, our team had the opportunity to partner with the [Koffman Southern Tier Incubator](#) in Binghamton, NY, to lead a branding and marketing workshop for entrepreneurs participating in the [ChargeUp accelerator program](#).

ChargeUp is the nation's first and only accelerator dedicated to supporting startups in the battery and energy storage industry. The program provides funding, mentorship, and an expert-led curriculum designed to help founders advance their technology, refine their business models, and become investment-ready.

Our workshop focused on helping founders define their unique value propositions, communicate their mission with clarity, and build brand stories that attract both investors and customers. Through hands-on exercises



and real-world examples, we worked together to translate complex technology into human-centered narratives—because even the most cutting-edge innovation needs a compelling story to spark connection and inspire confidence.

For us, this experience was about supporting a new generation of entrepreneurs who are driving the clean energy transition forward. The ChargeUp startups are building solutions that will shape a more sustainable future, and we were proud to help them develop the tools to share their impact with the world.

The VIEW Collective

The video production industry has long been a boys' club, but the VIEW Collective is changing that narrative. Elin, one of the co-founders of the VIEW Collective, is proud to share how this network of 55 womxn across the nation is rewriting the rules and lifting each other up.

What led to the launch of this collective?

We launched VIEW because we saw what was missing: a space where womxn video professionals could connect authentically, share resources, and tackle challenges together. And in today's economy? That supportive community isn't just nice to have, it's essential.

What is the VIEW Collective doing to support womxn in the industry?

We hold twice-monthly virtual meetings to keep our members connected and empowered. Our general sessions are lifelines when business gets tough, offering real-time support and solidarity. You know that feeling when you're struggling and discover you're not alone? That's what we create every meeting.

Our roundtable discussions dig deeper. In 2025, we've tackled everything from AI's impact on our industry to the nitty-gritty of pricing, contracts, and workflows. These aren't surface-level chats. They're practical, honest conversations that help our members sharpen their competitive edge and run smarter businesses.



The magic ingredient is trust. When womxn support womxn in a male-dominated field, something powerful happens. We stop competing and start collaborating. We share wins, troubleshoot challenges, and celebrate each other's growth.

What's next for the VIEW Collective?

We're currently working toward becoming an official association, cementing our commitment to this community for the long haul. Because when womxn in video production succeed together, we don't just change our own trajectory—we transform the entire industry.

WBENC Certification

For three years now, Riveo Creative has been proud to hold our WBENC ([Women's Business Enterprise National Council](#)) certification. This national designation has become a cornerstone of how we grow our business and connect with opportunities that align with our values.

WBENC is the nation's largest third-party certifier of women-owned businesses. Their rigorous certification process ensures credibility in the marketplace, especially when working with larger organizations committed to supplier diversity. Our certification gives us access to corporations that actively seek out certified women-owned businesses to work with.

For any woman business owner considering certification: start the process. The doors it opens and the community you gain access to are worth every bit of effort. And once you're certified? Show up. The certification is valuable, but it's what you do with it that truly makes the difference.

WBENC Forum

We're excited to share that Elin was selected to join the WBENC National Forum, a leadership group representing just 1% of WBENC's entire membership.

The Women's Enterprise Forum isn't just another networking group. It's the voice of women business enterprises within the WBENC network – a select group of business leaders who have demonstrated exceptional commitment to advancing women in business. Forum members are nominated by their Regional Partner Organizations and appointed by WBENC based on rigorous criteria including years in business, level of expertise, participation in programs and events, and demonstrated leadership.

What makes the Forum special is how it operates. Members serve on one of five business-focused teams, each with its own area of concentration. These teams tackle real challenges and share expertise across the network. The focus areas include Marketing, Domestic Commerce, Global Commerce, Corporate Relationships, and



Government Contracting. Each team works to support business growth and shares their accumulated knowledge with the broader WBENC community through activities, events, and educational programming.

As a Forum member, Elin will have the opportunity to contribute to shaping programs and resources that help other women business owners succeed. It's a chance to give back to a community that has given us so much. The Forum meets regularly throughout the year, bringing together women who are leading successful enterprises across different industries and regions.

Being selected for the Forum reflects not just our business success, but our commitment to the

values we hold at Riveo Creative: community, impact, and empowerment. We've always believed in lifting as we climb, and now we have an even bigger platform to do exactly that.

To the women business owners in our network: your participation matters. Getting involved regionally, attending events, volunteering your time – these aren't just good for your business. They're how you become part of something bigger than yourself. They're how you get noticed, how you grow, and ultimately, how you create opportunities to lead.

This Forum appointment represents years of engagement, learning, and giving back. We're honored to step into this role and excited about the work ahead.

WBE Award

We were both honored and thrilled to be named WBE of the Year for the Southern Tier region in 2025. We received the award during a statewide conference that was held in Rochester.

Being a certified woman-owned business is important to us, and this recognition feels especially meaningful. When we learned we were chosen because of our accomplishments in sustainability and community impact, it really hit home. These aren't just business priorities for us; they're the foundation of who we are and why we do what we do.

There's no question that running a small business in today's world isn't easy. There are days when it feels like we're pushing a boulder uphill. But the thing that keeps us going is the belief that

small and diverse businesses collectively create massive change. The ripple effect is real.

We're incredibly grateful to be part of a community of business owners who dream big and work hard to make those dreams reality. That's what this award really represents to us – not just our journey, but the journey of every entrepreneur who refuses to believe that being small means being insignificant.

To our clients, partners, and fellow small business owners out there hustling every day: this one's for all of us. Keep going. Your work matters more than you know.





Customers

11 Star Experience

One of our commitments this year was to raise the bar on what it means to work with Riveo. Inspired by the idea that a truly exceptional experience goes far beyond the expected, we began crafting what we call our 11-Star Experience—a guiding framework for how we show up, communicate, and deliver value at every stage of the client journey.

Throughout the year, our team developed tools and systems to help track client satisfaction, anticipate needs before they arise, and celebrate milestones big and small. Beyond checklists and workflows, this initiative is about nurturing our relationships. It's about listening deeply, communicating openly, and approaching every project as a partnership grounded in trust and shared purpose.

The 11-Star Experience is about making every interaction, from the first discovery call to beyond the final project delivery, feel seamless, thoughtful, and genuine. We took a close look at every touchpoint in our process, asking ourselves: What would make this moment unforgettable? What would make our clients feel truly seen, supported, and inspired? From there, we identified opportunities to bring more clarity, creativity, and care into each step.

While we won't give away all our secrets, we can share this: creating an 11-Star Experience is about being intentional. It's a mindset that keeps us learning, evolving, and finding new ways to make our clients' journeys with us both productive and joyful.



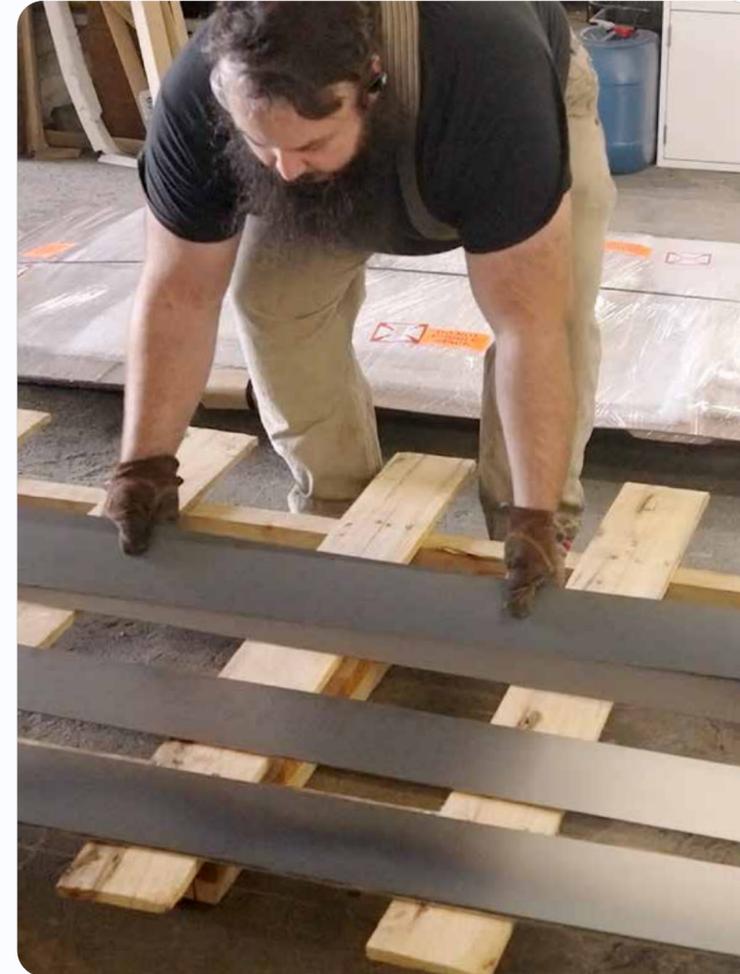
Supporting Value-Aligned Clients

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 helping immigrants and asylum seekers build new beginnings, to empowering women entrepreneurs, advancing environmental stewardship, and strengthening communities through education and leadership. 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.

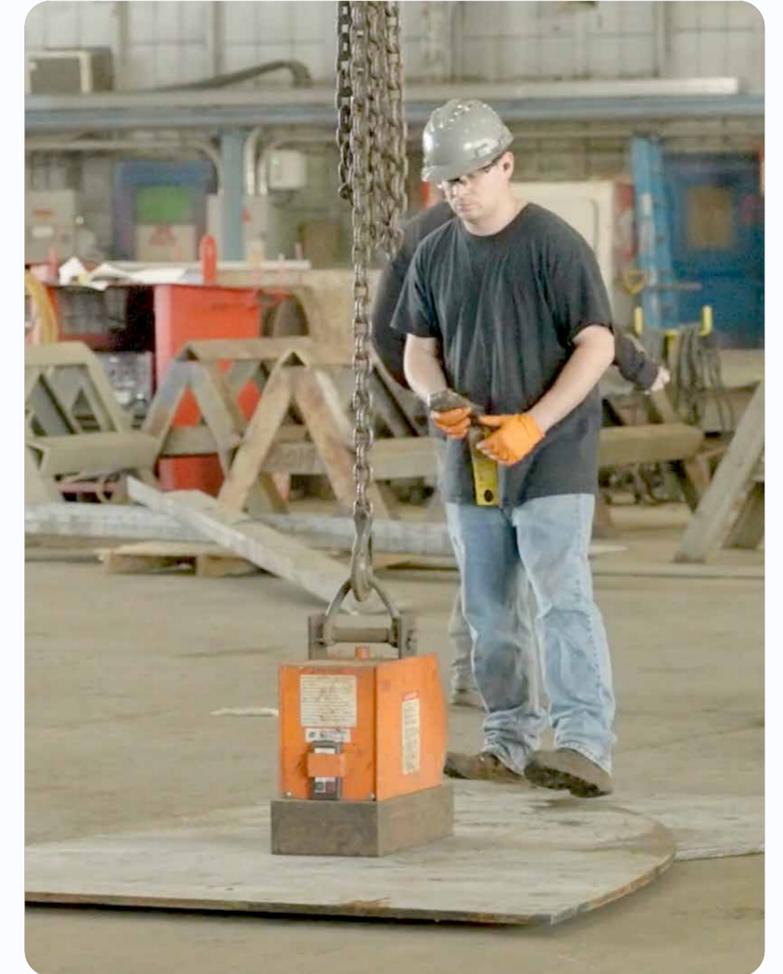
RIMA/RIDEM

This year, we had the pleasure of working with the [Rhode Island Department of Environmental Management \(RIDEM\)](#) and the [Rhode Island Manufacturers Association \(RIMA\)](#), two teams dedicated to promoting sustainable manufacturing practices in the state of Rhode Island. Through their [Green Manufacturing Certificate](#), they recognize businesses that are taking meaningful steps to reduce environmental impact while improving efficiency and competitiveness. By highlighting businesses that have earned this certification, RIDEM and RIMA are helping set a standard for environmentally responsible manufacturing in Rhode Island.

To support their mission, we created two engaging videos featuring certified businesses and the people behind them. Using a mix of interviews and footage illustrating their green practices, we showcased the tangible impact of the program. These videos bring the stories of sustainable innovation to life, demonstrating how RIDEM and RIMA are helping businesses thrive while protecting the environment. Working with organizations so closely aligned with our values was a natural fit, and we're proud to help share their commitment to sustainability and responsible manufacturing. A special thank you to the [Fehlig Group](#) for connecting us with this meaningful project!



Play the video we created for RIMA/RIDEM featuring Ward's Manufacturing.

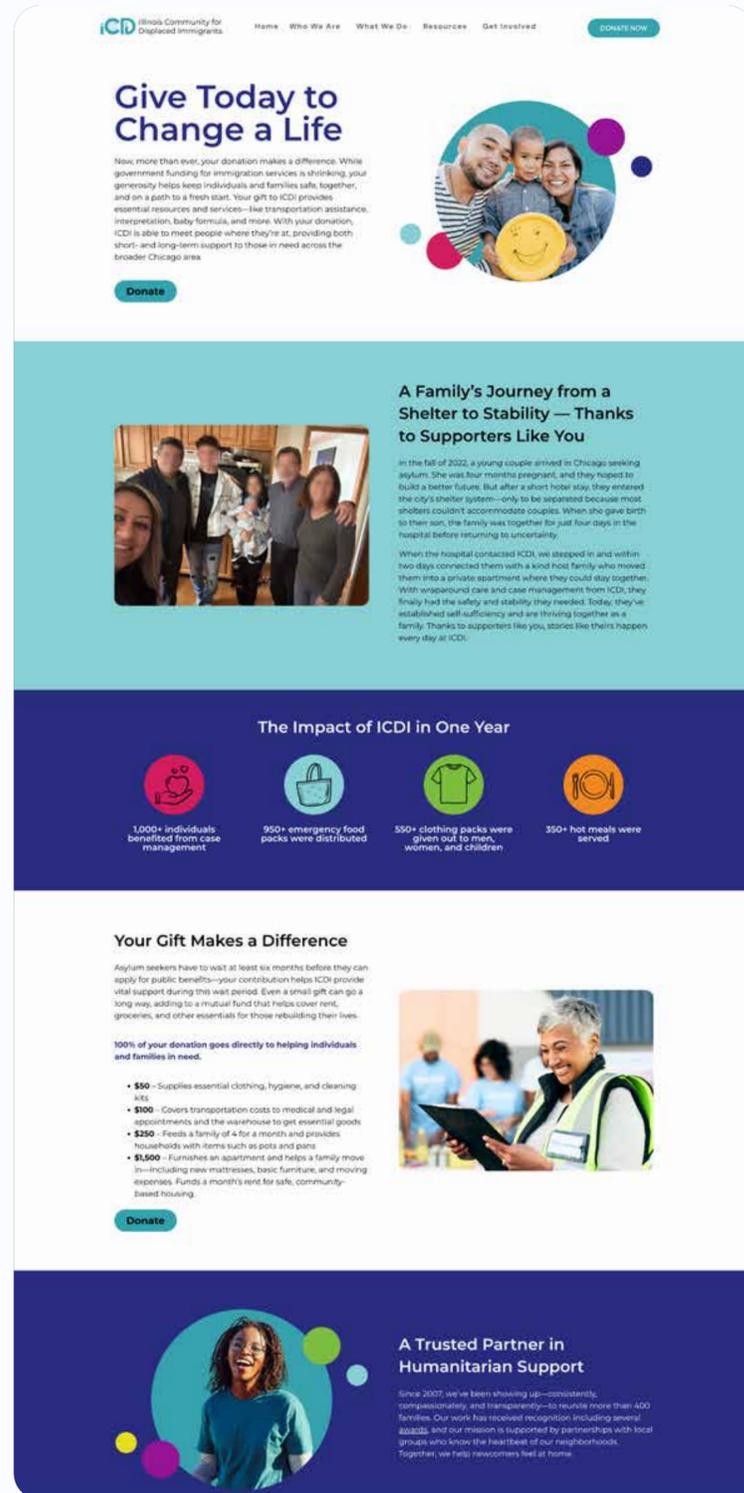


Play the video we created for RIMA/RIDEM featuring Senesco Marine.

ICDI

[Illinois Community for Displaced Immigrants \(ICDI\)](#) is a beacon of support for immigrants and asylum seekers in the broader Chicago area who are navigating the complexities of the U.S. immigration system. They empower newcomers to build self-sufficient lives and thrive in their communities, advocating for a world where everyone’s basic human rights are respected.

To help ICDI connect more effectively with the people who rely on their services and those who support their mission, we helped redo their website to tell their story more clearly. By refining their messaging to reflect their inclusive, people-first approach, their website better amplifies their impact. We’re proud to have supported ICDI in sharing their story and connecting more effectively with the individuals in need and their supporters who make their vital work possible.



Enterprising Women

[Enterprising Women](#) has made a remarkable impact over the years through programs like Young Enterprising Women, which connects high school girls passionate about STEM with accomplished women entrepreneurs, and Peace Through Business®, which provides training, mentorship, and leadership development to women in Afghanistan and Rwanda. Their annual Enterprising Women of the Year event celebrates top women entrepreneurs globally, amplifying their contributions and inspiring the next generation.

In 2025, Enterprising Women celebrated a major milestone: their 25th anniversary. To mark the occasion, we created a video that captured the impact of a quarter-century of empowering women entrepreneurs. Using our remote self-record studio, women from across the country submitted soundbites sharing how Enterprising Women has influenced their journeys. We then crafted these voices into a compelling video that celebrated 25 years of mentorship, leadership, and opportunity. The result was a heartfelt tribute that highlighted the organization’s lasting influence.

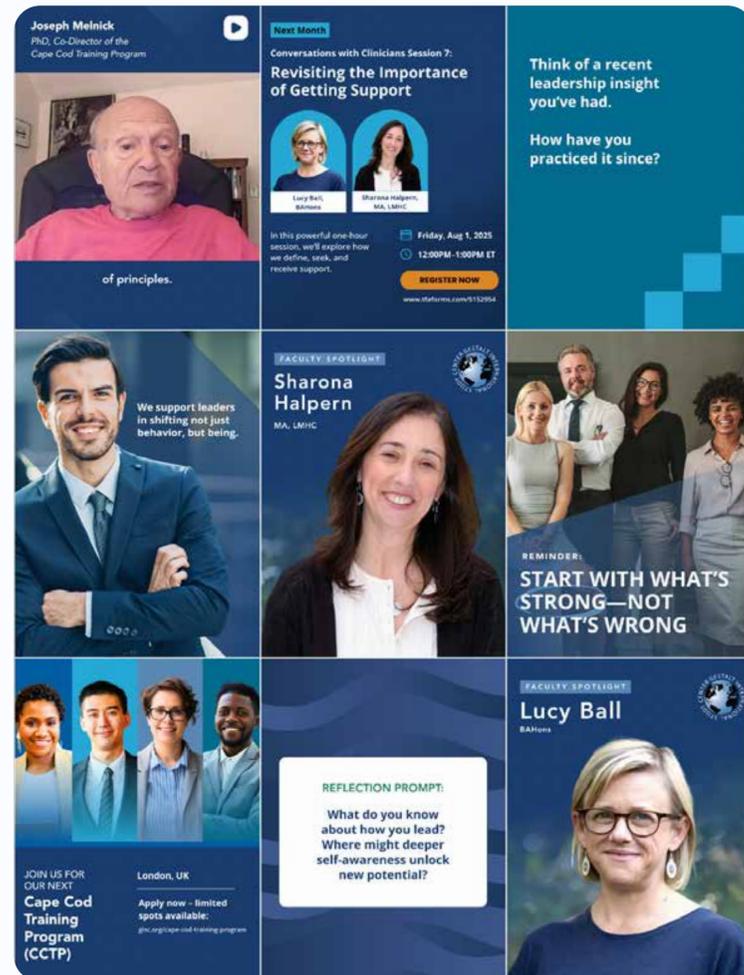


Play the video we created for Enterprising Women’s 25th Anniversary.

GISC

Working with the [Gestalt International Study Center \(GISC\)](#) has been an inspiring collaboration. As an educational nonprofit, GISC offers advanced professional training worldwide for leaders, consultants, coaches, and therapists. Their programs are profoundly impactful, equipping participants with practical skills that transform both their work and their lives. To help them communicate this unique value, we began with a brand workshop to clarify messaging and positioning, laying the foundation for everything that followed.

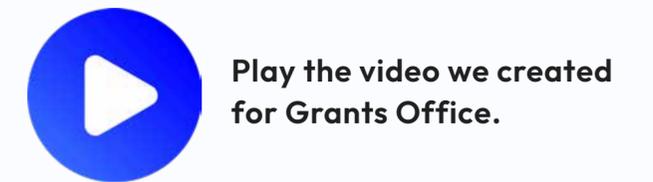
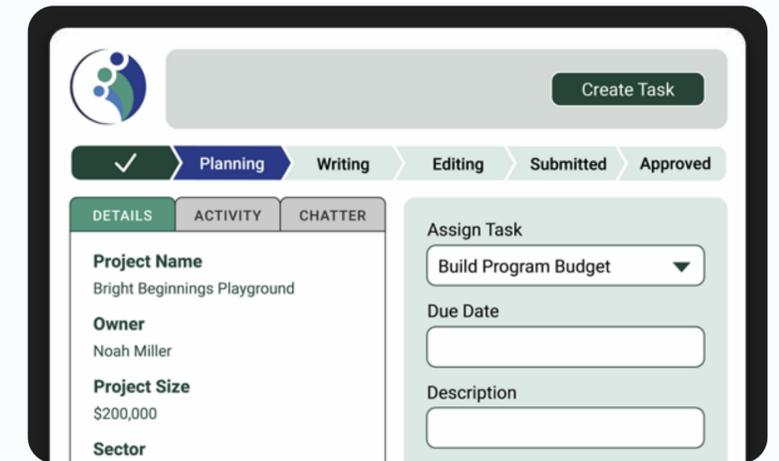
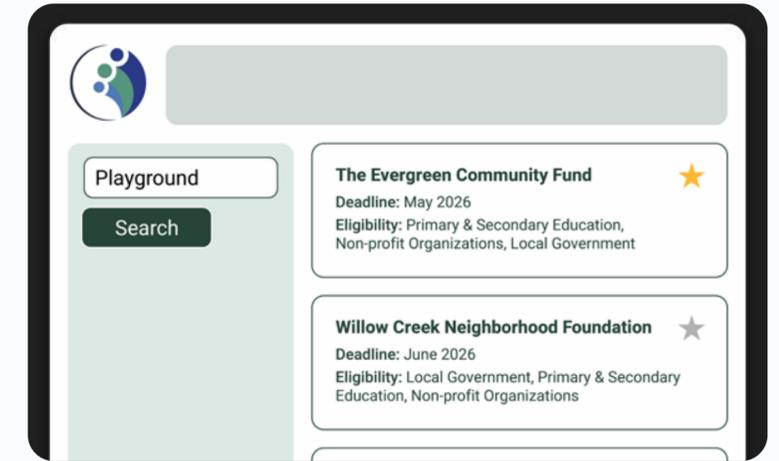
Since then, we've partnered with GISC on an ongoing retainer, supporting them with social media content, video editing, graphic design, and strategy. By helping bring their story and programs to life visually and digitally, we've been able to showcase the depth of their training, the dedication of their faculty, and the global impact of their work. It's been a rewarding experience helping an organization that values lifelong learning and human connection.

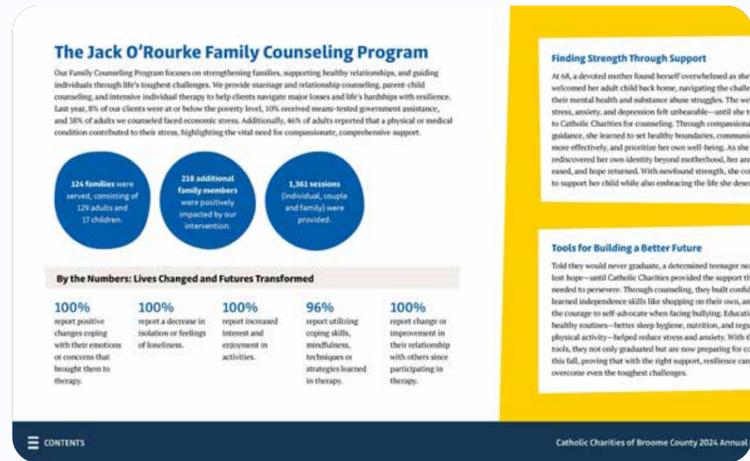


Grants Office

[Grants Office](#) empowers organizations to turn ideas into action. By connecting public and private sector groups (including education, health, public safety, nonprofits) with the funding they need, they make it possible for projects that strengthen communities to come to life.

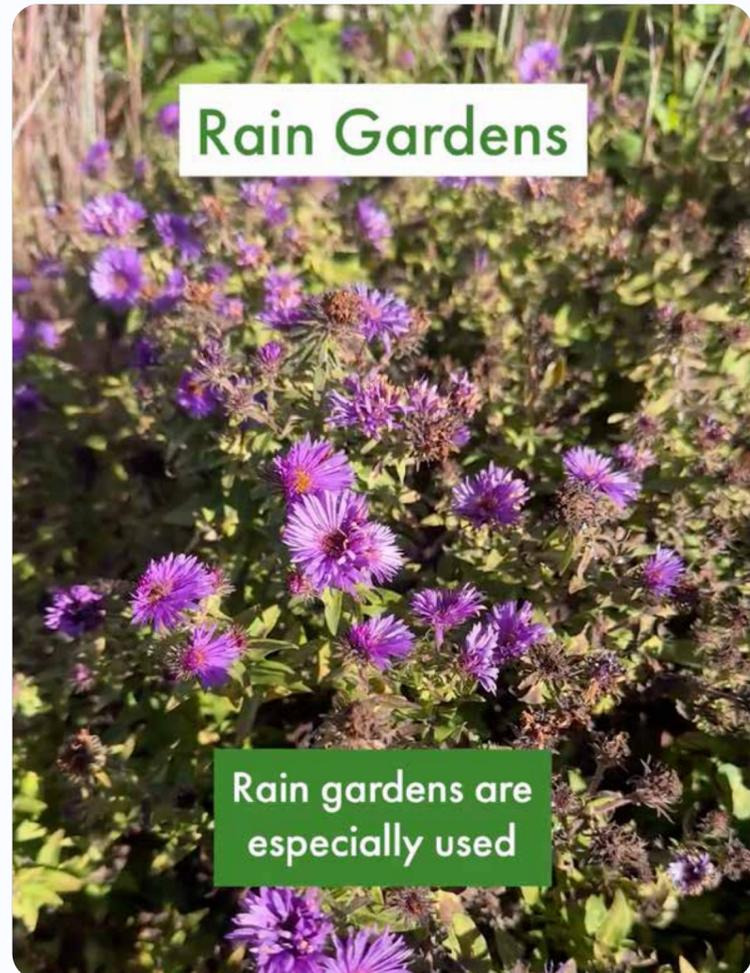
To showcase their new Grants Office Communities platform, we created a flagship video and a series of demo videos. The platform allows users to search for grants, manage proposals, and collaborate with teams, making it easier than ever to bring meaningful projects to life. Through our work, we helped illustrate how Grants Office equips organizations to make a tangible, lasting difference in the communities they serve.





Repeat Clients

This year, we were proud to continue working alongside several long-term, value-aligned partners (including Initiative for a Competitive Inner City (ICIC), GreenWeaver Landscapes, Goldman Sachs 10,000 Small Businesses Voices, and Catholic Charities of Broome County). From setting up our video booth at conferences to producing annual reports and remotely recorded social media content, we've helped each of these organizations share their ongoing stories of progress and purpose. These continued partnerships remind us that meaningful impact grows through consistency, trust, and shared vision.



Suppliers

Our commitment to positive impact extends beyond the stories we tell and into the choices we make behind the scenes, including how and where we spend our dollars. In 2025, we remained intentional about ensuring our supplier decisions reflected our values.

Our focus showed up most clearly in the gifts we shared with our clients. Whenever possible, we chose to support local businesses so our appreciation could also strengthen the communities we're connected to. These choices allowed us to invest directly in small businesses while keeping our footprint thoughtful and aligned with our mission. We were equally intentional about prioritizing sustainable vendors who hold certifications such as B Corporation and EcoVadis.

We also took a proactive step to deepen our commitment to inclusive sourcing by creating a roster of minority- and woman-owned businesses we can partner with for client gifts and future purchases. This growing list, which now includes 22 companies, serves as a living resource we plan to continue expanding and using in the years ahead.

By being intentional about who we support, we aim to create a ripple effect that goes beyond any single project or transaction. As we look ahead, we're excited to keep strengthening these relationships and building systems that make responsible choices the easy, default ones.



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 focused on strengthening the frameworks that guide how we operate, make decisions, and show up for our clients and partners. As our work and tools continue to evolve, we prioritized clarity, ethical responsibility, and transparency while taking a closer look at our policies and refining them to better reflect our values. We're building systems that support accountability today while remaining adaptable for the future. These efforts help ensure that trust, integrity, and intention remain at the core of everything we do.

Key Moments in 2025

- Publishing a commitment letter to our clients around our company's use of Artificial Intelligence
- Created Local Hiring Policy
- Implemented our Diversity Corrective and Preventative Action plan

Our Next Steps

2026

- Hire cybersecurity company independent of IT company
- Establish incident response policy and procedures
- Introduce a NAS Storage System

2027

- Implement annual review of internal controls as well as quarterly reporting
- Apply for CyberVadis

2028

- Fully developed succession plan in place
- Annual CEO and leadership self-assessment (or 360 assessment)
- Apply for SOC 2 Certification

2029

- Establish a general Board of Advisors with ESG oversight
- Conduct independent financial audit

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

Our Conflict of Interest and 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 one comprehensive cybersecurity training program. This course covers essential topics, including recognizing phishing attempts, creating strong passwords, securing devices, and responding to potential breaches. By revisiting these fundamentals 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 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.
- Updates and patches applied three times weekly, covering Microsoft, Windows, and third-party software, to mitigate vulnerabilities.

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 of our video projects in multiple locations—both in the cloud and on a physical drive—we ensure our files are protected from data loss or potential cyberattacks. This redundancy means that even if both our main filespace 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.

Artificial Intelligence

This year, we released a [public commitment](#) outlining how we use artificial intelligence in our work. As AI continues to evolve, we believe it's essential to be clear, thoughtful, and responsible regarding the application of these tools. Our commitment centers on transparency, ethical use, data protection, and employee training to ensure that AI supports creativity rather than replaces it, and that it's used in ways that align with our values and the trust our clients place in us. By sharing this commitment publicly, we're holding ourselves accountable while contributing to a broader conversation about responsible AI in creative work.

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 reinforced something we believe deeply: meaningful impact is stronger when it's shaped by diverse perspectives. As our team continued to grow and learn, we made space for new voices, tough questions, and shared reflection. Whether through external frameworks, fresh talent, or learning alongside one another, these moments challenged our assumptions and helped us see our work and our responsibility more clearly. The lessons below reflect how listening, learning, and engaging with different viewpoints made us a more thoughtful, values-driven company.



Values show up not just in who you work with, but how you work.

Going through the B Corporation application process pushed us to take a hard look at our clients, our industries, and our role within them. While we ultimately didn't qualify due to some of the industries we work with, the process sparked meaningful, and at times challenging, conversations as a team. We realized that impact isn't only about drawing hard lines—it's also about accountability, influence, and intention. In cases where we work with clients in complex or imperfect industries, our responsibility is to show up in ways that help them operate more responsibly and align closer to our values. We may not be able to say a blanket 'no' to working with a controversial industry, but we will always be thoughtful with our 'yes.' Even without certification, the process helped us strengthen policies, clarify our stances, and grow as a values-led company.

Fresh perspectives make us better.

Having our intern, Amina, join us over the summer and into the fall brought new energy, ideas, and creativity to the team. Her perspective reminded us how valuable it is to create space for emerging voices—not just to support early-career talent, but to challenge our own thinking. This experience reinforced our desire to continue working with interns and to build a more formal program in 2026.

Learning together builds stronger teams.

This year, we invested in group trainings led by outside experts, and the impact went beyond the content itself. Learning together created shared language, sparked richer conversations, and opened us up to perspectives we might not encounter through individual training alone. It reinforced the idea that growth doesn't have

to be solitary and that collective learning can strengthen both our work and our relationships as a team.

Each of these lessons helped us better understand who we are, how we show up, and where we want to go next. We're carrying them forward as we continue to refine our practices, deepen our impact, and build a company that learns as intentionally as it creates.

Tips to Getting Started

Throughout the year, our Sustainability Coordinator, Emily, shared practical sustainability tips with our team to encourage everyday action. We've highlighted a few favorites here as inspiration for other organizations looking to do the same!

Waste Reduction & Circular Economy

Track and reduce plastic use: Track your organization's use of single-use plastics (like water bottles or packaging) to understand where reductions are possible.

Upcycle and reuse: Encourage creative reuse of materials instead of discarding them (office supplies, packaging, décor, etc.).

Sustainable decluttering: Donate, recycle, or upcycle unused office items instead of sending them to landfill.

Host a clothing swap: Organize a workplace or community clothing swap to support reuse and reduce textile waste.

Energy & Transportation

Encourage low-carbon commuting: Promote walking, biking, public transit, or carpooling where feasible.

Maintain HVAC efficiency: Check and replace air conditioning filters to improve energy efficiency.

Community & Social Impact

Community cleanups: Participate in or sponsor local cleanup efforts in parks, neighborhoods, or public spaces.

Support minority communities: Highlight and support minority organizations in your community.

Support local producers: Continue prioritizing local vendors and suppliers where possible.

Mental health awareness: Promote mental health resources and crisis support, including sharing the 988 Suicide & Crisis Lifeline.

Education, Advocacy & Conservation

Learn about Indigenous lands: Use tools like [Native-Land](#) to acknowledge Indigenous territories and elevate Indigenous history and culture.

Support wildlife conservation: Share or support reputable conservation organizations (e.g., endangered species initiatives).

Advocate for climate action: Encourage civic engagement around climate issues, such as contacting representatives or sharing educational resources.

Food Systems

Shop local and seasonal: Encourage sourcing local, seasonal food for meetings, events, or office kitchens.

Explore plant-forward options: Highlight or share plant-based meal ideas for team lunches, events, or catering as a lower-carbon food choice.

Support food security: Donate to or spotlight local food banks to help address increased community needs.

Reduce food waste: Encourage thoughtful food planning for events and promote donating surplus food where allowed.

Impact Lab

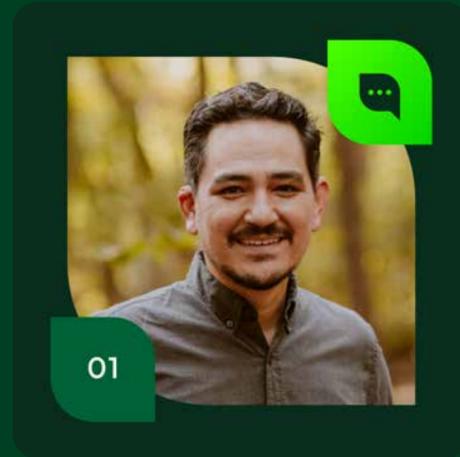
We've always been curious about the people and ideas driving positive change—and this year, we brought that curiosity to life with the launch of the Riveo Impact Lab podcast. The series explores how businesses, organizations, and individuals create meaningful impact in their communities.

Each episode takes listeners behind the scenes, sharing insights from leaders and changemakers who are actively shaping a better future. From innovative ESG initiatives to creative storytelling that drives real-world results, the podcast highlights practical approaches and personal stories that show what's possible when purpose meets action.

The Riveo Impact Lab is a platform for learning, reflection, and connection. We're proud to give our audience a front-row seat to these inspiring journeys and contribute to a broader conversation about making a positive impact.



Play the Riveo Impact Lab wherever you get your podcasts!



Global Impact, Local Stories: Sergio Rapu on the Art of Documentary

Discover how filmmaker Sergio Rapu uses the power of storytelling to spotlight the modern-day realities of Rapa Nui, blending cultural preservation with global impact. Through his acclaimed documentary Eating Up Easter, Sergio shares a profound journey of resilience, collaboration, and change. Explore his inspiring work and vision for a connected world.



Healing Through Connection with Mahdi Davenport and Hank Azaria

In a world often divided by ideologies, the Human Solidarity Project is rewriting the narrative of connection and transformation. Dive into how this initiative empowers individuals to spark meaningful change, with insights from co-founder Mahdi Davenport and supporter Hank Azaria.



Resilient Leaders, Resilient Teams: Nicole Van Valen's Guide to Success

What if leaders focused their attention on resilience and joy? Nicole Van Valen, CEO of Keane Insights, is on a mission to help leaders and teams not just survive, but thrive. Discover how resilience, emotional intelligence, and joy can transform workplaces.



Breaking the Mold: How Tony's Chocolonely is Leading Ethical Chocolate Change

Tony's Chocolonely isn't just making chocolate—it's fighting for a fairer industry. Noel, U.S. Communications Specialist for Tony's Chocolonely, shares how the company's bold mission, unique branding, and commitment to ethical sourcing are reshaping cocoa farming and consumer choices. Discover how every bite can make a difference.



From Advocacy to Action: Fiona Dawson's Journey Through Film

Emmy-nominated filmmaker and author Fiona Dawson believes in the power of storytelling to create change. Through films like *Transmilitary* and her advocacy work, she shares LGBTQIA+ untold stories, challenges stereotypes, and fosters empathy. Discover how Fiona's storytelling is reshaping narratives and making a lasting impact.



Why Accessibility Is Good Business — And What Every Leader Should Know with Amy Graves

When Amy Graves' life changed due to a rare neuromuscular disorder, so did her perspective on accessibility. Now a powerful advocate, researcher, and entrepreneur, she's helping businesses see accessibility not as an afterthought—but as a strategy for inclusion and growth. Discover her journey and why accessibility must be at the center of modern business.



Leading with Authenticity and Action: Ashley Brundage's Mission to Empower Differences

Ashley Brundage, the first transgender person to win any election in Florida, unpacks how authenticity, data, and visibility fuel lasting impact—in leadership, advocacy, and every room where power is built.



[Simplifying Sustainability: How Aclymate Founder Mike Smith is Making Climate Action Accessible](#)

When Mike Smith founded Aclymate, his goal was simple: make climate action approachable for small businesses. Dive into his journey from Navy Commander to climate tech founder—and explore why sustainability isn't just doable for small teams, it's essential.



[Why Empathy is a Business Strategy: Monica Mockus on Human-Centered Creativity in Healthcare](#)

What happens when you put empathy at the center of business? Monica Mockus shares how her winding path led her to reimagine healthcare through creativity and compassion. Her story is a powerful reminder that when empathy becomes the strategy, real impact follows.



[From Pugs to Policy: Nancy Levine Stearns on Purpose and Impact](#)

What does it really mean when corporations talk about diversity, equity, and inclusion? Are companies backing away from these commitments—or doubling down? Journalist Nancy Levine Stearns shares her front-row insights into why boards and investors are overwhelmingly backing inclusion.



[Beyond Profit: How Beth Bengtson is Redefining Business for Social Impact](#)

What happens when business leaders decide impact isn't optional? Beth Bengtson joins us to explore how Working for Women is creating economic pathways, building community, and helping women thrive. Her journey proves that when we invest in women, everyone rises.

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 2025, 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)

2025

Environment

Home office energy usage: Track and offset	100% tracking; 100% offset
Digital waste: Track and reduce	100% tracking; 46.67% decrease
Technological waste: Track and recycle	100% tracking; 75% recycled
Travel: Track and offset emissions	100% tracking; 80% offset
Shipping: Track and offset	100% tracking; 80% offset; 2% decrease
Merchandise: Track	100% tracking
Provide employees with at-home energy efficiency list	Completed
Join 1% for the Planet	1% of annual sales (monetary or service based) donated
Produce content that is focused on sustainability (at least 3 projects)	UNH, RIMA/RIDEM, SeaSmart
Update roster of sustainable (environment or DEI-related) companies	22 companies added to roster
Reapply for EcoVadis (silver or higher)	Pending

Key Performance Indicator (KPI)

2025

Social

2 in-person meetings per year	4/7/25, 7/10/25
2 community events and/or volunteer opportunities	VINES, Koffman Southern Tier Incubator
1 pro-bono or discounted community-focused video work	Red Cross, UNH, SeaSmart
2 completed projects that are demonstrably related to DEI	ICCC, ICDI
Increase contractor diversity	3.02% increase
Accessible Website	Needs resources
100% employees complete accessible media training	100% completed
100% employees complete unconscious bias training	100% completed

Key Performance Indicator (KPI)**2025****Governance**

Track and maintain records of trainings

Needs resources

Complete data safety trainings

100% completed

Publish data security commitment

Needs resources

Publish AI Comittment

Completed

Have a working cyber incidence plan

Needs resources



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