

Protecting our only planet

Our climate statement

We don't put Earth in our business address, but it *is* where we live. It's probably where you live, too. As a team of outdoorsy, sea-salt-air-loving humans, we care about our planet—but the climate is changing. Ice caps are melting. The oceans that make that salty air are rising. We want to protect this extraordinary place we all call home. That's why we're committed to supporting the Paris Agreement to limit global warming to 1.5 °C. We're turning that commitment into action with the following goals.

Please note that this climate action plan will be updated every 36 months.

Our goals

Goal 1: Energy consumption reduction

As a small agency, electrical energy use is one of our primary climate impacts. We recently moved into a new office with highly-efficient systems, motion-sensor lights and energy efficient appliances and using renewable energy sources. But even with these improvements, we recognize that phantom energy is a climate enemy we need to address. When devices are unused but remain plugged in, energy continues to flow. That phantom energy accounts for 5-10% of all electricity use.

We're implementing everyday habits to help us reduce our energy consumption by 10% by the end of 2027. Understanding promotes follow-through, which is why we also commit to educating internal stakeholders on the why behind these habits.

Goal 2: Cleaner, greener media

As an agency, we recognize that digital media is a driving source of carbon emissions, with AI compounding the issue due to increased data usage and storage. Each year, we will review the sustainability and human impact reports published

by our largest procurement sources (currently Meta, Google, and StackAdapt) and share those findings with our entire team.

We're also committed to exploring tools and partnerships that go beyond reading reports, so we can measure the climate impact of our campaigns in real numbers—and make informed decisions on behalf of our clients and the planet. Cleaner, greener media isn't a checkbox for Blaze. It's part of doing the work right, and this is just the starting point.

Goal 3: The greater good

Our commitment to the greater good means recognizing our role as an active member of the communities we serve. We believe that meaningful impact extends beyond our client work and includes investing our time and resources into initiatives that support environmental health, climate justice, and community wellbeing.

Through organized volunteer opportunities, we aim to create accessible ways for our team to contribute to local efforts, build stronger community connections, and support organizations working toward a more equitable and sustainable future.

Goals broken down into the SMARTIE framework

The SMARTIE acronym is a framework to help turn goals into clear, trackable, actionable plans. SMARTIE stands for:

Specific — Our goal should be clear and well-defined

Measurable — We need a way to track progress toward our goal

Achievable — Our goal should be reasonable

Relevant — Our goal should matter to our work and our climate belief

Time-bound — We need a deadline to create a sense of urgency (and there's nothing as urgent as the climate crisis)

Inclusive — We need to incorporate feedback from those most impacted by the work

Equitable — We must address systemic barriers, close gaps, and work to shift power dynamics

Goal 1 (SMARTIE)

Specific — We will reduce electricity used in our office through daily staff habits:

- Connect all devices and charges to a singular power strip. Unplug this power strip at the end of each work day.
- Turn off lights in any empty room.
- Set computers and monitors to sleep automatically when idle.
- Fully shut down equipment before the weekend.
- Run the dishwasher and other big draws only when full.
- Unplug kitchen appliances over the weekend.
- Replace any remaining incandescent or halogen bulbs with LEDs as they burn out.
- Explore Efficiency Maine rebates for lighting and equipment improvements.

Measurable — We will reduce electricity by 10%.

Achievable — This goal will be accomplished through everyday office habits, all of which are realistic to achieve. Here's how we do it:

- Goal committee: Kevin and Sarah
- Milestones (to add to Asana):
 - Introduce new habits at B Corp town hall.
 - Have everyone check that they are using a singular power strip—see Kevin if not.
 - Set a recurring invite on the calendar for Kevin, Jim, and Jenna to remind every Friday about unplugging kitchen supplies, TVs, printers, etc.

Relevant — Energy use is a primary climate impact for a small office and a focus area for B Corp climate plans.

Time-bound — 2025 baseline → 10% reduction by the end of 2027.

Inclusive — Every internal stakeholder at Blaze is able to participate.

Equitable — There is no cost associated with this initiative

Goal 2 (SMARTIE)

Specific — We will annually review sustainability and human impact reports from our three largest media procurement sources (currently Meta, Google and Stack Adapt).

Measurable — Report results of findings and remediation steps to 100% of team members.

Achievable — Our current resources make this measurement achievable, but we will also explore a non-profit partnership and/or toolset to help us understand the carbon footprint of our digital campaigns more quantitatively. Here's how we do it:

- Goal committee: Emily, Jenna, Julia
- Milestones (to add to Asana):
 - Benchmarking: Meet with AdNetZero, Explore carbon calculators for media, find smaller agencies who have implemented green media
 - Tech platform assessment review and suggest adjustments. Understand findings, create risk assessment and recommendations.
 - Annual review of Google, Meta and Stack Adapt climate impact reports. Create media summary of reports and share with entire Blaze team.
 - Create action plans for how to “green” our media and how to share with clients. When ready, create public-facing/client-facing language

Relevant — We recognize that digital media is a driving force of carbon emissions, with AI compounding that impact due to increased data usage and storage. We believe this is Blaze's biggest opportunity to reduce our carbon footprint.

Time-bound — We will review and communicate findings of new reports by these procurement sources in the same quarter they are released.

Inclusive — Cleaner greener media serves all Blaze stakeholders.

Equitable — In a situation where client success depends on a particular media channel, we will weigh our decisions in favor of client success. We will provide transparent reporting that's always reviewed by more than one person.

Goal 3 (SMARTIE)

Specific — We will promote team volunteer opportunities in our community related to environmental impact.

Measurable — We will track time dedicated to volunteering.

Achievable — There are many local organizations that regularly host events like Community Cleanups, giving us time to organize. Here's how we do it:

- Goal committee: Eli Grober, Stevie Carey
- Milestones (to add to Asana):
 - Goal committee to decide on spring/early summer initiative - May 2027
 - Event 1 in spring/early summer - May-June 2027
 - Goal committee to decide on late summer/fall initiative - August 2027
 - Event 1 in late summer - August/September 2027
 - Share updates at quarterly town hall meetings

Relevant — The environmental health of our community is directly tied to our own health and wellbeing.

Time-bound — Committed to 2 group efforts per year.

Inclusive — We will seek out volunteer opportunities from organizations aligned with principles of climate justice, equity, and inclusion, working to address the disproportionate impact of climate change on marginalized communities.

Equitable — There is no financial barrier to take part in these volunteer opportunities, and Blaze will cover the hours spent during the workday. Everyone's on equal footing. Participation in these opportunities is also optional, recognizing that not everyone will be able to participate for various reasons.