

IN THIS OFFICE  
WE ARE HAPPY  
WE ARE HELPFUL  
**WE RESPECT**  
WE DO TEAMWORK  
WE ARE FRIENDS  
WE COMMUNICATE  
*we have fun*  
WE ARE A TEAM



# Impact Report 2024

**MAYO**

WEB DESIGN  
& MARKETING SERVICES

Certified



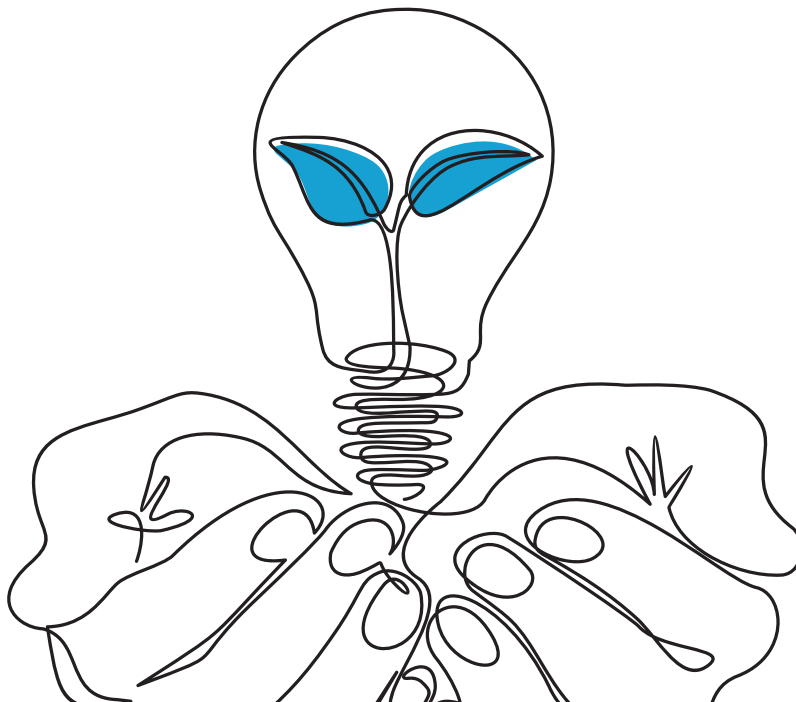
Corporation



FOR THE  
PLANET  
—MEMBER—

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# Using Business as a Force for Good

Our purpose as a company is to support **both profit and planet** in all of our work.

## Carrie Mayo

*Founder & Creative Director*

Here at MAYO, we look at the B Corp certification as a continuation of the work we've been trying to do for some time—aligning quality services, talented people and a commitment to values rooted in that triple bottom line.

We're dedicating time to community service, have committed to 1% for the Planet, and are continuing to serve clients who see sustainability as a core value.

Our commitment to the environment has guided our approach to business and the kind of company we want to be. And it's why we furthered our commitment to the environment and community by becoming a 1% for the Planet business member.

While our journey toward B Corp Certification is complete, our commitment to the values that got us here will continue. We plan to use this space to highlight other companies working as a force for good, as well as provide inspiration and advice for any company thinking about starting their own BCorp journey. We hope to see you along the way!

We believe it's possible to make a positive impact on both profit and planet.

# B Corp Certified

## Overall B Impact Score

Based on the B Impact assessment, MAYO Designs Inc. earned an overall score of 88.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 88.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

## Governance 19.3

Governance evaluates a company’s overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	4.5
Ethics & Transparency	4.7
+ Mission Locked	10

## Workers 29.6

Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Financial Security	14.1
Health, Wellness, & Safety	2.4
Career Development	7.5
Engagement & Satisfaction	5.5



# Community 22.5

Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	7.7
Economic Impact	7.5
Civic Engagement & Giving	5.4
Supply Chain Management	1.8

# Environment 6.4

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management	3.2
Air & Climate	0.7
Water	0.0
Land & Life	2.5

# Customers 10.1

Customers evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship	4.6
+ Support for Underserved/Purpose Driven Enterprises	5.4

# Sustainability Metrics & Targets

These metrics and targets highlight our efforts to address sustainability-related risks and opportunities, showcasing our progress toward achieving and driving a positive impact.

	2024 Metric	2025 Goal
Employee Satisfaction Rating	83	90
Client Satisfaction Rating	92.5	92.5
Google Rating	5 Star Google Rating 	5 Star Google Rating 
Web Hosting Carbon Footprint	100% renewable energy, zero carbon emissions	100% renewable energy, zero carbon emissions
Office Trash Program	19.2 lbs	5% less than 2024 metrics
Office Recycle Program	136.2 lbs	
Office Composting Program	49.2 lbs	
Office Hazardous Waste & Electronics Program	72 lbs + 1 Microwave & 2 cell phones	
In Kind Donations	68 Hours	65 Hours
Volunteer Hours	104.5 Hours	100 Hours

2024 Monetary Donations





# 1% for the Planet®

At MAYO Designs, we are deeply committed to making a positive impact in the communities where we operate. As part of our charitable giving and community investment practices, we prioritize supporting registered charitable organizations that are certified members of 1% for the Planet.

1% for the Planet is a global movement that connects businesses and individuals committed to environmental stewardship. By partnering with certified members, we ensure that our contributions align not only with our company mission and values but also with a network of organizations dedicated to addressing pressing environmental challenges. Through intentional screening practices, we thoroughly evaluate potential partners to ensure their alignment with our core values, social and environmental objectives, and the specific areas of impact we aim to address.

We prioritize collaborations with 1% for the Planet members who have demonstrated a strong commitment to environmental sustainability and have met the rigorous standards set forth by the organization. Our support for certified 1% for the Planet members reflects our belief in the power of collective action to drive positive change.

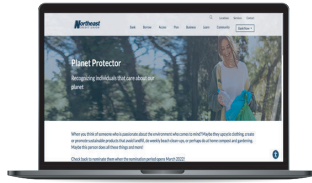
These partnerships allow us to leverage our resources in a way that aligns with a global network of like-minded businesses and individuals, amplifying the impact of our contributions.

## Awards

2021 Source  
Sustainability Award



Northeast Credit Union  
Planet Protector



2023 Environmental Award from  
New Hampshire Businesses for  
Social Responsibility



National Environmental Achievement Award



(Awarded to SED for brand & web work  
executed by MAYO)

Sustainable Marketing Champion



## Community Organizations

Co-founder of  
York EcoHomes



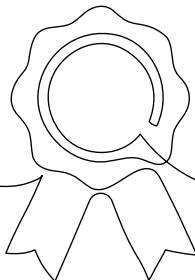
Chair WRAD  
(Waste Reduction & Diversion)  
2019-current



Member of the Mayor of  
Portsmouth's Blue Ribbon on  
Sustainable Practices  
2019-2021



## Memberships & Certifications



# New England's Biodiversity

## A Global Treasure

New England is home to a vast and unique array of plant and animal species. From the towering white pines of the White Mountains to the salt marshes of Cape Cod, our region is a biodiversity hotspot.

We are committed to protecting the biodiversity of New England.



Organization we support and collaborate  
with that support the biodiversity of New England



# Customer Impact

Type	Name of Project/Client	Short description of Client
<b>Social Enterprise</b>	Insurcomm	A leading restoration company in New England specializing in fire and water damage cleanup, mold restoration, remodeling, and reconstruction services.
<b>Nonprofit &amp; Social Enterprise</b>	Lake Winnepesaukee Association	A nonprofit organization dedicated to protecting the water quality and natural resources of Lake Winnepesaukee.
<b>Nonprofit</b>	York Ambulance Association	Ambulance service, servicing York, South Berwick and Rollinsford, Maine.
<b>Nonprofit &amp; Social Enterprise</b>	York Ready for Climate Action	A citizens group serving York, Maine and surrounding towns by supporting climate and energy actions in their communities, by working with town and state governments to enhance awareness of the effects of climate change and advocate for sustainable solutions. They are affiliated with the nation-wide Sierra Club initiative (Readyfor100). They also hold a program called York EcoHOMES which is a resident program helping York, ME reach its 2030 emission reduction goals.
<b>Nonprofit</b>	Next Charter School	Charter school meeting the needs of students not fully served within a traditional high school educational.
<b>Social Enterprise</b>	Cremation Metal Recycling	A family-owned business specializing in the recycling of metals recovered from cremation, providing comprehensive recycling services and support for crematories across the nation.
<b>Social Enterprise</b>	Spectrum Energy	California commercial solar.
<b>Social Enterprise</b>	Ecohouse Solar	Commercial and residential solar in Ohio.
<b>Social Enterprise</b>	Express Electronics	Responsible electronics recycling services.

Type	Name of Project/Client	Short description of Client
Social Enterprise	DGI Communications	A leading building systems design and integration company specializing in audio-visual solutions.
Social Enterprise	Stillwater Sustainable	Residential energy efficient services.
Social Enterprise	Wagner Forest Management	Land conservation
Social Enterprise	Water Expressions	Providing the finest water distillers, water purification systems, and water filtration systems for homes and businesses in New England.
Nonprofit	Evenfield	Even Field is a 501(c)(3) tax-exempt nonprofit organization dedicated to promoting character, integrity, and ethical behavior through sports. Their core message is "The Way You Win Matters®," emphasizing the importance of how success is achieved, not just the achievement itself.
Social Enterprise	Arrive Alive Contest	A creative contest for graduating high school seniors in Maine to raise awareness about the dangers of drinking and driving. Organized by the Law Offices of Joe Bornstein
Gov. Agency	GLSD (Greater Lawrence Sanitary District)	Protecting the Merrimack against untreated wastewater
Gov. Agency	The Town of Seabrook	Municipality
Gov. Agency	York DPW	Department of public works in York, Maine. Plowing, sidewalk/walkway maintenance or roadwork to recycling, and responds to the needs of people and places to preserve what makes York a great place to live and work.
Gov. Agency	NHPD (New Hampshire Public Defender)	A private, nonprofit corporation giving New Hampshire a cost-effective means of providing high-quality, reliable representation to indigent defendants.



Type	Name of Project/Client	Short description of Client
Nonprofit	Manitou Foundation	A non-profit organization focused on creating a sustainable interfaith community through land grants and environmental conservation initiatives.
Social Enterprise	New England Sea Salt	A women owned company that hand-harvests sea salt from the Atlantic Ocean, producing small batches of unique flavored salts.
Social Enterprise	Normandeau Associates	One of the largest science-based environmental consulting firms in the United States, serving both private and public sectors with a focus on delivering scientific solutions.
Gov. Agency	SESD	A wastewater treatment organization that collects, treats, and disposes of wastewater from residential, commercial, and industrial sources.
Nonprofit	Evenfield	Even Field is a 501(c)(3) tax-exempt nonprofit organization dedicated to promoting character, integrity, and ethical behavior through sports. Their core message is "The Way You Win Matters®," emphasizing the importance of how success is achieved, not just the achievement itself.
Social Enterprise	Soil Away	Soil-Away Cleaning and Restoration Services, LLC specializes in helping families and businesses recover from property disasters including fire, smoke, water, mold, and flood damage.
Social Enterprise	GC International	A subsidiary of PTT Global Chemical Plc specializing in strategic investments across various industries, particularly petrochemicals, and focusing on international business development and sustainability initiatives.
Gov. Agency	Road Sweep	A street cleaning service provider focused on improving cleanliness along highways, city streets, parks, and trails in New Hampshire.

# Environmental Policy Statement

At MAYO Designs, we are committed to operating as an environmentally responsible organization. We recognize the importance of minimizing our footprint and actively contributing to protecting and preserving the environment. Through the implementation of sustainable practices and continuous improvement, we aim to lead by example and inspire positive change within our industry and beyond.

## Waste Generation:



We strive to minimize waste generation and promote waste reduction practices throughout our operations.



We prioritize recycling and responsible waste disposal methods to divert waste from landfills.



Through regular monitoring and assessment, we identify opportunities to optimize waste management processes and minimize our overall waste output.



We encourage employees to embrace recycling and waste reduction practices in their daily activities, fostering a culture of environmental stewardship.

[Check Out The Whole Policy](#)

By implementing this policy and fostering a culture of environmental responsibility, we are dedicated to minimizing waste generation, conserving energy and water, reducing carbon emissions, and driving positive environmental change. Through these efforts, we strive to make a meaningful contribution to a sustainable future for generations to come.



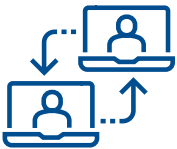
# Travel Limitation and Remote Work Policy

At MAYO Designs, we recognize the environmental impact associated with travel and commuting. We are committed to minimizing our carbon footprint by actively promoting remote work and utilizing virtual meetings whenever feasible. This policy outlines our commitment to reducing travel-related emissions and fostering a more sustainable work environment.

## Remote Work:



We actively encourage and support remote work opportunities for employees.



By adopting remote work practices, we aim to reduce the need for daily commuting, thereby lowering greenhouse gas emissions associated with transportation.



Employees are provided with the necessary tools and technologies to effectively collaborate and communicate remotely, ensuring productivity and maintaining high standards of client service.

## Check Out The Whole Policy

By limiting travel and embracing remote work and virtual meetings, we prioritize sustainability and reduce our ecological footprint.

This policy statement serves as a guiding principle for our organization, and we encourage all employees to embrace and support these initiatives. Together, we can make a significant contribution to environmental conservation and sustainability.

