



eevie
ACCELERATING
CLIMATE ACTION

CASE STUDY



GREEN BUILDING HOLDING PARTNERS WITH EEVIE TO ADVANCE SUSTAINABILITY

Green Building Holdings is a group of companies that specializes in sustainability and green building. In addition to assisting their clients with sustainability objectives, GBH prioritizes promoting sustainable habits within their employee's personal lives. To accomplish this, GBH has partnered with eevee to support their employees' sustainability endeavours through tracking daily habits.

Green Building Holdings (GBH) is headquartered in Atlanta, Georgia and operates across the USA. The GBH umbrella specialises in green building and consists of four companies: Sustainable Investment Group (SIG), Green Building Education Services (GBES), Aetos Imaging, and Blue Ocean Sustainability.

THE CHALLENGE

Sustainability is at the heart of GBH's business operations. Despite the wide range of sustainability services offered, such as ESG consulting, green building, decarbonisation software, digital twin technology, and green education, GBH recognized the need to look inward to address its own carbon footprint.

In addition, GBH employees are dispersed throughout the United States, working remotely or commuting to client locations. As is common among consulting and digital innovation companies, GBH's carbon footprint is mainly composed of Scope 3 emissions, stemming from employee travel and energy use.

Due to infrequent in-person meetings with co-workers and the lack of shared office spaces, the team has found it challenging to address Scope 3 emission reductions, as well as energy, water, and waste management. Additionally, remote work makes it harder to promote education, awareness, and motivation to encourage carbon reduction initiatives. Nonetheless, the team is committed to leading by example and making the improvement of the company's carbon footprint a top priority.

THE APPROACH

In an effort to improve their carbon tracking, identify relevant climate actions, increase education, and promote better habits throughout the organization, GBH established an internal Green Team. The team's objective was to find ways to accomplish these goals virtually and support decarbonisation initiatives through team events, education, and policies.



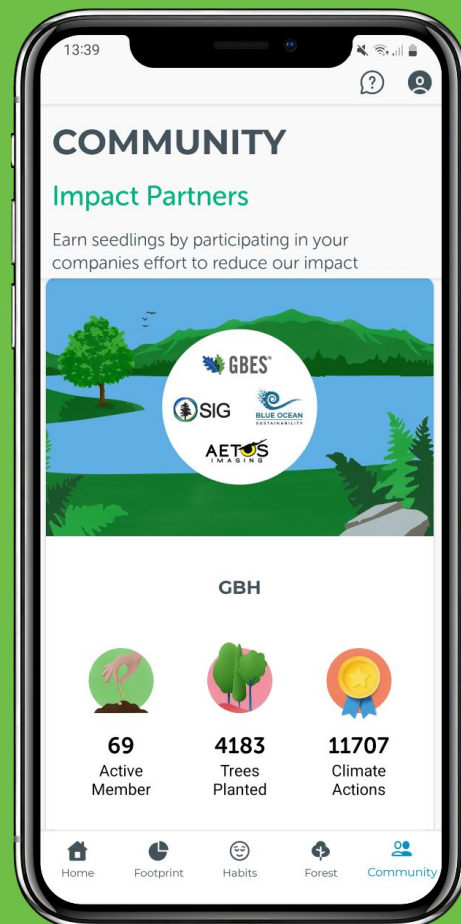
As they operate primarily in a virtual setting, the Green Team searched the market for a digital solution that would enable them to unite their team within an app-based community.

GBH faced a challenge in that, although they worked to incorporate sustainability into their projects and buildings, their internal processes and policies were not as sustainability-focused as their culture. This disconnect needed to be addressed. Consequently, GBH sought tools that could be utilized to promote sustainability messaging internally, which would, in turn, help employees to convey the importance of sustainability externally. GBH sought a simple and engaging tool that employees could use daily. The Eevie app's lively icons, friendly notifications, and gamified nature made it a perfect fit. By dividing employees into teams of equal size, GBH was able to leverage their competitive nature and cultivate long-term habits to promote sustainability and make a positive impact on the world.

GBH prides itself on having a unique, dynamic company culture with employees who go above and beyond in serving the environment and society.

‘Our partnership with eevie allowed Green Building Holdings to transform our eco-conscious company culture into action through engaging habits and challenges’.

- Amanda Howard, Green Team Lead



THE SOLUTION

In 2022, GBH decided to incorporate the eevie app into their Green Team initiative to enhance the link between their sustainable work and internal processes. They onboarded their employees into the GBH community on the app and created cross-organizational teams that competed against each other in selected challenges.

Each team had a nominated leader who worked to motivate their team and inspire friendly competition through messages in the company Slack channel. Additionally, employees dedicated time in internal meetings to share strategies they used to complete the eevie challenge each month. Some of these challenges supported other



initiatives and events happening concurrently. Beginning in July 2022, the teams took part in a total of six challenges, each with a distinct focus.

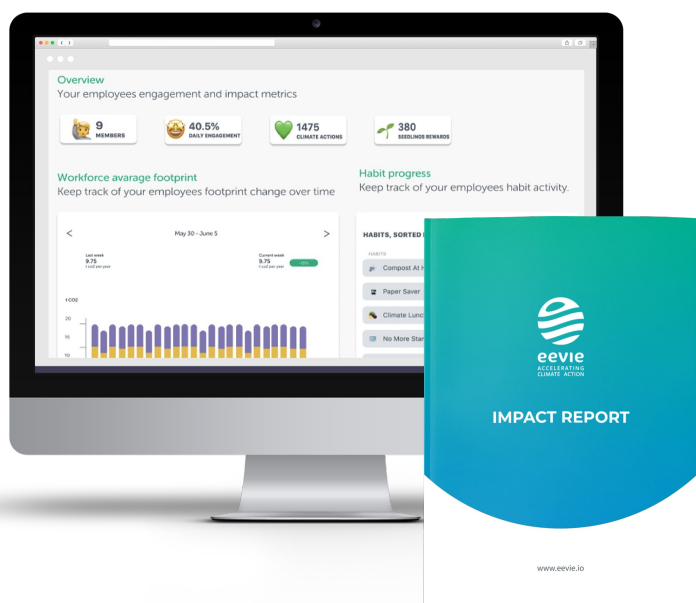
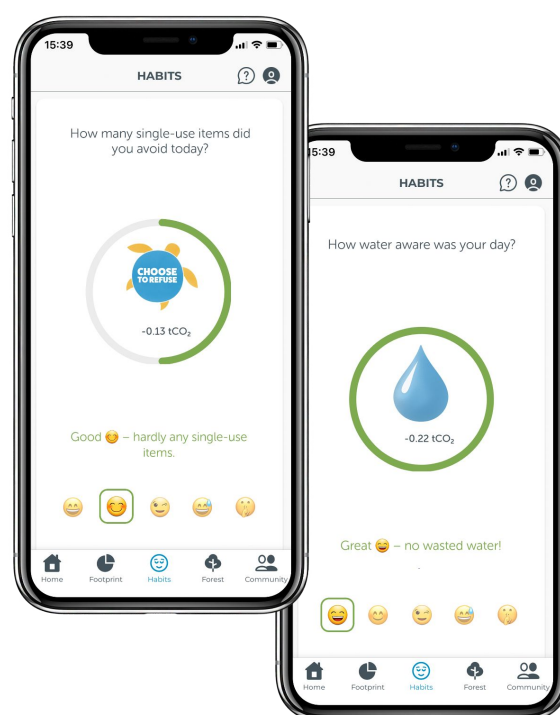
- **Be Water Aware**
- **Choose To Refuse**
- **Electricity Master**
- **Waste No Food**
- **Recycle Your Trash and**
- **Data Cleaner Challenge.**

In the following we will highlight the first two of the challenges the team completed successfully.

Be Water Aware: This first challenge brought attention to the freshwater water crisis and followed the theme: **'Groundwater: Making the invisible visible'**. This habit was followed in many simple ways, like switching off taps while brushing teeth or showering, avoiding full baths, washing shorter cycles, and more.

Choose to Refuse: In August 2022, the team took on the next challenge, **Choose to Refuse Single-Use Plastics**.

Half of the plastic manufactured globally is for single use and the majority of it cannot be recycled. To become conscious of how it comes into our life and by refusing it at the source with some simple and smart tips like replacing plastics straws, bags, and water bottles with those that are reusable in nature, GBH teams adapted a more conscious way of dealing with this topic, developed a higher awareness, and took strong climate action.



THE RESULTS

Within a short period of 6 months the employees took 11,766 of climate actions and planted 4,605 trees, which resulted in a carbon sequestration potential of 1,408,421 kg for the next 25 years. Most importantly though, employees improved their habits by almost 50%, which will enable the company to reduce its carbon footprint, especially in Scope 3 long term and beyond the employment of eeVie.



UNDERSTANDING THE IMPACT ON THE BOTTOM LINE

The monetary impact on an organisation's bottom line is neither negligible. Considering the above mentioned preliminary results, the companies have achieved a carbon reduction worth a 133,220 USD, which is calculated by multiplying the output of CO2 produced with the EU ETS Carbon Price Index (**calculation below based on December 2022 carbon price / CO2).



69

Total participants



11,766

Tracked climate actions



4,605

Seedlings rewarded



49,8%

Habit behaviour improvement
Jul '22 - Mar '23



-1,408,421*

Total kg CO2 impact from all tracked actions and tree rewards



€124,800

Monetary value of carbon reduction**



-4,861,957

Yearly impact equivalent miles cars driven



-46,575,552

Yearly impact equivalent lb glacier ice preserved



-28,168,420

Yearly impact equivalent balloons filled with CO2

* lifetime CO2 reduction per tree avg. 300kg CO2

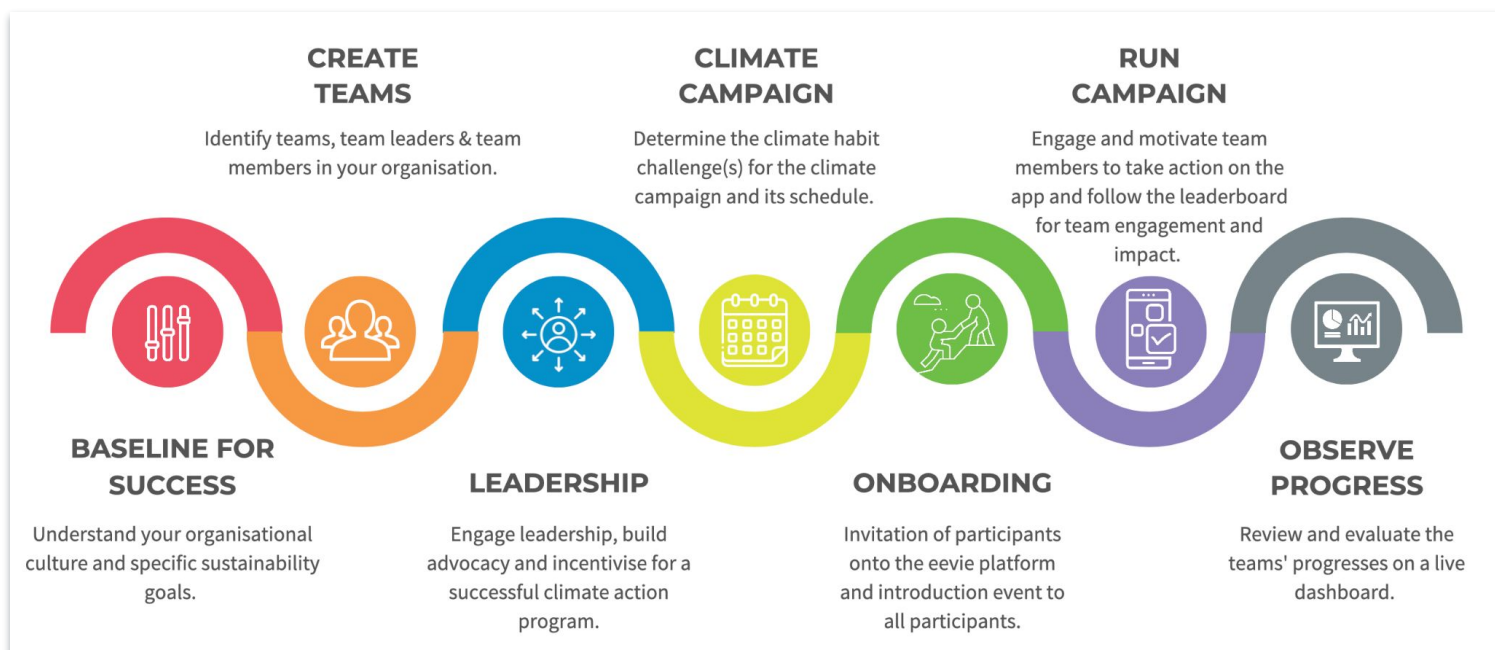
**calculated by multiplying the output of CO2 produced with the EU ETS Carbon Price Index (based on December 2022 carbon price / CO2).



A CLEAR AND EFFICIENT CUSTOMER JOURNEY

We know that our corporate Impact Partners have many tasks to juggle. eevee thus designed a customer journey, that is transparent and efficient. Depending on our Impact Partner's requirements and organisational set-up, we initiate a proof of concept (POC) within only two weeks after initial discussion.

eevee's dedicated Customer Success Team guided GBH from determining the baseline to developing several challenges, and finally communicating the generated impact, which the Customer Success Team discussed with the holding company and summarized it subsequently in an Impact Report. Below a visualisation of a typical customer journey.



GET IN TOUCH AND DISCOVER HOW EEVIE HELPS DEVELOP CLIMATE-FRIENDLY CORPORATE CULTURES

Should you wish to learn more about eevee's work with GBH or other clients, please email Ebru Carter or visit the website. If you want to know your company's climate culture readiness, participate in the short assessment and receive the results via email.

e.carter@eevie.io

[Website](#)

[Assessment](#)



