



## Public Benefit Report 2022

### Introduction

Ever Better, PBC (Public Benefit Corporation) began operating in May 2017. As of January 2023, the company still has a single employee – Pete Dignan – who founded the entity following nearly 20 years as a CEO of two Certified B Corps.

### Public Benefit Purpose

Ever Better is “organized to create material positive general public benefit, including, but not limited to, providing business consulting services to enterprises with specific social and/or environmental missions.” As of January 2022, those consulting services focus specifically on helping businesses adopt excellent environmental, social, and governance (ESG) practices, including especially action to mitigate climate change.

### 2022 Impact - Public Benefit Performance

#### Clients

Ever Better served just 2 clients in 2022 - the University of Colorado, and Uplight (a Certified B Corp).

#### Community

Pete Dignan served on the board of [GRID Alternatives Colorado](#), as the chair of the Development Committee, providing at least 40 hours volunteer time over the course of 2022. Mr. Dignan stepped down from the board at the end of the year, having served for nearly three years.

In 2022, Ever Better donated 1% of (top line) revenue as follows:

GRID Alternatives CO \$500

See also below donations intended to offset carbon emissions

#### Environment

Ever Better is committed to environmental sustainability. The business operates from a home office, and local travel is via electric vehicle and mass transit. We have a written policy encouraging environmentally preferred products and practices in employee virtual offices. All electronic waste is disposed of responsibly.

Total carbon emissions (Scopes 1 and 2) for 2021 were calculated using the [Berkeley Cool Climate calculator](#) with a result of 36 US tons. Rather than purchasing carbon offsets, donations of \$225 each (\$450 total) were made to the policy advocacy nonprofits [Carbon180](#) and [Clean Air Task Force](#). This decision was based on the following articles:

[Want to fight climate change effectively? Here's where to donate your money.](#)  
[A New Estimate of the 'Most Effective' Way to Fight Climate Change](#)  
[Donating to Climate Charities Might Be Better Than Buying Carbon Offsets](#)



### Looking Ahead

At the start of 2023, Ever Better does not contemplate growth via hiring. Founder Pete Dignan Spends the majority of his time teaching the Certificate in CSR and Climate Action for business for the University of Colorado, Leeds School of Business, Executive Education program. The company expects to serve 2-4 clients in 2023. For more information see the [website](#).

### Contact

For questions about this report or about Ever Better, contact [Pete Dignan](#).