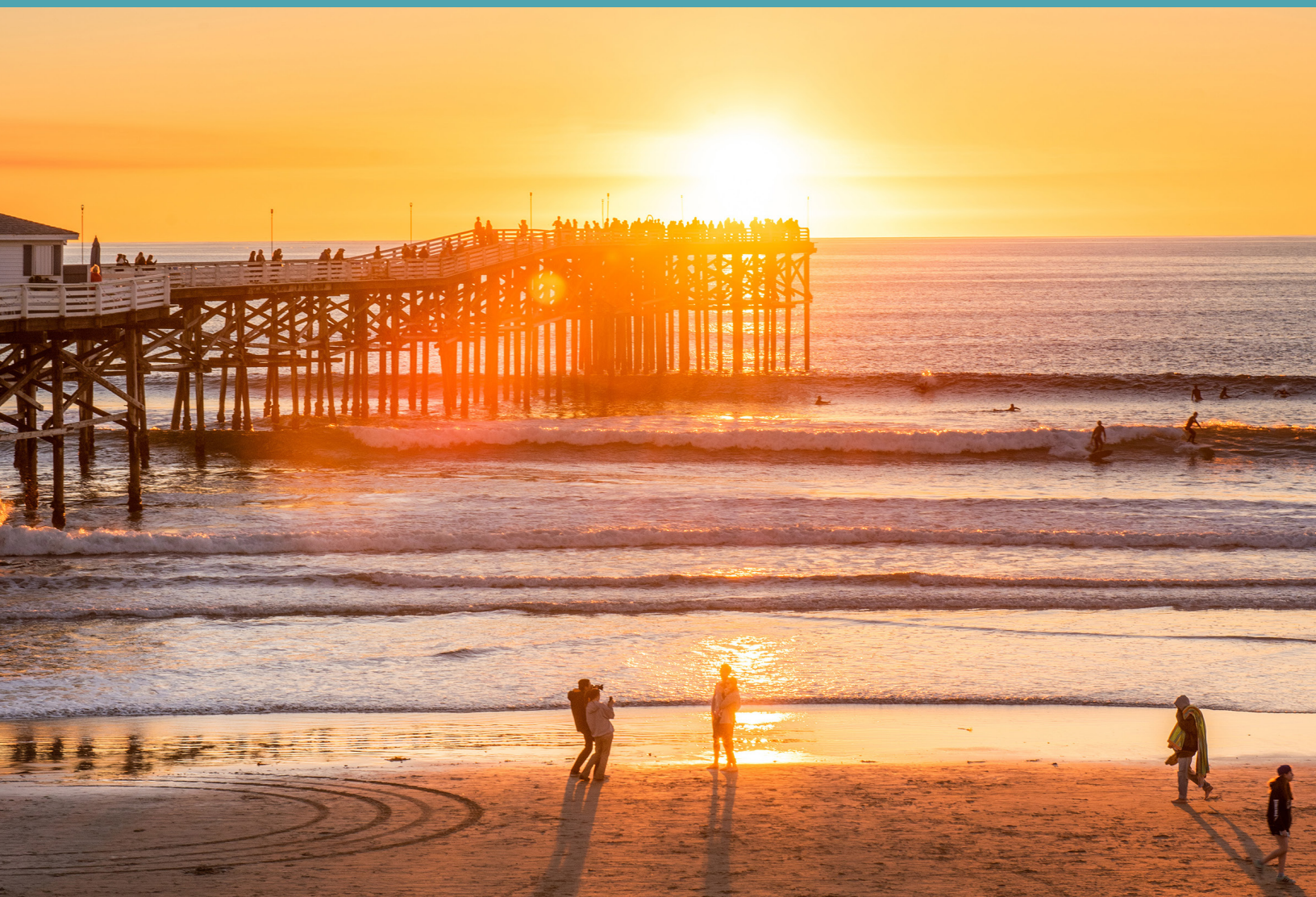


Impact Report

2025



Introduction

Sagent has always been laser-focused on being a force for good by helping like-minded organizations make a meaningful, measurable impact. And in 2025, that mission grew bigger than ever. From secure data destruction and rare-earth recovery to energy programs, wildfire prevention, and critical infrastructure initiatives, this year pushed our purpose and our partnerships forward in powerful ways.

As a Certified B Corporation, we believe real change happens where creativity, technology, and strategy converge. By empowering clients to tackle complex challenges, engage diverse audiences, and transform bold goals into measurable outcomes, we're helping create lasting benefits for communities and the environment.

In this Impact Report, we celebrate some of Sagent's stories of innovation, collaboration, and results that defined 2025 -- a year where strategy, purpose, and impact aligned. But what we're most proud of are the ways we came together with our clients and partners to create real, tangible change in a world full of real challenges.



Pioneer Community Energy

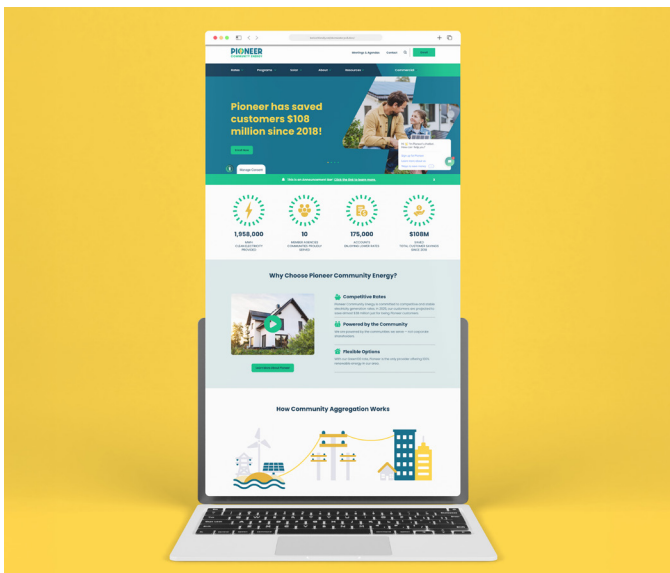
Pioneer Community Energy knows that when customers are empowered with competitive rates, exceptional service, and information to choose their own energy options, their communities thrive. This year, they launched innovative programs that made saving energy remarkably simple. These efforts not only strengthened the grid—they also built a renewed sense of local pride.

Together, we celebrated meaningful progress. The PowerShift Rewards program, Pioneer’s financial incentive for positive energy-use behaviors, surpassed its enrollment goal by more than 50%. The AC Tune-Up Rebate program, a financial relief initiative that encourages customers to maintain their AC systems for maximum energy efficiency, saw strong early engagement, generating more than 2,000 new applicants in its first season under Sagent’s marketing strategy. GridGen, Pioneer’s long-term smart energy initiative, saw consistent growth as more customers leaned into smarter, more sustainable energy choices. And through Sagent’s paid media efforts, these programs reached the right people at the right time, generating over 5.7 million impressions and a 0.79% click-through rate—nearly triple the industry benchmark.

But our impact goes beyond numbers. This year, Sagent helped Pioneer evaluate and restructure its website information architecture, ensuring programs and critical resources are easier for customers to navigate. We also guided technical implementation to bring those improvements to life. In parallel, Sagent helped Pioneer shape a refreshed brand story rooted in community, connection, and local investment. The new platform “Pioneer is Here” reflects what customers have always known: Pioneer is a reliable neighbor, an advocate, and a partner in making our region stronger. Set to launch in 2026, this evolution will help Pioneer deepen trust, reinforce loyalty, and confidently step into new communities as it grows.

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Clean California

The Clean California Designation Program is elevating the movement to restore beauty and pride across the state by recognizing communities committed to lasting change. Beyond cleanups, the program designates cities and neighborhoods that demonstrate leadership in litter prevention and public space revitalization, creating models for others to follow. In 2025, we built on the success of our campaign that resulted in 227,776 volunteer hours, equivalent to \$9.1 million in value, by bolstering commitments by communities across the state. We celebrated 39 official designations and inspired 139 pledges by communities, signaling a growing culture of shared responsibility. These designations unlock resources and tools that empower residents to sustain beautification efforts, from large-scale cleanups to creative transformation projects that turn neglected spaces into vibrant community assets.

Through strategic partnerships and grassroots engagement, the program has amplified local voices and mobilized Californians to take meaningful action to reduce litter in their communities. Each designation represents more than recognition; it's a catalyst for collective impact, fostering pride and accountability while reducing litter and revitalizing public spaces statewide. By connecting communities under a common vision, Clean California is proving that environmental stewardship is not just an aspiration, but a shared commitment that transforms individuals into environmental change agents for their communities.

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Make Your Community a Clean California Community!

Do you take pride in your community – and want to make it even better? Would you like your community to be recognized as a beautiful and clean place to live? Then help the place you love become a Clean California Community! Caltrans has launched a new statewide designation to reward communities for their hard work in staying clean and beautiful.

Why become a Clean California Community?

Beyond the immediate benefits of beautification, your community – once designated – will also receive:

- Personalized “You Are Entering a Clean California Community” signage with the Clean California Community logo.
- Recognition on state websites and social media posts, and state-partnered media outreach.
- Access to national grant opportunities, educational materials, and volunteer cleanup kits (while supplies last) from Clean CA partner, Keep America Beautiful.

What constitutes a “community”?

This can be incorporated geographic areas, such as cities, towns, counties, municipal districts, and military bases. It can also include neighborhood groups, school districts, houses of worship areas, community group service areas, business improvement districts, watershed groups, and other unincorporated entities. An organized entity with a leadership structure is a likely start. If you're not sure about your community, reach out and ask!

What is required to become a Clean California Community?

The designation process itself is **FREE**. Your community must commit to meet 10 or more of the following criteria and be able to provide records that they were completed – many of which you may already be doing:

- Your community's leader must **sign the pledge**. For a town, this could be a mayor. For an organization, it might be the president or executive director, for a religious organization, it might be the minister, priest, imam, or rabbi.
- Establish an informal Clean CA committee or some other **advisory body**. This could be an existing committee that you leverage for Clean CA.
- Get **community input** through a public meeting, a survey, a special event, or some other means of gathering feedback from the public on your community's approach.
- Conduct an initial **litter assessment** to establish your baseline.
- Hold regular **community cleanups**. We recommend at least 4 each year – big or small.
- Establish **metrics and measure** regularly to track your clean community's progress.



Clean CA Community Pledge

I, _____, hereby commit the community of _____, to pursue the criteria of becoming a designated Clean California Community.

Whereas we, the leaders and residents of [Community Name], united by a profound sense of pride and a shared vision for a cleaner, greener community, endeavor to elevate our community to even greater heights,

Whereas we aspire to be heralded as a model of excellence, renowned for our commitment to cleanliness and environmental stewardship,

Whereas the State of California, in its pursuit of a cleaner, greener existence for all, has established the prestigious Clean California Community designation as a testament to communities that exemplify these values,

Now, therefore, be it resolved that we solemnly pledge to uphold the principles of the Clean California Community program, dedicating ourselves to fostering a community marked by cleanliness, sustainability, and civic pride.

This pledge is to serve as [Community Name]'s commitment to the principles of the Clean California Community program. Through our collective efforts, we pledge to maintain a clean, green, and vibrant community for the betterment of all residents.

I assert that I am authorized to make this pledge on behalf of our community.

Signed:

[Community Leader's Name]

[Title]

[Date]



Be a Clean California Community.

[Pledge Now](#)





CAL FIRE

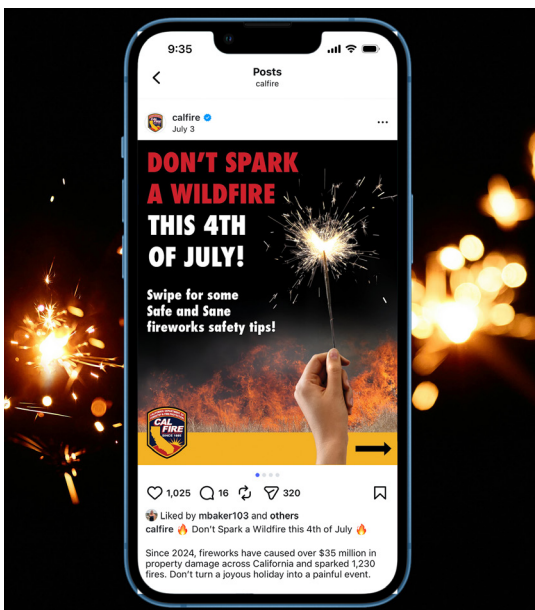
California continues to face year-round wildfire threats, with millions of residents living in areas where preparation can make the difference between safety and loss. In 2025, CAL FIRE and Sagent continued our long-term partnership, working together to deepen wildfire awareness and empower Californians with the knowledge needed to protect their homes, families, and communities.

Through a unified approach spanning [Forest & Fuels](#), [Home Hardening & Defensible Space](#), [Fourth of July safety](#), and [Ready, Set, Go!](#) campaigns, this year's outreach helped educate and motivate tens of millions of Californians to take steps to prevent wildfire ignition and strengthen home resilience. New partnerships with the LA Dodgers, The Home Depot, and the California Building Industry Association extended this education into everyday spaces, offering timely reminders where Californians live, shop, and gather.

Across these campaigns, CAL FIRE and Sagent introduced a new creative platform: **Your Home. Your Community. Your California.** This umbrella campaign brings clarity and consistency to future campaigns, reinforcing that wildfire preparedness starts with each individual home and also strengthens entire communities. The first expression of this platform launched through the Set Go! campaign, features a library of more than 2,500 original photographs of real Californians preparing for fire season. This refreshed direction establishes a stronger foundation for long-term wildfire prevention efforts and positions California for a more resilient future in 2026 and beyond.

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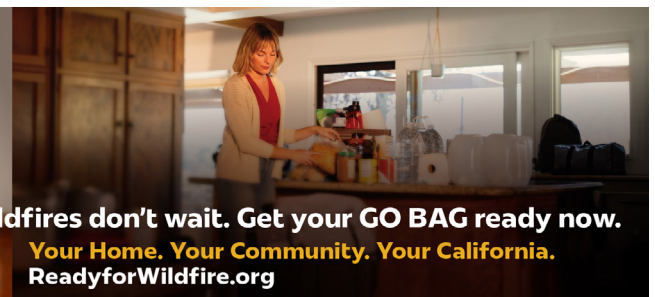


PARK SMART.

Park on clear surfaces and avoid dry grass.



ONE LESS SPARK
ONE LESS WILDFIRE





Dewberry

The City of Sacramento replaced the nearly 100-year-old Arcade Creek Bridge on Auburn Boulevard, delivering a safer, more accessible bridge for everyone. The new bridge reduces congestion, improves flood resilience, and adds dedicated sidewalks and bike lanes—making daily travel safer and more convenient for people walking, biking, and driving.

To keep residents informed throughout construction, Sagent led a targeted outreach effort supported by a three-month paid media campaign. Strategic placements across high-visibility channels generated more than 7.1 million impressions, helping ensure the community had timely, clear information about closures, detours, and what to expect during construction.

The project culminated in a well-attended ribbon-cutting ceremony in October 2025, earning coverage from 25 media outlets and reaching an audience of 9.3 million across major stations including CBS 13, FOX 40, ABC 10, KCRA, and KQCA. Today, the new bridge supports daily traffic for approximately 31,000 vehicles, a key route for thousands of Sacramento-area residents and commuters. This replacement reflects thoughtful planning, strong collaboration, and a commitment to building infrastructure that supports a safer, more connected community.

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Before



After



City of
SACRAMENTO
Department of Public Works

Client Spotlight:

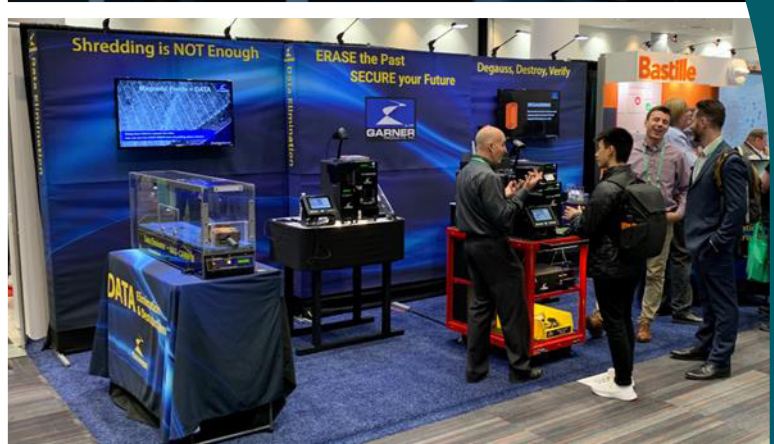


Garner Products

Garner Products is expanding its leadership in secure data destruction into a driver for the circular economy with its new DiskMantler™ Suite. Launched in 2024, the DiskMantler™ quickly captured global attention, generating over 62,000 Google search listings in 25 languages within just two weeks. In 2025, it earned the [U.S. Department of Energy's E-SCRAP Award](#) for sustainable innovation.

Exclusively engineered by Garner Products, the DiskMantler™ Suite pairs the patent-pending DeMAG™ with the award-winning DiskMantler™, creating a first-of-its-kind workflow that eliminates 100% of data on magnetic media, demagnetizes the powerful neodymium magnets, disassembles hard drives, and simplifies the recovery of rare-earth elements for reintegration into the supply chain. The system transforms drives into clean, separated components, preserving maximum value for recycling streams and recovering critical rare-earth elements like neodymium, aluminum, and copper.

With an estimated 50 million hard drives reaching end-of-life annually, most from rapidly growing data centers, the DiskMantler™ Suite opens access to the untapped \$882 million rare-earth recycling market, reduces greenhouse gas emissions, and supports sustainable technology practices. It delivers scalable, secure, and sustainable solutions that protect data while advancing the circular economy.



Closing Out 2025...

Having a mission to change the world is a big task and honor, and it means little if we don't achieve tangible results. We are incredibly proud of the strategies and solutions we helped bring to life this year, all of which drove meaningful impact. 2025 brought its share of challenges, but the work we led and contributed to prove something important: marketing can have the power to fuel action, spark change, and deliver tangible outcomes.

We love transforming ideas into impact, strengthening communities, protecting the environment, and advancing a more sustainable future for California.

If you're ready to make a difference in 2026, we'd love to help. Connect with us at info@sagentmarketing.com, and let's create the next story of meaningful change together.