

ENCAMP

CULTURE  
HAND  
BOOK



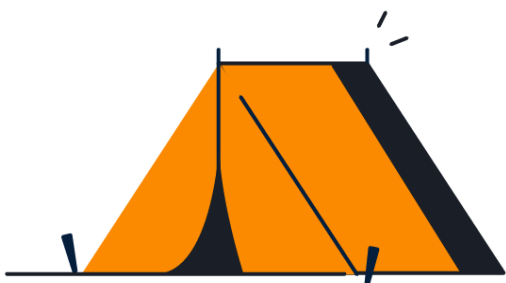
Become a Trailblazer

*Think big and start your next adventure*

“ Encamp is a diverse team of difference makers, nature lovers, and innovative technophiles. In the Environmental, Health, and Safety (EHS) industry, we’re also known as trailblazers.”



Luke Jacobs  
CEO & Co-Founder



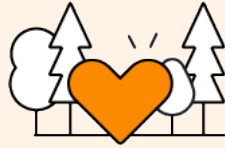
Trailblazing innovation happens when you create a first-of-its-kind cloud platform to simplify the way businesses comply with environmental regulations. However, creating innovative and revolutionary technology doesn’t happen without the right people.

Encamp has attracted some of the best and brightest minds from the fields of environmental science, software development, business outreach, and everything in between. **We call ourselves Encampers**, and we work in a culture that values and encourages each and every one of us.

Together we visualize, brainstorm, accomplish, and laugh. We continue to shape the future of environmental compliance which is why our customers love us and why we’re Happy Encampers, contributing to something special and celebrating success and **growth**.

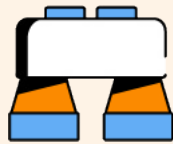
And we’re always looking for more bright minds to blaze the trail with us.

Cheers,  
**Luke Jacobs**  
CEO & Co-Founder



## Our Mission

Encamp is on a mission to create a world where good for business equals good for the environment.



## Our Vision

By making environmental compliance faster, simpler, and more accurate, we can align incentives between regulated industry, regulators, and the public.

This will result in a healthier and safer environment, while cutting down compliance costs and risk for businesses — providing regulators data critical for effectively achieving public policy goals.

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SECTION 1

# Why We Started

If there's anything to know about regulations and compliance in the Environmental, Health, and Safety (EHS) sector, it's that agency red tape and reporting can be relentless.

Complex regulations and labor-intensive processes can also sidetrack EHS professionals from doing what they're truly passionate about and trained to do — making their workplace secure, their community safer, and their company a better steward of the environment.

### **That's why we started Encamp.**

Our mission is to empower EHS professionals to focus on environmental performance instead of paperwork. Our vision is to help them achieve this by making the compliance process faster, easier, and more accurate.

So we developed a piece of technology that streamlines the process and automates compliance reporting. We also utilized cloud-based technology, enabling businesses and their compliance teams to implement the platform quickly and virtually.



Encamp Founders: Luke Jacobs, Daniel Smedema, and Sam Jacobs

For the EHS industry, the Encamp platform was revolutionary in the way it lets companies understand and comply with applicable environmental regulations. Even now there's no other compliance solution that comes close to its sophistication and rapid time to value.

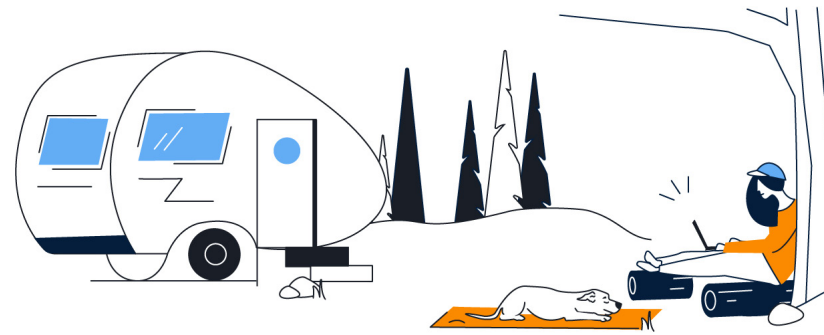
**Our technology is what lets Encamp constantly foster sustainability through innovation.**



# Is Encamp a tech company?

Very much so, however many of us are experienced environmental scientists, compliance managers and EHS consultants before we became Encampers. We've simply merged our EHS expertise with a team of topnotch developers, business minds, sales & marketing gurus and customer experience specialists. It's a blend of talent that continues to make Encamp an up-and-coming disrupter in the world of environmental compliance.

Think of Encamp this way, too. We **embrace diversity** and **emphasize equality**, a commitment we made the day we envisioned Encamp in 2017. Commitment is about actions and we believe ours speak louder than words; 6 out of 8 senior leaders at Encamp are from under-represented groups.



Our dedication to doing good for the environment also drives our corporate social responsibility initiatives. For every EPCRA Tier II compliance report an Encamp customer files using our software, we donate to non-profits such as **One Tree Planted** to plant a new tree. We call it planting a “forest” one Tier II report at a time.

To get to where we are, we've blazed a new trail. Yet there's still more to do. Encamp is a thriving business, and we're committed to growing our team of Encampers. Yes, our roots are in central Indiana, but the ability to work from anywhere lets us expand throughout the U.S.

## This is where you come in.

# 11,159

**TREES PLANTED  
SINCE 2019**

SECTION 2

# Encamp Culture



# Happy Encampers

Our culture is the spark that lights the Encamp fire. Encampers join and grow with us thanks to a culture that promotes ownership, outcome, and impact.

You'll find a ruthless commitment to staring down some of the biggest challenges in the EHS industry.

Encampers are constantly encouraged to put their knowledge and creativity to use. They're urged to get out of their comfort zone and tackle challenges of scale and complexity head-on. How they support Encamp's customers and users in the most attentive ways possible is simply who they are.

The intent is to inspire you to expand your own knowledge, share ideas with others, and help achieve the goals we all have as a company. That includes continuing to develop the Encamp platform at a rapid pace, and always working to add more loyal customers to the Encamp fold.

But we're not all work and no fun. We have in person and interactive virtual events and parties. We always take time to celebrate wins and accomplishments



**Together we work hard, laugh harder, and learn nonstop.**

at the end of every week. We have all-hands meetings to spread good news and strengthen organizational transparency, and one-on-one Zoom chats with coworkers to talk about anything but work.

Plus with our Core Values Awards, we recognize those Encampers who embody our culture and everything it represents...

# Our core values

## We think big

We aren't a startup selling to startups, or another app to help you schedule pick-up service from your phone. We're working to completely solve the problem of environmental compliance for every regulated facility in the United States. In our daily work, we ask ourselves the questions "why this?" and "what if?" to make sure we stay focused on the goal. **In Encamp, we make sure we have built for scale and set ourselves up for future success.**



### **ENCAMP PRINCIPLES** Solve real problems

Few things are more dangerous in a startup than finding a great solution to the wrong problem - it wastes our brainpower and leads to a false sense of progress. We understand that at any point, there are only one or two big problems holding our company back. We relentlessly focus attention on solving these quickly and completely so we can move on to the next challenge.

## We seek truth, not comfort

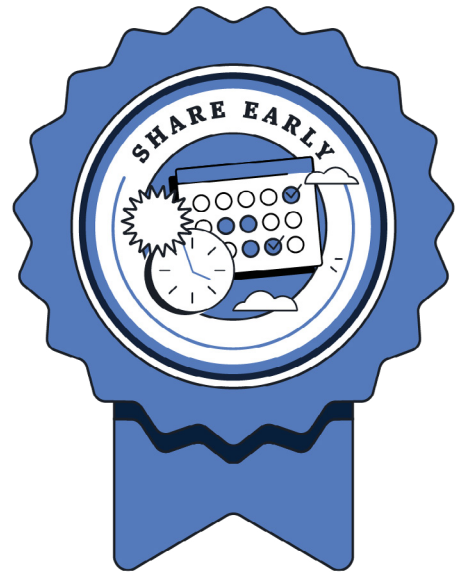
The truth is neither good nor bad, but we can choose to respond to it in better or worse ways. If we stay silent when a colleague is making a mistake, we rob them of the chance to get better. If we make a bad decision, we all lose, even if our individual opinion won out. **Updating our beliefs when we find new evidence** gives us the chance to adapt.



# Our core values

## We share early and often

We believe that none of us is as smart as all of us. When we keep our work private until it's "perfect," we deprive ourselves of the opportunity to receive feedback from others and iterate quickly. By sharing work early and often, we shorten feedback loops and refine ideas faster.



### **ENCAMP PRINCIPLES** Use freedom to take ownership

At Encamp, we manage by providing context, rather than control. Each teammate is trusted to use their judgment to help Encamp achieve its goals and to own the outcomes of their work and decisions, good or bad, and deeply think through how those outcomes affect everyone involved.

### **ENCAMP PRINCIPLES** Communicate clearly and concisely

We're committed to understanding one another and making ourselves understood — a focus that breeds clarity. We summarize with bullet points and tell each other facts, not stories.



## **EMPLOYEE VALUE TESTIMONIAL**

*We share early and often*

“

Encamp is the first company I've been at in 20+ years as a developer that has actually done a war games exercise. I've known about them, but they've always been mythical. I'm so stoked that we have taken the time to do this. Not just for the learning and testing, which is exceptional, but because it's been really cool to see folks work together and solve problems, improve things, and be excellent to each other.

**Randy Peterman**

Senior Software Engineer



# Our core values

## We are customer obsessed

We are obsessed with helping our customers succeed. Everything we do is oriented towards making our customers reach a level of ease and effectiveness they did not think was possible. By staying focused on the customer, we ensure our breakthroughs have purpose and our client interactions are always joyful.



### **EMPLOYEE VALUE TESTIMONIAL**

*We are customer obsessed*

“

Our team members, Lesley and Katie, have enabled one of our largest clients through a series of several personalized and tailored training sessions, ongoing office hours, and support to meet the client’s specific needs.

This commitment to our customers has now enabled them to provide us with thousands of data points in order to promptly and efficiently fulfill their compliance requirements.

**Megan Walters**

VP of Customer Success and Compliance



# Our core values



## We bring our own educations

We are a meritocracy of ideas, not status. Being VP of X at a previous job doesn't give you authority — having a deep understanding of X does. For each of us, **our credibility is based on our track record** at Encamp, not our ability to ace a college admittance application or get promoted at a different company.

### **ENCAMP PRINCIPLES** Reason from first principles

We need to understand the fundamental truths of the systems we are dealing with. Analogies fail when solving novel problems — if we can't think through the specifics of how something works, we are bound to make mistakes. Starting from first principles, we can understand the world well enough to actually change it.

### **ENCAMP PRINCIPLES** Learn fast and fearlessly

We are limited only by our collective rate of validated learning, and when one of us becomes smarter, we become smarter as a whole. Be curious and driven to learn new skills and information, immediately putting them to use. Make hypotheses, experiment, and measure results to know how to change things the next time.

## We value people above all else

People are at the heart of all our values at Encamp. **We choose to put people first no matter what**, from customers, to team members, to our families. We take time off for life and to connect with one another regularly. Even when people cannot succeed at Encamp and we have to part ways, we prioritize their humanity and work to achieve beneficial outcomes.



### **ENCAMP PRINCIPLES** Build a high-performance culture

We believe that high performers deserve to work with high performers. To do the best work of our careers, we each need teammates that can truly challenge and support us, rather than second guess and hold us back. We hold each other to the highest standard, and seek to add people to the team that raise the bar. We are not a family, as some companies say, as team members will come and go. When things aren't working out, we approach the situation quickly, transparently and compassionately.



## EMPLOYEE VALUE TESTIMONIAL

*Bring our own educations*

“

The Encamp platform is designed by EHS professionals who understand environmental regulations, potential issues, and looming regulatory deadlines. Not only does Encamp promote streamlined workflows, centralized data, and automated reporting, we provide EHS professionals with relevant group training, webinars, e-books, and social content throughout the year. Based on their own EHS backgrounds and industry knowledge, Encamp's environmental compliance experts curate content that impacts the EHS community. We care about the same topics and concerns our prospects and customers deal with every day.

### **Brandon Barlow**

Environmental Marketing &  
Events Manager



# How we approach our work

## Autonomy

We allow our employees the freedom to solve problems rather than give them solutions to implement. Encamp engineers are part of the team that ultimately determines a feature's full spec, which might change and evolve as they iterate.

## Failure is an option

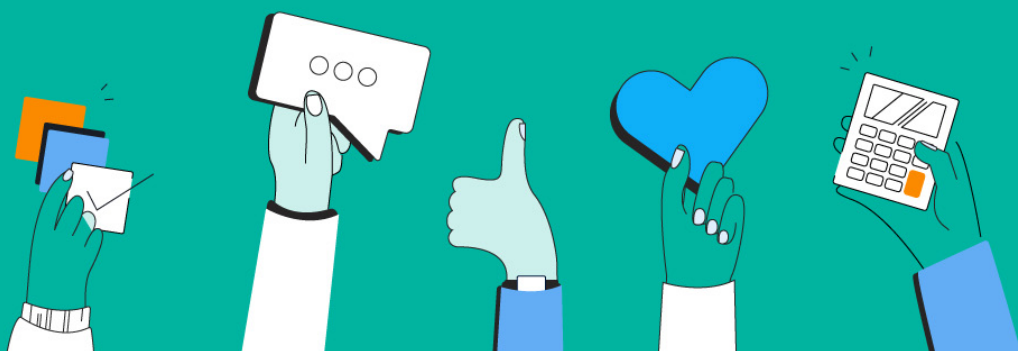
Breaking problems into smaller pieces allows us to identify issues more quickly and keeps us from going down dead-end paths. If something isn't going to work, it's best if we fail fast and learn from it. We're comfortable sharing setbacks.

## Everyone has a voice

At Encamp, we foster a culture of open communication. If an Encamper has an idea to help improve our products, business, and culture, we want to hear it. Our leaders don't just unilaterally proclaim decisions, they work with their teams to discuss ideas

## Transparency and teamwork

Openness and teamwork matter. Our development, support, sales, marketing, and business development team members all work in unison to continue enhancing our platform and selling our products and services. When we all know what's going on across the business, the more successful we are.



# Social responsibility



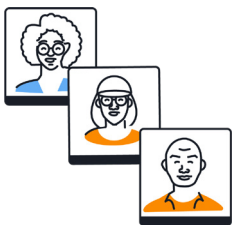
## Safety

Safety is our customers’ number one priority, and it’s no different at Encamp. Though the EHS and software spaces are vastly different, we all have the shared goal of making sure we make it home safely every night. We empower our employees to make their own decisions regarding their personal safety. Encamp supports these decisions with no judgment. We believe in approaching safety in a factual manner but also with compassion and understanding. We are committed to providing the resources necessary to make sure that our employees are successful and safe.



## Sustainability

At Encamp, sustainability is important to us. That’s why we practice trail etiquette of “leave it better than you found it” and extend it to our daily lives. We have a passion for the environment and understand that, as an EHS technology company, we can have a direct impact in making our planet a cleaner, healthier place to be. As a part of our sustainability mission, we make every effort to find environmentally friendly options in our workplace. To further our efforts, we plant a tree for every Tier II report that’s filed through us.



## Justice, Equity, Diversity and Inclusion

At Encamp we are committed to building a culture that is inclusive. This allows our employees to work in an environment that encourages, supports, and celebrates their representative voices. Our employees can commit to improving every day without the fear of exclusion and discrimination based on race, ethnicity, sexual orientation, age, or physical ability. Justice, equity, diversity and inclusivity power the innovation that keeps Encamp moving forward.



# Equality and inclusion

At Encamp, we believe we are better together — all of us, whatever our race, ethnicity, sexual orientation, age, or physical ability. We strive to create an environment that encourages and celebrates diverse voices, backgrounds, and experiences. A cornerstone of our culture is the ability for Encampers to bring their full, authentic selves to work every day. Encamp is also committed to unbiased hiring practices and achieving minority representation above community averages.

## Women of EHS

In an industry where women are just 19% of the workforce, Encamp’s **Women of EHS** initiative puts women in the spotlight and gives them a stronger voice. It’s a forum that lets women throughout the EHS field discuss their lives, careers, successes, and other environmental and societal issues they’re passionate about.

Encamp launched Women of EHS to also encourage more women to explore EHS as a career. As one of our own Senior Environmental Scientists put it:



“ We still need more women and diversity in the industry and in executive roles.”

We agree, wholeheartedly.

Learn more about our culture from this recent **article** from *Built In*.



SECTION 3

# The EHS and Environmental Compliance Market

# The scope of environmental regulations

Right now there are nearly four million facilities across the United States that must comply with applicable environmental, health, and safety (EHS) regulations.

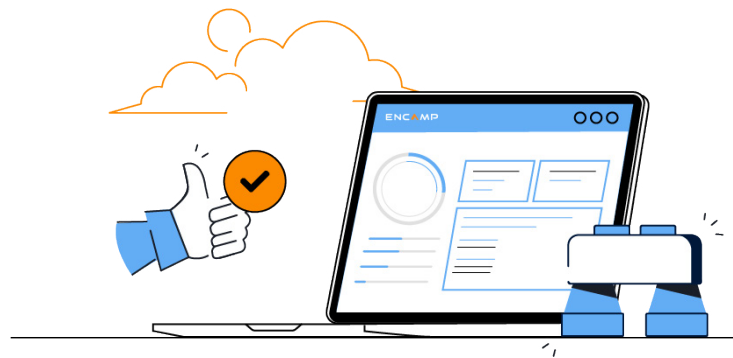
While some facilities file only a few reports each year, others file a hundred or more each month.

## Regulation program areas include:

- Air
- Hazardous Materials
- Quality
- Safety
- Sustainability
- Waste
- Water

In turn, these program areas cover broad classes of activity and are regulated under more specific laws, such as:

- EPCRA: Emergency Planning and Community Right-to-Know Act
- RCRA: Resource Conservation and Recovery Act
- CAA: Clean Air Act
- CWA: Clean Water Act
- TRI: Toxics Release Inventory



These laws set federal EHS standards for the United States. Individually, states can implement their own additional regulations, although they can't be less stringent than those at the federal level. Many federal EHS standards are administered by the EPA, OSHA, or other federal agencies; however, states are typically left to administer regulatory compliance.

Encamp focuses on environmental compliance but is continually expanding our focus to other aspects of the EHS compliance market.

# EHS industry outlook

If EHS industry forecasts are any kind of crystal ball, these outlooks say Encamp is on the right path.

- Through 2027, environmental health and safety software will see a rapid rise in demand in the U.S., the result of increasingly stringent regulations from the EPA, OSHA, and various states.
- Operational efficiencies and reducing harmful environmental impacts will be the key drivers for organizations in regulated industries to increase their investments in automated EHS solutions.
- The ability to automate and streamline compliance processes will boost the market for EHS services and software significantly, reaching USD \$85 billion in spending by 2027.

*Source: 2020-2027 Environment Health & Safety Market Size, Share & Trends Analysis Report, Grand View Research*

These outlooks also confirm Encamp was the right idea at the right time in 2017, when our light bulb came on to create a better way of managing environmental compliance.



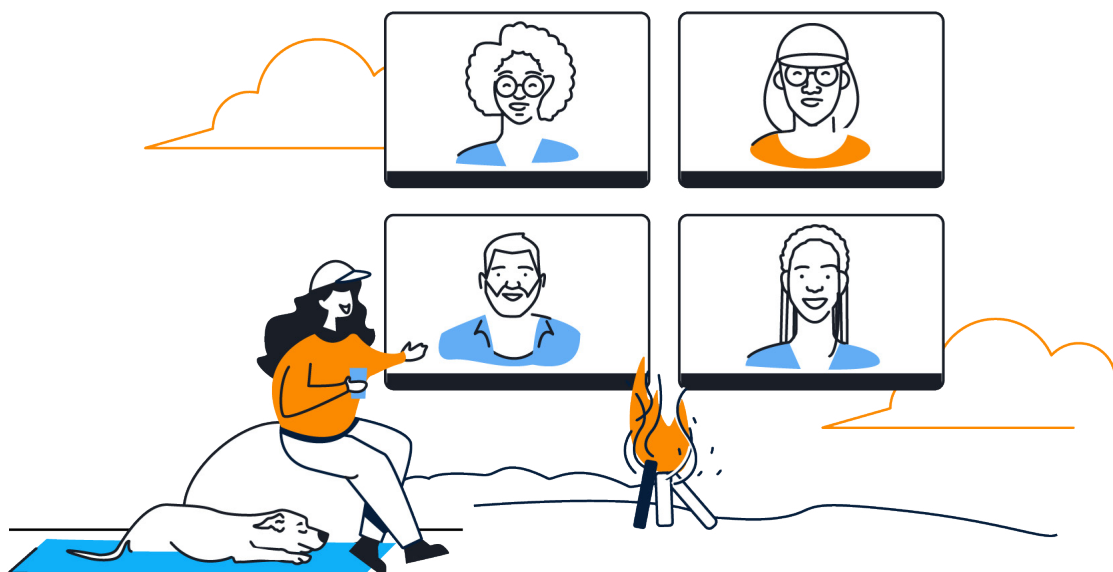
# Our competition

Encamp occupies a hybrid space in which we compete with three primary categories, two of which are software and one services:

- Environmental Management Information Systems (EMIS legacy software)
- Microsoft Office tools (Excel, SharePoint, status quo “how we’ve always done it”)
- Environmental consultants

Of these “solutions,” none answers the question of what, where, when, and how to report for environmental compliance, nor do they provide a true system of record and “single source of truth” for compliance data. With Encamp, our customers get cutting edge technology combined with our top notch team of environmental experts who are with them every step of their compliance journey.

Of note, although Encamp competes against consultants in many cases, we also support them with our **Consultant Partner Program**. The program equips consulting firms and their teams with a partner version of the Encamp platform to make compliance reporting easier for the clients they serve.



SECTION 4

# The Encamp Platform

# A modern, first of its kind compliance technology

For environmental compliance, companies use our platform to centralize information, understand its applicability, manage the compliance process, and automate reporting.

This has made our technology a first of its kind in the EHS industry. It was created by EHS professionals (our own EHS experts!), and it's loved by EHS professionals. Thus far, it remains unmatched.

## Watch the Encamp platform at work

The best way to understand the Encamp platform is to see it at work. We encourage you to request a demo or attend one of our walk-through webinars.

Sign up >



## Transforming how environmental compliance works

Specifically, the Encamp platform gives businesses and their EHS teams these advantages to ensure sustainable environmental compliance:

Site-specific regulatory compliance profiles pull **up-to-date regulations** from Encamp's proprietary dataset. EHS teams understand — and verify — regulations and their applicability for every facility, in every state.

A **compliance reporting event library and templates** let EHS teams keep compliance on the right path and so does a dashboard to monitor work and keep details from falling through the cracks.

**Workflows and automated compliance reporting** introduce efficiency to EHS operations and efforts like Tier II reporting. This frees up EHS resources for other compliance issues, new programs, and so on.

**Site-specific compliance validation and record keeping** help businesses avoid the fines and reputational harm of non-compliance. Encamp isn't just a system of record. It's a system of intelligence.





# Some of our business and technology awards

It's always good to be recognized for "our expertise." To date, we've put these trophies on our shelf.



**2021  
TOP PRODUCT  
AWARD**

*Environment +  
Energy Leader*



**2020  
TOP SAAS  
NEWCOMER**

*Awarding &  
Consultancy  
International*



**2020 BEST  
IN BIZ GOLD  
AWARD**

*Most Innovative  
Company of the Year  
(North America, SMB)*



**2019 NEW  
PRODUCT OF  
THE YEAR**

*Occupational Health  
& Safety*



**2020 BEST SAAS  
FOR AGRICULTURE  
AND FARMING**

*Awarding & Consultancy  
International*



**2020 BEST IN  
BIZ SILVER  
AWARD**

*Best New Product  
of the Year (North  
America, SMB)*



**2019 STARTUP  
OF THE YEAR**

*TechPoint*

## Software as a Service

Encamp architected its platform on the cloud-based Software as a Service (SaaS) model. We chose a SaaS approach because it lets organizations avoid installing hardware and software and go live in a matter of days. Solutions from our competitors typically require much longer implementation timeframes.

SaaS also allows organizations using our platform to centralize their compliance operations across dispersed facility locations and easily scale to new sites. In our industry, some businesses maintain hundreds or even thousands of facilities that fall under regulatory compliance guidelines.



We're Transforming  
Environmental Compliance.  
And People Are Taking Notice.

SECTION 5

# Encamp Careers

Encamp is a diverse team of difference makers, nature lovers, and innovative technophiles. **But more than that, we're trailblazers.**

A career at Encamp is more than just a job. It's the chance to do groundbreaking work at a fast-paced, industry-changing

## Perks of being a Happy Encamper

### **Work where you want**



Encamp is a “distributed-first” team totally dialed into the world of remote work. Our roots are in Indianapolis, but Encampers log in from home offices across the country.

### **Competitive compensation**



When passion and purpose drive your work, money isn't everything but it does help. You can count on a competitive salary based on the 75th percentile of Tier II cities (think Chicago, Atlanta, Indy, etc.) and 401(k) matching contributions.

## Work-life balance



We encourage a healthy balance between professional and personal life. There's unlimited PTO to unplug and recharge, and paid parental leave to spend time with baby Encampers.

## Wellness



A monthly health and wellness stipend helps Encampers pursue an active lifestyle. Think workout gear, exercise equipment, fitness classes, meditation apps, and more.

## You're covered



Choose from multiple health insurance plan options that meet the needs of you and your family nationwide. We also offer big-company-like benefits, including dental, vision, life, and disability insurance.



## WFH Success

You'll be able to select from cutting-edge laptops to accessories that will empower you to work from home successfully.



## Positions

These are the kinds of positions we're constantly filling and the skills we value. Visit our [Careers page](#) to see the current positions we need to fill.

### Engineering

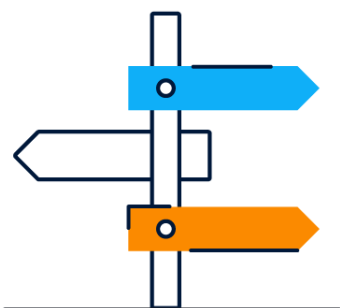
We're always looking for experienced software engineers, especially at a senior level. The Encamp platform runs on a serverless stack within AWS, and the tools and frameworks we use include React, GraphQL, NodeJS, relational and non-relational databases, Git, Github, AWS, and Jest and Cypress for testing.

If you're accustomed to building with a JAM-stack philosophy and have experience at a growth-stage startup, you're exactly what we need.

“  
I love working  
with smart,  
friendly people  
to solve real  
world problems.”



Ben Jacobs  
VP of Engineering



## Product

The Encamp platform simplifies and streamlines environmental compliance. We partner closely with engineers and environmental scientists to incorporate environmental regulations into our platform, so our customers don't need to worry about filing through various state portals or local agencies.



“

I didn't know environmental compliance automation existed until I heard about Encamp from a recruiter. As soon as I hit the landing page, I felt like I might have found a good place for myself. Now, I feel great knowing that I'm part of the greater global effort towards sustainability.



Jody Evenson  
**UX Designer**

## Customer Experience

The Encampers on our Customer Experience (CX) team have backgrounds as environmental scientists, environmental managers, compliance directors, and enforcement coordinators. Other Encampers have been EHS consultants and came from some of the most recognized firms in the EHS industry.

If you know the ins and outs of environmental regulations, their applicability, and compliance reporting — and recognize that non-compliance is never an option — let's talk.

“

It's truly fulfilling to collaborate every day with such smart, awesome people who are all working towards a common goal!



**Eugene Simonds**  
**Compliance Program Associate**



The team in Park City, Utah for Encamp Fall Summit 2021



“

Our sales team is collaborative and always learning from each other. Encamp truly is a place where bringing your own experience and ideas is valued.



**Amy Beeler**  
**Account Executive**

## **Sales**

Encamp is a growing company, so our ongoing mission is to sustain, and accelerate, that growth. Our sales force ranges from results-driven sales development representatives to consummate sales professionals who know the importance of hitting revenue targets.

Naturally, knowledge about the EHS industry and familiarity with environmental services is appreciated. Being a people person, great communicator “particularly listening), empathy (to understand the customer’s pain points), staying environmentally curious, and always thinking BIG is essential.



## Marketing

Marketing at Encamp is all about being creative. Which means, thinking a little differently than the mainstream. We write, design, blog, plan campaigns, and make sure our website and marketing assets convey Encamp's story and all our technology does to simplify environmental compliance.

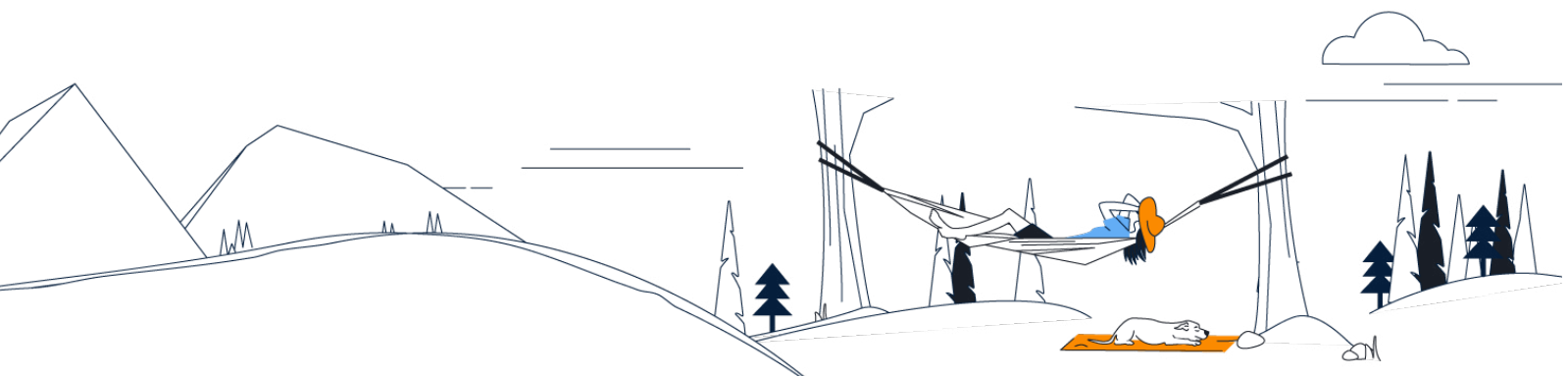
Behind the scenes, members of our team also focus on marketing automation, conversion optimization, email marketing, paid media, social media, and SEO. It's a combined effort to optimize marketing across multiple channels, generate pipeline, and keep Encamp in the brightest light possible.

“

We care about sustainability and doing what we can to protect our planet at Encamp. The technology that we sell is a giant step in that direction.



Anna Zimmerman  
**Senior Brand Designer**





Encamp's CEO Luke Jacobs speaking at Summer Camp 2021

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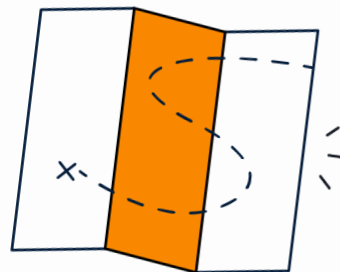
When passion meets purpose is how I would describe working at Encamp. Connecting with so many people and being able to help others is where I thrive. The transition of candidate to employee is a fulfilling experience, this in turn, fulfills me.



**Nekia Nicholas**  
**Talent Aquisition Partner**

## People and Operations

The People and Operations teams are here to support Encamp in enabling a fiscally responsible and high performing culture that values our people at every level. We do this through financial transparency, structured processes that balance red tape and collaboration, and inclusive programming.



## Equal opportunity employer

Encamp is an equal opportunity employer, and we value diversity at our company. We don't discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

## Get to know Encamp



[Read up on our purpose >](#)

[Dig into our environmental cause >](#)

Encamp's culture  
will be what steers  
us through new  
phases of growth.



## Scale in a sustainable way

Just like the Encamp technology has let us blaze a new trail, it has also paved a path for Encamp's growth as a company. As we scale, we plan to do it in a carefully measured and sustainable way. We'll continue to improve our technology and introduce new capabilities. We'll build our team to build our customer base. In addition, we'll always ensure resources are available to meet our customers environmental compliance obligations.

At the same time, we understand our culture must uphold our core values and how we work. While we are expanding and nurturing our culture to welcome new Encampers, our values simply can't be compromised, nor should they be. More than just environmental compliance, innovation, and our continued vision for the future, Encamp's culture will be what steers us through new phases of growth and new generations of trailblazers.

Encamp will always make sure we attract the best and brightest people and put them in roles that let them grow with us. We'll let them take ownership, learn, expand their skills, and impact our company's success.

We'll make sure they're Happy Encampers in the truest sense!

ENCAMP

[CAREERS](#)

[LINKEDIN](#)

[GLASSDOOR](#)