



# Hensel Phelps and Green Badger

A Decade of Collaborative Innovation  
in Sustainable Construction



## Streamlining Sustainable Practices and Gaining Enterprise Oversight

**As a nationally recognized construction firm with a strong legacy of innovation, Hensel Phelps saw managing sustainability initiatives, especially LEED Certification, as an opportunity to enhance efficiency and ensure consistency.**

LEED projects across the enterprise encountered challenges in efficiently processing construction credits, often requiring additional documentation efforts and consultant support to meet certification and closeout timelines.

As Hensel Phelps developed its Corporate Responsibility Plan (CRP) initiatives and expanded its jobsite wellness program, the company identified a need for consistent tools to track carbon emissions and manage wellness plans across the enterprise. The need for an integrated, enterprise-wide solution became clear.

**“Green Badger will save you money and make your job easier...”**

**Mark Rothman** – Hensel Phelps Director of Design & Sustainability

### Hensel Phelps & Diverge,

a Hensel Phelps company

#### **The Challenge:**

Decentralized and costly LEED credit tracking processes with limited enterprise-wide oversight for sustainability and wellness initiatives.

#### **Solution:**

Strategic partnership between Hensel Phelps and Green Badger, supported by a direct investment in Green Badger's project management software to expand beyond LEED tracking and include ESG data and jobsite wellness.

#### **Results:**

**More than \$1 million in estimated savings** on consulting fees, over 100 projects successfully managed, enhanced enterprise oversight and co-development of a unique Jobsite Wellness module.

#### **Keys to Success:**

Open communication, trust and a shared vision for innovation.



**HENSEL PHELPS**  
Plan. Build. Manage.



## The Solution:

### A Strategic Partnership Forged in Trust and Innovation

Hensel Phelps' partnership with Green Badger developed naturally. By 2020, project teams had independently adopted the platform on more than 25 projects, recognizing its value in streamlining LEED management. The widespread adoption of Green Badger, combined with the expertise and vision of its CEO Tommy Linstroth, prompted Diverge, Hensel Phelps' venture capital arm, to make a strategic direct investment. Green Badger became one of only three companies in Diverge's 48-company portfolio to receive such backing.



 **Green Badger** ↗ Baili here. How can I help?

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| Construction Waste   | EPD Option 1  | EPD Option 2   | SRM  | MIR Option 1   | MIR Option 2   | Low Emitting  | Indoor Air Quality |
|--|---|--|--|--|--|---|--------------------|
| 1 Point<br> 92% | 1 Point<br> 84.5<br>2 Points *EP | 1 Point<br> 5 | 2 Points<br> 48%<br>1 Point<br>3 Points *EP | 1 Point<br> 63.5<br>2 Points *EP | 1 Point<br> 7.5 | 2 Points<br> 6<br>3 Points | <span>23</span>    |

The foundation of the solution stemmed from **Green Badger's adaptable software**, which empowered Hensel Phelps' project teams to manage LEED credit tracking and submittals internally, reducing reliance on external consultants. This early success quickly expanded.

Through continuous collaboration, Green Badger worked closely with Hensel Phelps to:

| Carbon Saving Equivalence Totals: |                    |
|-----------------------------------|--------------------|
| Carbon Emissions                  | 22,598 tonnes eCO2 |
| Water Consumption                 | 20,679,047 gallons |
| Total Waste Generation            | 10 tons            |
| Landfill Waste                    | 10 tons            |
| Recycled Waste                    | 0 ton              |
| Energy Consumption                | 296,009 mBtu       |

- Standardize LEED Tracking:** Green Badger became the mandatory tool for all Hensel Phelps LEED projects, establishing consistency and efficiency in construction credit documentation.
- Expand ESG Tracking:** Hensel Phelps leveraged Green Badger's evolving ESG tools to track Scope 1 and 2 data across their projects, enhancing sustainability reporting.
- Co-develop a Jobsite Wellness Module:** Recognizing an industry-wide shift toward jobsite wellness, Green Badger developed a specialized module within its platform, which was refined through collaboration with Hensel Phelps. This module will be mandated for all Hensel Phelps jobsites in 2026.

## The Results: Tangible Savings, Enhanced Oversight and Future-Proofing



The partnership between Hensel Phelps and Green Badger has yielded significant and quantifiable benefits:

**Substantial Cost Savings:** With more than 100 projects managed through Green Badger, Hensel Phelps estimates savings of at least \$10,000 per project, totaling over \$1 million in consultant cost reduction.

This figure is conservative, with some projects having saved significantly more.

**Increased Efficiency and Reduced Risk:** By managing LEED credits internally, Hensel Phelps teams have avoided last-minute documentation efforts and project delays.



**Enterprise-Wide Oversight:** Green Badger's dashboard provides Hensel Phelps real-time visibility into every project, enhancing enterprise oversight and supporting data-driven decision-making.

**Innovative Feature Development:** The collaborative process led to the co-creation of the Jobsite Wellness module, showcasing Green Badger's responsiveness and Hensel Phelps' influence in shaping the product's evolution.



## Change Management at Scale and Offering the Carrot



Getting remote teams to embrace new technology is often a challenge. In 2025, Mark Rothman shifted his approach by promoting the **use of Green Badger not as a compliance requirement, but as a profitability tool**.

He told project managers, “Green Badger will save you money and make your job easier. The tools we’ve put in place can help increase your profit margins by eliminating the need to hire consultants.” The focus has shifted from enforcement to empowerment, highlighting how outdated processes can reduce profitability and increase risk.

## Looking Forward: A Model for Industry Collaboration

The relationship between Hensel Phelps, Diverge and Green Badger is characterized by trust, partnership and collaboration. Through open communication and co-development, the teams have built a model for enterprise-wide sustainability management. Looking ahead, Hensel Phelps anticipates further expansion of Green Badger's platform to address emerging regulatory requirements, such as Scope 3 emissions tracking, and to potentially consolidate other sustainability-related platforms.

This strategic partnership, built on trust and innovation, continues to drive measurable operational efficiencies, strengthen CRP performance, and advance a more sustainable and profitable future in the construction industry.

As Hensel Phelps pursues LEED V5 Certification for its new corporate headquarters, Green Badger remains a valued partner in supporting industry leadership, innovation and environmental stewardship.



“Working with Green Badger has been a great relationship for us—giving us the confidence to say, **‘This is mandatory.** You have to use Green Badger to manage your LEED process on your project.’ And we've expanded on that now through the use of the new ESG tools.”

**Mark Rothman** – Hensel Phelps Director of Design & Sustainability