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What was the challenge or opportunity?

Windham, NH, being my hometown, has always been in desperate need of a more well-defined nature trail system and a cleanup of the current natural areas. 36creative's team volunteered for the annual clean-up initiative "Adopt-a-spot" two years ago and since have played a valuable role in keeping the trails around Windham Town Forest and Deer Leap clear of debris and "trash" (for lack of a better word). This, of course, should be noted to be with the assistance and help from several other individuals in town.

What was your approach or solution?

We approached this at first as a team and then split up responsibilities around the office. Some of us would walk the areas and clean up while some would go out and help mark the trails per the direction of the conservation committee. Really, the individual tasks were varied ranging from attending the monthly meetings with the town, private meetings with select members of the committee and people from the community, cleanup, tracking GPS coordinates, etc.

What is the impact?

While we are still working hard at defining the specific areas we first worked on, the initiative has now taken a broader approach to the entire town's natural assets. We have helped track the trail system through Windham, helped keep the areas clean, strategized with the town to create a cohesive "brand" for the trails, and are now working with different committees to help preserve the history of the town but also help attract appropriate businesses to the area which will help quality of life and assist the residential community pay for better schools, public water and sewage, etc.

It hasn't affected our bottom line all that much. However, the entire project has increased pride in our company and been a good starting point for many relationships and a more solid foundation of confidence in how we can affect those around us.