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Company/Organization: Calypso Communications

### Challenge or Opportunity:

Calypso does a variety of CSR initiatives in-house; employee engagement programs, ink cartridge recycling, and volunteer days are but a few; but the one sustainability initiative that spans all areas of the company is our niche in promoting our clients' sustainability efforts across multiple communication channels. This is an expertise that Calypso has been developing for over 14 years, and allows us to stand out among other marketing, PR, and creative firms in the region.

Our challenge has been two-fold. First, in evaluating the direction of growth over the past decade to make sure the market will continue to demand these sustainability related communication services.

Secondly, in helping clients understand how CSR and sustainability reports are an important investment and a great way of measuring progress and showcasing their company authentically.

We recognize now, more than ever, the benefit of having clients that share our values in caring about people and planet, alongside profit.

### Approach or Solution:

In 2013, Calypso bolstered its team by hiring a full-time sustainability professional to assist clients in their sustainable messaging and project execution. To help inform the work we do for clients, Calypso employees regularly attend informational sessions and conferences on a variety of sustainability issues, e.g. B-Corps, climate change mitigation, and green building.

We recently developed, and are currently managing, a K-8<sup>th</sup> grade science/sustainability curriculum at an inner-city school for a client that wanted to fund a community initiative.

### Impact:

We are attracting clients that want to know more about our specialty in creating sustainability reports and managing CSR programs. In the past year, most of our new clients have some CSR initiative that they employ at their company, or are interested in starting one. An additional benefit to our sustainability focus is having our employees feel empowered and excited by doing work that makes a difference.

