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Company/Organization: NEMO Equipment

Type of organization: Business

Number of Employees: 24

Category: environment

Challenge or Opportunity:

We believe climate change is the most pressing issue of our times, and that businesses have a responsibility to lead the charge in raising awareness and reversing rising temperatures. This big topic can feel daunting, and it can be hard to know where to start. Together as a company we read "Drawdown" by Paul Hawken and used it as our roadmap.

Approach or Solution:

Using the book, we identified five research-based topics (Food, Energy, Land Use, Women & Girls and Zero Waste) that have a proven impact on greenhouse gasses. For each, we created a set of challenges to make them approachable and fun. Challenges included local eating, composting, trail clearing, commuting without gas, reducing meat, and more.

Impact:

This has raised the awareness and level of conversation around this topic, and has helped us evaluate action in a measurable and realistic way. For instance, we realized that reducing one air shipment was more impactful than all of us biking to work. This was a grassroots-led initiative and has taken hold throughout the company, with ongoing ideas.

