



Submitted by: Lisa Drake, ldrake@stonyfield.com

Company/Organization: Stonyfield

Number of Employees: 350

For-profit/ Nonprofit: for profit

Category: environment

Challenge or Opportunity:

How to convey your company's commitment to sustainability as you meet people out in the world?

Approach or Solution:

Stonyfield has developed a reduced sized business card for our employees to use in presenting themselves to the world. At 3.5 x 1.25 inches compared to the standard 3.5 x 2 inches, our card uses 37% less paper and the associated water and energy used to make it. It is also made from 100% recycled, FSC paper that is also processed chlorine free.

Impact:

The smaller business card has been a surprisingly strong tool to immediately convey a differentiating factor in how we approach every aspect of our business. We don't settle for the status quo, but rather look for efficiency and to reduce our impact to the environment in everything we do. This business card conveys this, without saying a word.