

JUST ONE THING

Submitted by: Carrie Mayo, carrie@mayodesigns.com

Company/Organization: Sunrise Labs

Type of Organization: For profit

Number of Employees: 11

Category: Community

Challenge or Opportunity: Climate change can feel like a problem too big for an individual or town to solve, often resulting in a lack of programs & participation. As a company pursuing BCorp certification, our mission is to be part of the solution. We identified an opportunity in York, Maine to engage town government, businesses and residents to create a greener economy.

Approach or Solution: Using our website & marketing expertise, we assembled a team and launched a local Ready for 100 initiative. Under this umbrella, we created programs & project brands to educate residents & businesses about their impact. Then we developed campaigns focused on increasing community engagement by developing simple, actionable steps to get involved.

Impact: The Town of York has committed to using energy generated by 100% renewable sources by 2030 with the conversion of heating and transportation sectors to 100% renewable energy sources by 2050. We have created partnerships with local businesses like Eldredge Lumber to increase awareness & participation and have reduced household waste to date by 33%.