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Company/Organization: Goodwill of Northern New England

Type of organization: Nonprofit

Number of Employees: 2000

Category: Environment

Challenge or Opportunity: Goodwill is all about sustainability, so loading our online customer's packages with packing peanuts and those new plastic packaging blow-ups ... well, it felt horrible. We were contributing one-use plastic to the waste stream, which is against our mission and fundamental values.

Approach or Solution: Down the hall from shipping, we saw our warehouse team crushing thousands of cardboard boxes and shipping them out for recycling. That's when we thought about reusing the cardboard for shipping material. We bought a cardboard crumpler to make packing material from the old cardboard.

Impact: This truly was just one little thing Goodwill did, but it helped save the environment by reducing single-use plastic and re-using cardboard we already owned . By spending less money on plastic, we can put more into programs that help people achieve personal stability in NH, which builds sustainable communities.