

# JUST ONE THING

**Submitted by:** Anne Richardson, [anne@richardsonmediagroup.com](mailto:anne@richardsonmediagroup.com)

**Company/Organization:** Richardson Media Group

**Type of Organization:** For profit business

**Number of Employees:** 2 FT

**Category:** Environment

**Challenge or Opportunity:** How should we go about promoting the need for greater environmental sustainability and demonstrating our commitment to supporting sustainability goals from our professional platform as an advertising agency.

**Approach or Solution:** We have embraced our owner's passion for bees and beekeeping as a metaphor for our own progress towards sustainability, offering facts and stories about bees and pollinators via our social media and blog and through the launch of our new podcast called the BSuite. We're also actively pursuing our B-Corp certification with the UNH B-Impact Clinic.

**Impact:** So far, we have seen more and more people recognizing us as a bee-focused company. It's no longer incongruous to see bees in our social media posts or blog stories because our followers know we are trying to spread this message. Our B-Corp status is a work in progress! More news on that early in 2021!