

# JUST ONE THING

**Submitted by:** Dee Fitzgerald, [deef@badgerbalm.com](mailto:deef@badgerbalm.com)

**Company/Organization:** W.S. Badger

**Type of Organization:** For profit business

**Number of Employees:** 90

**Category:** Environment

**Challenge or Opportunity:** Ever since Swedish student Greta Thunberg went on strike in August 2018, students around the world have organized school strikes demanding bold climate action. In September 2019, youth called on everyone to join them in catalyzing community action. As a sustainably driven business and a B Corp, Badger answered that call and asked others to join us.

**Approach or Solution:** We closed our office on 9/20 to allow employees to volunteer at local regenerative farms and participate in climate strikes. We held a "green out" on our website, shuttering it for 24 hours. We spread the word through our communication channels. And we donated 5% of all web sales to AmazonWatch, a nonprofit working to protect indigenous lands.

**Impact:** We demonstrated our commitment to fighting climate change, strengthened our relationships with our customers, community partners, and stakeholders, and made strides in our promise to reduce our own carbon footprint while inspiring others to take up the charge in their communities. We received a lot of positive feedback and encouragement.