



**Submitted by:** Carrie Mayo, [carrie@mayodesigns.com](mailto:carrie@mayodesigns.com)

**Company/Organization:** MAYO Designs Inc.

**Type of organization:** Business

**Number of Employees:** 5

**Category:** Environment

**Challenge or Opportunity:** Up until this year, we had been providing marketing solution for hundreds of businesses. But despite my firm's success and the success we were seeing with our customers... something was missing.... We realized our businesses impact was not aligned with what my team intensely valued.

**Approach or Solution:** Being storytellers and communicators, we had to decide whose story we wanted to tell and how we wanted to tell it. So, we did some intensive research and critical thinking. We saw an opportunity to change the conversations businesses are having with their clients built on commitments businesses have to sustainability and their environmental impact.

**Impact:** Our newly developed expertise in leveraging a company's social and environmental impact is being extremely well received. We have acquired clients in the building industry, building energy efficient homes.

We are also successfully working in the legal & financial sector on projects dedicated to building stronger communities.