

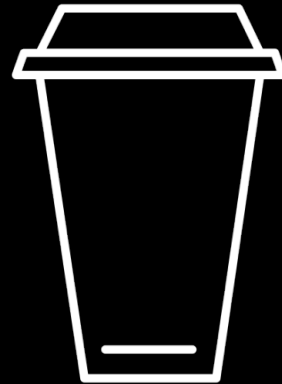


Creating purpose. Engaging community.

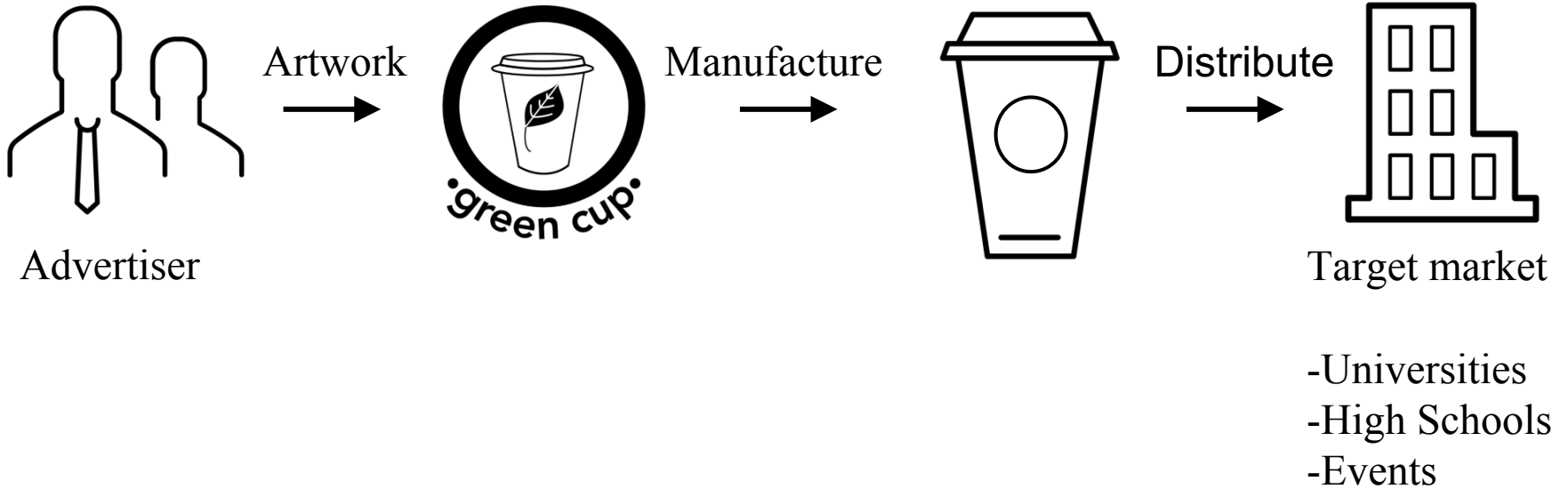


Challenge

- 4 million coffee cups Sent to the landfill every day in canada.



Original business model





Fail forward

Understanding when your baby is not beautiful



Re-develop

How do you change a system?

engaged? Why do people get

Fix the root of the problem!



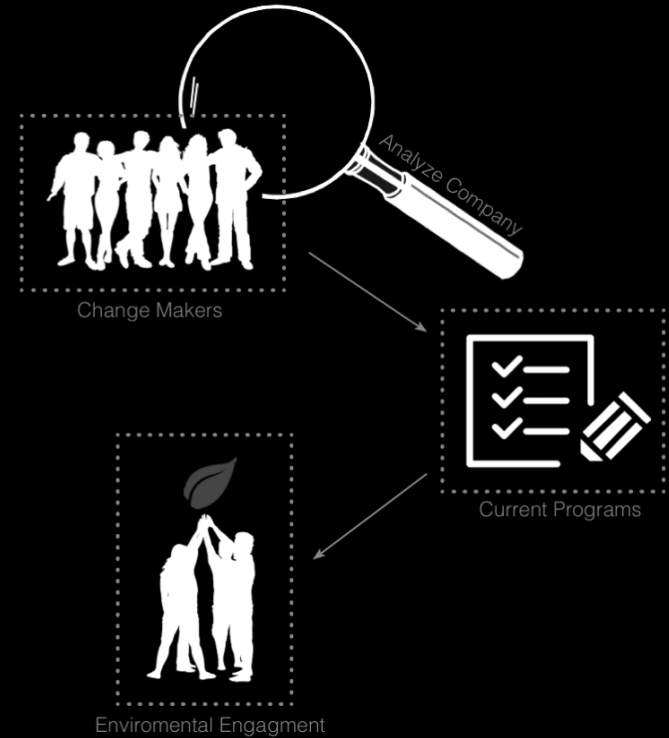
What do we do?

Analyze Company

- Through storytelling
- Current programs

Develop Environmental Engagen

- Critical thought
- Miyagi effect





Case study in the making

CS

Calgary Stampede



Questions