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Company/Organization: Timberland

Number of Employees: 450 in NH

For-profit/ Nonprofit: for profit

Category: Workplace

Challenge or Opportunity:

Raise employee awareness of the impact of plastic on the environment.

Approach or Solution:

As part of Earth Week we had an employee screening of "A Plastic Ocean."

Impact:

One employee was so disturbed by the film that she was inspired to take action. She worked with our cafeteria team and within a week we had shifted from plastic straws (one of the last remaining non-recyclable items in the cafeteria) and we're now using compostable, vegetable based straws. In 2016 we used 24k straws that went into the waste stream