

# New Year's Resolutions 2019

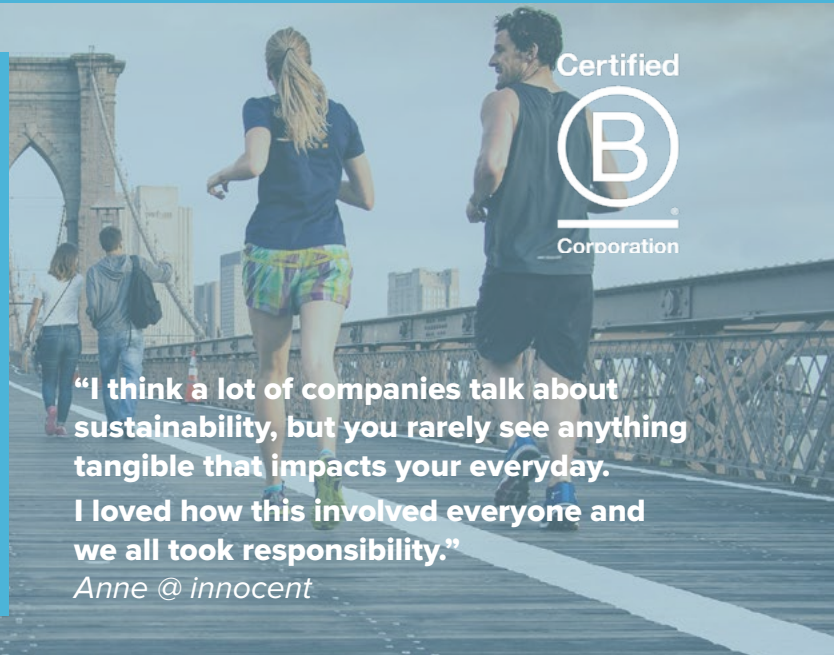
## the B Corp way



### New Year's Resolutions - what will your staff Do? Help them use their resolutions to make the world a better place in 2019.

Join Do Nation's pledge challenge this January to see how many pledges B Corp staff can make together, and which B Corp can create the biggest impact. We'll provide the ideas of pledges, handy tips, reminders, and advice, as well as all-important impact measurement.

The B Corp whose staff complete the most pledges will receive a free Do Nation impact report!



**"I think a lot of companies talk about sustainability, but you rarely see anything tangible that impacts your everyday.**

**I loved how this involved everyone and we all took responsibility."**

*Anne @ innocent*

### The pledges:


There's loads of choice, and you get to tailor the menu to suit your organisation. Some popular New Year's pledges are...

**Lose your bottle**



**Cut back on the booze**

**Voice up**



**Share what you know**

**Run in**



**Run to your destination**

**Cheesed off**



**Try out a plant-based diet**

**Pack it in**



**Smoke less**

### Timeline:

- **January:** Employees get pledging.
- **February:** B Corp month! We'll announce the total impact pledged, and the most active B Corps. Staff share stories of their pledges throughout B Corp month.
- **March:** Employees confirm how they did.
- **April:** For Earth Day, we'll announce the team that completed the most pledges.

### Next steps:

1. Register interest at [WeAreDoNation.com/events](https://www.wearedonation.com/events).
2. You'll then receive instructions on how to create a campaign. You'll need to **upgrade to Do Nation Pro** to join the B Corp hub.

For more info, email [hermione@wearedonation.com](mailto:hermione@wearedonation.com).

### Who's in already?

