



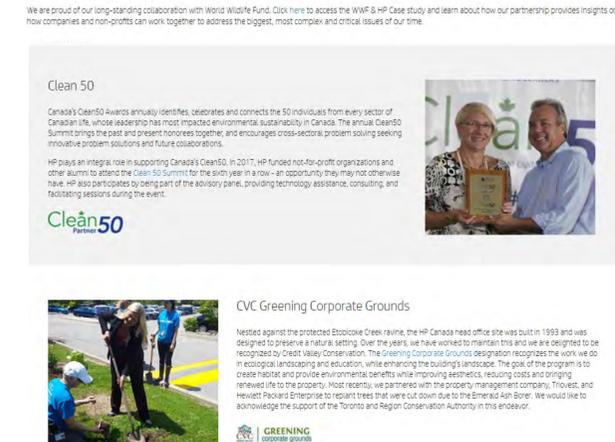
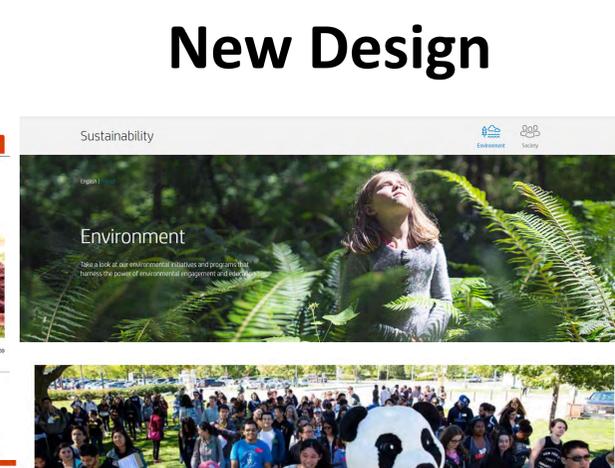
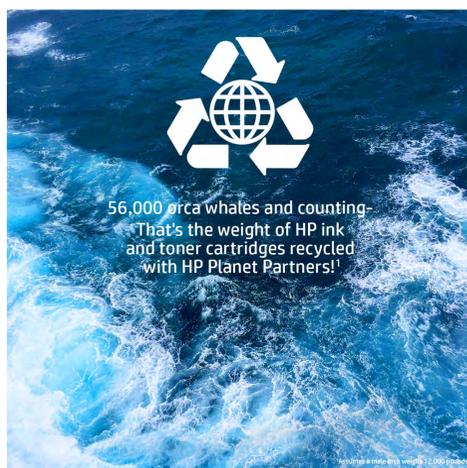
# Sustainability Marketing Specialist | HP Canada | Clara Carrière

## My Role

## Retail Sustainability Marketing

## Redesigning Sustainability Website

## Volunteer Events



- ✓ WWF Living Planet @ Campus
- ✓ WWF Living Planet @ Work
- ✓ Celebration of Nations with the Native Women's Resource Center of Toronto
- ✓ Bike to Work Day
- ✓ E-Waste Collection Drive
- ✓ Kids, Cops & Computers: Inspiration Games



Developed marketing materials for online, in-store, and social media

Redesigned website for informational use by partners and customers

Organized volunteer events with HP's NGO partners

## Key Takeaways

- 1 Green IT can be a significant competitive advantage in retail
- 2 Sustainability marketing takes extra work to avoid greenwashing
- 3 Sustainability driven employees make all the difference in what can be achieved