

Leading Change for a Greener Planet

by Katie Stewart

Do you ever wonder how you can 'green-up' your personal life or your business? Do you want to be a change leader, but you aren't sure how, or worry that you won't make an impact? It can be challenging to know where to start. The media has been overwhelmed (rightfully so), by information surrounding the climate crisis that we are currently facing – making it challenging to know where and how to start. I too, struggled with the same dilemma and can confidently say that something as small as a tablet, can generate an impact beyond anything you would or may expect.

Growing up, Earth Day was a day of celebration, to appreciate the Earth and its beauty. I fondly remember Earth themed art classes and litter-collection field trips – sound familiar? This past Earth Day however, felt different. It reminded me of the current crisis our world is facing and how it will not improve without deliberate action, by companies and individuals alike. The one thing that hasn't changed over time is my passion for the environment and doing my part to help contribute to its recovery through outlets such as my work, education, and personal life. Over the past few years, as a full-time undergraduate student, I have had the pleasure to volunteer with [Enactus Laurier](#) – a student lead organization that fosters the development of social enterprises. These are businesses that focus on the triple bottom line – people, planet and then profit. Through this, I had the opportunity to develop my business skills in a real world setting and grow my social network, but most importantly, I have been able to apply my passion for sustainability towards generating a positive environmental impact.

I am the Head of Marketing and Sales/Enterprise Manager at [EarthSuds](#), an enterprise that is currently being incubated within [Enactus Laurier](#). At [EarthSuds](#), our mission is to fight the climate crisis by eliminating the need for plastic packaging all together, one tablet at a time! We have created the World's first solid-dissolvable tablets of shampoo, conditioner and body wash that lather like liquid soap when crushed and mixed with water. These tablets are made with 90% less water than the average bottled shower product, providing customers with high quality clean and none of the filler or waste. Alongside my Co-Enterprise Manager, we lead a team of 45 volunteer students who are responsible for the day-to-day operations of the company. Together, we are redefining what it means to be 'clean' with an innovative shower solution.



Pictured Left to Right: Lindsay Puls, Head of Operations; Katie Stewart, Head of Marketing and Sales; Paige Kunihiro, VP of Sales

As a member of the SITE Canada Sustainability Committee, I look forward to continuing to share my knowledge and ideas to help the incentive travel industry go green!