



## Sustainability

[Home](#)

› [Blog](#)

› [Fall 2022 B Impact Clinic Cohort Announced](#)

# Fall 2022 B Impact Clinic Cohort Announced

MONDAY, SEPTEMBER 26, 2022

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Each semester, students in the [B Impact Clinic](#) serve as consultants for regional companies that are working to complete their B Impact Assessment. The B Impact Assessment is an open-access, rigorous assessment tool, which is widely regarded as a comprehensive way to assess a company's impact. Students help company leaders who want to address their social and environmental impact. Students are matched with companies to help them complete the assessment, become B Corp certified, re-certified, or to simply understand how they perform.

**We're pleased to introduce the Fall 2022 B Impact Clinic student teams and our partner organizations.**



**DENTAL LACE**  
refillable floss®



**DoneGood**



**STOUT HEART**

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## Team All Terrain

If you enjoy being outdoors and want effective, environmentally-friendly products, then All Terrain® is your skin protection brand. Our mission is to help people and families be more active and outdoors, because being around nature and having an active lifestyle are directly linked to better health. All Terrain's products can be used anywhere, anytime, whether in the backcountry, backwoods or backyard. Core competency is the products' effectiveness using natural ingredients. Categories include Herbal Armor® DEET-Free insect repellents, Ditch The Itch® itch relief (rashes, poison ivy, eczema, bites/stings), bandages and topical first aid. Distribution is national including such chains as Whole Foods, REI, Target, as well as online with Amazon, Thrive Market and Grove Collaborative. We're excited to improve our sustainability and social contribution by becoming a B Corp.

**Client Representative:** David Kulow, President, All Terrain

**Business Advisor:** Erin Allgood, Allgood Strategies

**Student Peer Mentor:** Grace Cannon '23, Business Administration:  
Marketing and Sustainability

- Sara Carleo '24, Business Administration: Information Systems and Business Analytics, and Sustainability
- Zara Cheney '23, Business Administration: Finance and Sustainability
- Ethan Zarak-Croke '23, Business Administration: Marketing

## Team Dental Lace

Dental Lace Inc is a global award-winning dental floss company offering zero waste oral care products.

**Client Representative:** Jodi Breau, President, Dental Lace

**Business Advisor:** Gabrielle Sott '22, Gen Impact Partners

- Carson Albright '23, Business Administration: Marketing and International Affairs
- Abigail Blasi '24, Political Science and Sustainability
- Dominic Deletetsky '24, Business Administration: Management

## Team DoneGood

Forbes called DoneGood “The Amazon for Social Good.” On DoneGood.com you can find thousands of items--from clothing to home goods to coffee to bed and bath supplies and lot more—and know that every purchase you make does good for people and the planet. That’s because the DoneGood team has screened every company that sells on its site to ensure they’re all paying good wages, empowering communities, and using highly eco-friendly practices. DoneGood believes that the dollars we all spend are the world’s most powerful force for change. Americans gave over \$475 billion to charity last year—but we spent over 300 times more than that buying stuff! If even a fraction of that spending can reduce poverty, fight climate change, and make the world better in other ways, the impact is huge. DoneGood is the shopping site where you build a better world with every purchase.

**Client Representative:** Cullen Schwarz, CEO, DoneGood

**Client Representative:** Benn Marine, Content Director, Dirigo Collective

**Business Advisor:** Tara Jenkins, Conscious Revolution

**Student Peer Mentor:** Julia Landcastle '23, Nutrition: Nutritional Wellness and Ecogastronomy

- Madeline Beaton '24, Business Administration: International Business and Economics and EcoGastronomy

- Aliya Sarris '23, Political Science and Women and Gender Studies
- Michael Ziv '24, Business Administration: Management and Business Administration: Information Systems and Business Analytics

## Team Scrapp

Scrapp is a SaaS company dedicated to make recycling simple.

**Client Representative:** Mikey Pasciuto, Co-Founder, Scrapp

**Business Advisor:** Tara Jenkins, Conscious Revolution

**Student Peer Mentor:** Clara Richards '23, Economics: Public Policy and Sustainability

- Brendan Kelly '24, Business Administration: Information Systems and Business Analytics
- Grace Rau '25, Environmental Conservation and Sustainability

## Team Stout Heart

Stout Heart is a full-service creative marketing agency. Whether you need strategic guidance for a high-level marketing challenge, a custom website design with robust functionality, or simply want a print or web production partner, we can help achieve your advertising and marketing objectives. We are a relationship-driven marketing agency. Our aim is to build true partnerships with our clients from the start, setting a strong foundation for future work together.

**Client Representative:** Mariah Morgan, Principal, Stout Heart

**Business Advisor:** Susan Kaplan, Sustainable Futures Consulting

**Student Peer Mentor:** Edyn Winter '24, Business Administration: Marketing and Sustainability

- Joseph Skehan '25, Analytical Economics and Philosophy
- Natalie Young '25, Equine Science and Sustainability
- Caroline Cavalieri '23, Business Administration: Management

**CATEGORIES:** [Sustainability Education](#),  
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[Impact](#)

[while](#)

[Nurturing](#)

[Leaders](#)

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[England](#)

[High](#)

[School](#)

[Students](#)

[Innovate to](#)

[Solve](#)

[Sustainability](#)

[Problems](#)

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[Campus](#)

[UNH](#)

MONDAY,  
MAY 08, 2023

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[Initiatives](#)

[Community](#)  
[Engagement](#)

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- [Sustainability Education](#)
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- [Sustainable Learning Community](#)

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## CONTACT US

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Fellowships & Internships

Hands-on Programs

Scholarships

Events

News

Related Degrees

For High Schools

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