

# Making an Impact

## Graduating senior helps peers and local companies in B Impact Clinic

Wednesday, April 15, 2020

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“I was sitting in James Hall on admitted students’ day. The professors and students spoke so passionately about sustainability. UNH felt like a school that cared. Once here, you can’t stop yourself from getting involved.”

Devon Guyer '20 certainly cannot be stopped from getting involved. An [environmental conservation and sustainability](#) and [justice studies](#) dual major minoring in sociology and sustainable energy, she has seemingly sought out every opportunity UNH offers. She was the president of the Xi Sigma Pi Natural Resources Honors Society, captain of the

Mock Trial team, a long-standing member of Undergraduate Student Senate leadership, and she studied abroad in New Zealand.

In the summer of 2018, Guyer was a [Social Innovation Intern](#) at Pete and Gerry's Organic Eggs in New Hampshire. "At Pete and Gerry's, I conducted an improvement analysis on their three B Impact assessments so they could improve for the next assessment. I didn't know what a B Impact assessment was, so I dived into learning the tool."

The B Impact assessment is an open-access, rigorous tool that assesses a company's social and environmental impact. Companies with a sufficient score can apply to become a certified B Corporation. Thanks to Guyer's experience with Pete and Gerry's, she became a peer mentor for UNH's [B Impact Clinic](#). The clinic helps companies complete the assessment and apply for certification.

"As the peer mentor, I help students understand the B Impact assessment, break down the process so the assessment is completed, and collaborate with their company," Guyer says. Her experience in the clinic was so transformational, she elected to participate again this semester. "What I love about the clinic is you work with companies who care beyond making a profit. Managing the students is easy because everyone wants to help. It is a lot of responsibility and a lot of fun," she says.

The B Impact Clinic has gone virtual, and students and companies continue to work tirelessly to complete their assessments. The clinic is hosting a [virtual showcase](#) on April 29 that is open to the public.

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