

# Hi, We're Greenlight



## Our Story

We are a group of Yale students dedicated to uncovering possibilities at the intersection of business and the environment. Inspired by the slew of incredible speakers that come through the halls of our university, we asked ourselves how we could make exchanges more meaningful, both for speakers and students who are passionate about crafting a better tomorrow. And **GreenLight was born.**

## Intrigued?

Let's get the conversation started. Contact us:

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Organizations bring us difficult problems they're facing at the intersection of business and the environment. We facilitate half-day generative design sprints with students across Yale to uncover creative solutions and opportunities for innovation.

## What You Get

- Fresh thinking on an issue that's been gnawing at you or that you don't have the band-width to tackle.
- Some of the best, multidisciplinary minds in the country dedicating their full brainpower to the challenge of your choice.
- A pipeline of talent—while we are intentional about creating a culture of playfulness, there is no better way to get a sense of how someone thinks, works and collaborates, than to see them in action.

## What We Ask of You

- Work with GreenLight facilitators to craft a challenge and background materials.
- Be present and active during the half-day session. Ideally, bring in colleagues that can embed themselves with the student teams.

## Sample Questions We Have Tackled With Our Clients

- How can we redesign the retail experience to reflect our company's sustainability initiatives and accomplishments?
- How can we motivate our employees to design products for maximum sustainable impact?
- How might we transition from a platform of voiced commitment to one of action?