



# How Talking Rain Made Sustainability a Shared Responsibility

## The Challenge: Turning Values into Culture

Talking Rain Beverage Company, makers of Sparkling Ice®, has always stood for sustainability, but translating that value into consistent employee action was a challenge.

In 2022, Erik Throndsen stepped into the role of SVP of Sustainability and Beverage Technology. With a background in product development, he understood every step of the company's supply chain, but his new goal was cultural:

---

**How do we get our people, scattered across offices and departments, personally engaged in our sustainability mission?**

---

He wanted:

- A way for all employees, whether in Seattle HQ or remote field offices, to feel connected and invested.
- A tool that made climate action simple, meaningful, and trackable.

## The Solution: Making Sustainability Personal

Talking Rain partnered with GetGreen in late 2022, beginning with a two-month pilot to test app engagement and relevance. What started small became a year-long, evolving program designed to inspire, educate, and empower employees to take action, each and every day.

### The Talking Rain x GetGreen Journey



# Program Highlights

## Pilot + Office Competition

**Focus:** Everyday sustainability actions (commuting, recycling, food choices, etc.)

**Engagement Driver:** Friendly competition between HQ and regional offices

**Outcome:** Strong initial engagement rate of 30%

## Matched Impact thru Carbon Offsets

For every ton of CO<sub>2</sub> employees avoided through the app, Talking Rain matched it with carbon credit purchases

Offsets sourced from REDD plus nature-based programs via GetGreen's partner network

Employees didn't just take actions, they triggered corporate investment

## Summer Rain Program (Led by interns!)

UW interns conducted a survey revealing a key blocker: employees wanted to act, but didn't know how!

The program was designed around accessibility, with:

- Suggested actions
- Peer encouragement
- Leaderboards and prizes

## Summer Rain Results

2,183 actions completed

4,150 leaves >> 41,500 lbs of CO<sub>2</sub> avoided

18 top achievers, 5 "Sustainability Superstars"

9 employee-submitted green ideas

## Green Product Design Learning Track

Blended education with behavior:

- LinkedIn Learning module on sustainable design
- In-app quizzes and interactive follow-up

Built knowledge around how sustainability ties into everything, including product R&D



## The Achievements

Employees engaged	125+
Total sustainable actions	15,360
Co <sub>2</sub> reduction impact	Equivalent to 10,000 car-days off the road
Verified leaves earned	37,692
Engagement rate	Over 30% of employees
Program ROI	Cultural + Carbon + Learning gains

## What's Next for Talking Rain

Since launching the GetGreen program, Rainmakers have been active in doing their part to reduce their Scope 2 and Scope 3 carbon emissions for Talking Rain and the planet.

With GetGreen now integrated into its internal sustainability culture, Talking Rain is:

- Launching additional themed program tied to company goals
- Expanding remote office participation
- Exploring new ways to reward impact, internally and externally

This is no longer a campaign. It's a platform for sustainable culture-building.



**One approach that has worked well for us is the GetGreen app, which allows employees to track their sustainable actions, earn badges, and see their positive environmental impact. It's a fun and engaging way to promote and educate about sustainability.**



**ERIK THRONSEN**

Sr. Vice President of Sustainability  
& Beverage Technologies  
Talking Rain Beverage Company







## Turn Everyday Actions into Enterprise Impact

Your employees want to help. Give them the tools, the knowledge, and the spark.

With GetGreen you can:

- Unite distributed team under a shared mission
- Track impact in real time
- Build sustainability into the DNA of your brand.

Visit [GetGreen.eco](https://GetGreen.eco) or contact [bizdev@getgreen.eco](mailto:bizdev@getgreen.eco).

Let's co-create your company's climate legacy!