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How Seth Goldman Built Honest Tea Around a Social Mission

Dave Feldman (Livability Project)

KEYWORDS: Innovation, Sustainability, Learn From Leaders.

Seth Goldman shares how Honest Tea uses market-based solutions to promote healthier choices and pursue a broader sustainability mission.

Seth Goldman, founder and "TEO" of Honest Tea, believes in market-based solutions to social problems. In this discussion with Dave Feldman, he talks about how he integrates his business with his personal mission: sustainability and making people healthier. He's worked to dramatically reduce sugar in his tea products and is also working with an initiative called Beyond Meat, which is exploring plant-based solutions to meet mankind's protein needs. Goldman also talks about the importance of the right partners.

Link to video

Additional Search Terms: Sustainable, sustainability, climate change, environment, environmental, sustainable business, helping climate change, global warming, social responsibility

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