



COMPANY VISION

CHANGE IS IN THE AIR

The environmental movement that has been around for decades is transitioning to a new era of pioneers. The new 'environmentalism' has shifted away from what some would consider "hippie" idealism towards an objective view of the facts, a tireless pursuit of the truth, and dedication to progress with reasonable goals.

With environmental threats becoming a global priority, and with headlines portraying more environmental developments every week, the emerging pro-active and mindful attitude of eco-consciousness is crucial. The problem is, public perception has not yet caught on to this evolution, and many still dismiss 'environmentalism' as unrealistic, unimportant, and utopian. Brands trying to cater to the "green" crowd

make the same mistake, and feature biased or overly alarming content loosely based on current events. Or worse, they forgo any real information and ride the coattails of the eco-trend that has taken the world by storm. This is a problem. The idea of environmentalism needs to evolve as much as the movement itself has.

Green Point of View is the new resource for the modern eco-conscious aspirational. By creating a hub for thoroughly researched guides on the big environmental issues of today, a regularly updated brief of the most impactful environmental headlines, and a store stocked with only high-quality eco-home goods, there is no green-washing or outdated content here. Our mission is to give you the background, the awareness, and the tools to be a well-informed participant in the movement towards a sustainable future.

A MODERN
HEADQUARTERS
FOR SUSTAINABLE
LIVING



ABOUT GREEN POINT OF VIEW

"A one-stop-shop for the eco-conscious and the eco-curious"

EXPLORE LEARN SHOP

The Green Point of View website is divided into three sections to create an informative, engaging, and modern headquarters for sustainable living:

Explore current events, sustainable solutions, and the Green Point of View community. "The Gist", a weekly news brief that breaks down the week's environmental headlines, will keep the users engaged in the relevant issues and aware of impactful events. Mini documentaries highlighting sustainable projects and local issues, as well as a collection of user-submitted images and videos, are soon to come.

Learn all the background and details on the major environmental concepts that

are shaping our world. These articles are heavily researched guides to give the user a complete understanding of all aspects of the big issues. The selection of articles at the time of launch is a small beginning to what the section will become. The collection will grow to include topics that relate to every planetary boundary, whether it be air pollution, ocean acidification, or biodiversity loss.

Shop in the ecommerce store to equip your sustainable lifestyle. All the products are tagged with Green Traits that highlight their eco-friendly attributes, and any certifications they have been awarded, so that you know exactly why we chose to carry it. The selection of over 1,000 eco-friendly products fills 6 categories: Grocery & Gourmet, Home & Garden, Health & Beauty, Bath & Body, Baby & Kids, and Pet Care.

The combination of these elements creates a hub for the modern ethical

consumer to stay on the cutting edge of environmental knowledge without devoting hours to collecting his/her own research. These issues are no longer restricted to the people who have the time and dedication to constantly read the latest sources. It's important for everyone to have a thorough understanding of the changing environment, not just "environmentalists". Green Point of View strives to make environmental knowledge more efficiently available for every eco-curious person out there.

