

INTERVIEW

Q&A

WHAT WE THINK ABOUT GREEN POINT OF VIEW, OUR USERS, AND LIVING SUSTAINABLY.

What Is Ethical Consumerism?

Ethical consumerism is just what it sounds like- buying according to the values of the company and the integrity of the product, its processing, and its impact. When we all start purchasing this way, it turns into an economic movement. Instead of buying our support with flashy packaging and witty ads, companies need to deliver what we really want: quality, healthy, low-impact products from an honest manufacturer. Its similar to the concept of “dollar voting”, where you recognize that where your dollars end up is a form of support, so you only give money to people and ideas that you believe in.

What inspired you to start Green Point of View

Our inspiration truly stemmed from the desire to live a more sustainable lifestyle. However, the tools provided to us before Green Point of View were not only lacking in information, but also in functionality. As we sifted through hundreds of brands and products, it became apparent that there are, in fact, many affordable green options out there on the market. With today's busy lifestyle and constant on the go attitude, we we're encouraged to create a central hub for all things eco-friendly.

How do you plan on engaging people that are not already interested in living sustainably?

We believe that “sustainability” needs to be put into context in order for people that aren't naturally interested to understand that these issues are relevant. There is an outdated idea of sustainability that assigns it to a certain kind of person, and everyone that doesn't meet that description may feel exempt from the effort and awareness. We think that if the info is clear and factual and relevant to all of our lives, people will start to pay attention.

The movement has changed a lot since the 60s- with new technology and the limitless access to knowledge, its really modernized. Its not as idealistic and unrealistic as people sometimes remember it to be- its skeptical, progressive, and objective. The motivation behind environmentalism and the reasons for living sustainably are to find a realistic and viable solution to the problems that the world is undeniably facing right now. The awareness of unhealthy chemicals in the products we consume is not a trend; it's the awareness that comes with the new information about their dangers and solutions for better alternatives. We want to change this misconception by keeping it unbiased, true to the facts, and relevant.



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How do you envision people using Green Point of View?

We weren't kidding when we described it as a "one-stop-shop". We want Green Point of View to act as your resource, your discovery engine, your ultimate guide, and your supplier for a sustainable lifestyle. We understand that's kind of an epic claim to be making at this point; we are just starting out so we only have so much information and so many products. But that is our biggest aspiration- to really have incredibly reliable, trustworthy, and impactful information for people to use however they wish. To find a way to inspire people who maybe didn't care before. To build a store that is so thoroughly stocked and carefully curated that people can come here to browse and discover and trust the integrity of every product that we carry.

Why is it important for people to buy eco-friendly products (how important is it, really)?

If we're using tons of stuff made with synthetic chemicals and packaged in plastic that goes in the garbage, all of that has its own effect. It's all going to end up somewhere, and it usually isn't good. That being said, a lot of people can't appreciate that impact because we are just one person out of 7 billion on a huge planet. How bad can that water bottle really be? Well, they're kind of right. It's not going to end the world. But when you consider yourself as one acting element of a huge population (7 billion!) and then consider how all those individual actions get magnified when we all do it every day, the effect is huge. The same goes for the products that could affect your health. Sure, eating junk food every once in a while isn't going to kill you. But when you add up the things that you are putting in or on your body multiple times every day for a lifetime, you can see how the effects can become more than you ever imagined.



What are you most looking forward too with Green Point of Views growth?

The sky is the limit, and we almost can't sleep at night thinking about all the possibilities. We already have so many exciting plans that we can't wait to implement once we are able to. Most of all, we cant wait to find the perfect way to make Green Point of View a tool for activism. We are really eager to create relationships with different causes and noble efforts, and to be able to bring them to our users so that they can act directly. There are 1,000 ways to do it, and we are excited about every one.

What is your definition of success for Green Point of View?

Our ultimate achievement will be earning our customers trust. We try really hard not to let our own passions interfere with the information we're providing and to find only the best healthy and eco-friendly products. When we feel that we are at a point where our users understand that effort, appreciate the outcome, and recognize us as a transparent, honest, and responsible company, then we really will have made it.