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A person is sitting on a rocky ledge, looking out over a city at sunset. The sky is a mix of orange, yellow, and green, with the city lights visible in the distance. The person is silhouetted against the bright light of the sunset.

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environmental headlines, and a store stocked with only high-quality eco- home goods, there is no green-washing or outdated content here.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.



FOUNDERS



TIM FORTNER
PRESIDENT

After graduating college with a bachelor degree in Economics and minor in Environment Studies in 2011, Tim felt a strong desire to discover what he loved to do. While searching for his calling, he had the privilege of being exposed to a handful of varying occupations. He realizes that working in different professions was not only a blessing, but also a necessity for any successful entrepreneur. In 2013, while using the skills he developed in many of his previous jobs, he started an ecommerce business. Since then he has watched his business blossom into Green Point of View and he truly believes he has finally found great work.



GARETT DELUCA
VICE PRESIDENT

Garrett is a New 'Yawka', born and raised. He's a coffee loving, cookie-obsessed sailor from the north shore of Long Island. His creative passion and keen business sense are the tools he uses consistently to drive himself forward in his career. At the age of 20, Garrett founded TwelvEleven Creative, a production company with clients such as Arizona Iced Tea, U.S. Polo Assn., lululemon and Zoom North America. Garrett believes success is inevitable as long as you have the drive to work hard and the ability to always put your best foot forward. When not hiding behind a computer screen you can usually find Garrett in the pantry satisfying his sweet tooth.

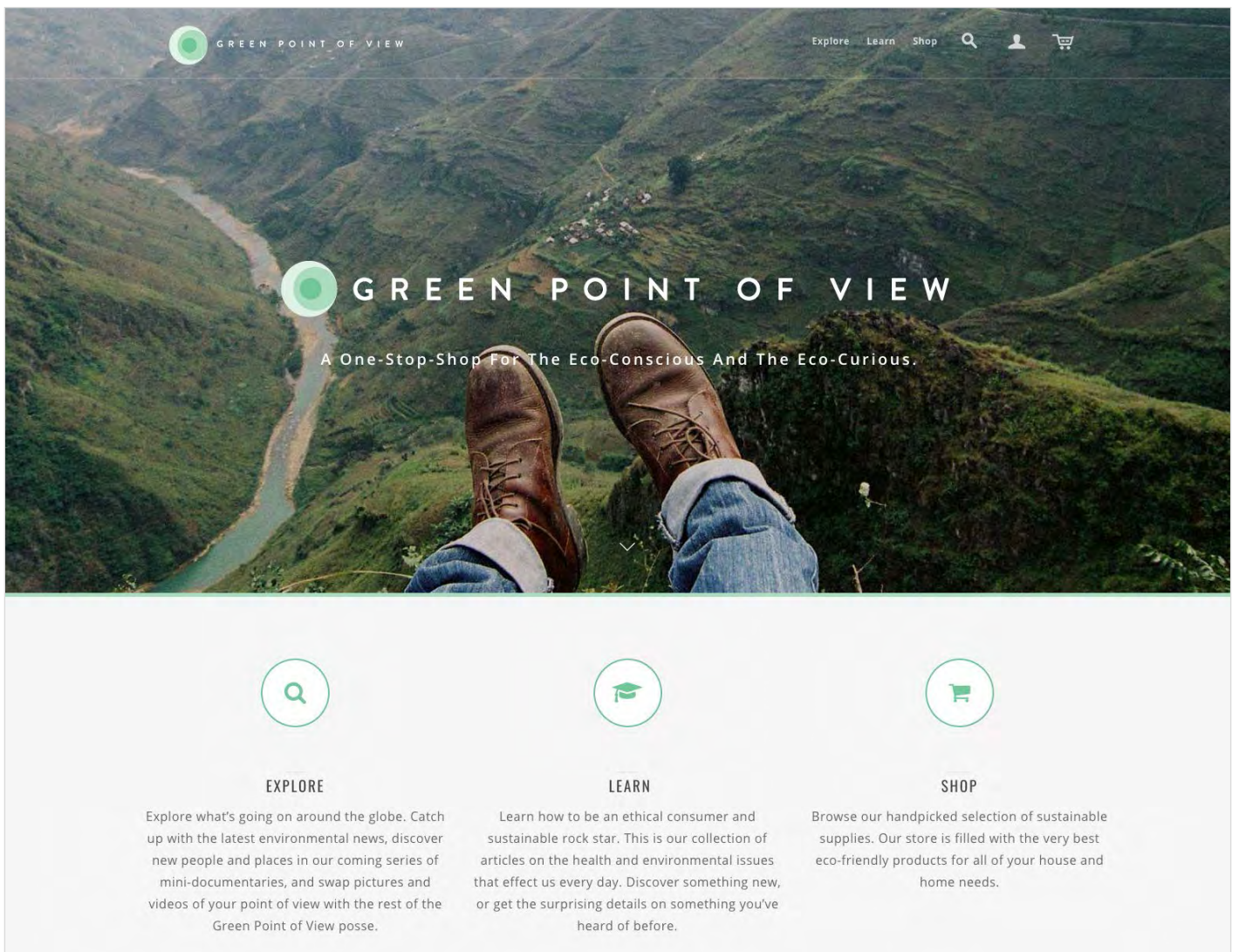


MURPHY MCDONALD
RESEARCH & DEVELOPMENT

As the Director of Research for Green Point of View, Murphy is able to indulge her roaming curiosity for all things earth science and sustainable living. After earning her degree in Marine Biology, Murphy spent the following years studying the human impact on nature through projects researching reef biology, agroecology, turtle conservation, and just about everything in between. Murphy is now dedicated to living as sustainably as possible, and to sharing what she has learned about science and living well to anyone who will listen. When she isn't doing research for the site, she's staying as far away from computer screens as possible- usually swimming in the bay, running a trail, or indulging in an epic fantasy/ sci-fi novel or two.

MEDIA

Green Point of View is deigned to create a simple, modern, and refreshing resource for all the info you need to live sustainably. The minimal white and grey content design is contrasted with colorful and striking images in order to keep the information clear and concise, and the images that inspired the content impactful and captivating.





THE GIST

What's the latest? Have there been any big wins in the fight for sustainability? When was the last time world leaders got together to talk about climate change, and what did they say? The last time I checked, Pandas were endangered... how are they doing now?

Never miss a thing in environmental news. Every week the world changes a little more- find out how in The Gist.



[VIEW ALL](#)

HOMEOWN VIDEOS

Sometimes you just gotta see it to believe it. We are full of ideas for our mini-documentaries about local / global environmental issues and the innovators finding solutions for them (great things take time- they're coming soon). Now we want to hear some of yours.

Do you have an amazing, inspired, groundbreaking, earth-shattering idea for a video? Lets make it happen. Take a chance and [apply](#) for a Green Point of View video grant below.



#myGREENPOV

What's the view from where you're standing? Let us see!

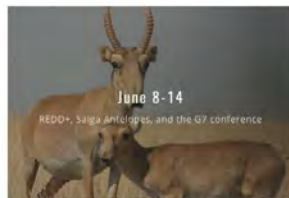


[Load More...](#)



THE GIST

A Break Down Of All The Environmental News
Around The World.



Bigger News Than Earth Itself

Will there be a mini-Ice Age in 2030?

You may have heard the [apocalypse](#), and then you probably heard everyone screaming that it was false. Well, they're right- the word "Ice Age" seems like a really dramatic way of putting it. But if what researcher Valentina Zharkova predicts is true, *something* may really happen.

Zharkova has been studying variations in solar patterns, and she predicts that positions of certain sun flares will reduce solar radiation on Earth by 60% around year 2030. The last time this happened (that is, a "solar minimum") was in the 1700s when the earth experienced its "Little Ice Age". Obviously, if that were to happen again we'd feel it. Climate scientists do not dispute this research- this lapse in solar strength could definitely happen- but they doubt that it will affect temperatures here at all. They argue that human- caused climate change is causing temperatures to rise so dramatically that it will counteract the effect of the cooler sun. In fact, they say, the effect of all of our greenhouse gases will so outweigh the effect of the weaker sun that we should expect to see temperatures continue to rise [around 2030](#). Either way, there's really nothing we can do about this solar minimum, so only time will tell what 2030 is going to look like.

Pluto, at last!

2 space stories in one week! New Horizons spacecraft left 9 years ago on a 3-billion-mile journey to meet our favorite ex-planet Pluto. On Tuesday it finally reached its destination in a historic flyby and sent back the first ever [close-up pictures](#). This is most likely the first and last time we will have first contact with a planet (or dwarf planet) in our lifetime, so you should be really amped. When you have the chance to ponder the conditions on all these other planets, it really makes you appreciate the lush, warm, oxygenated wonderland we lucked out with on Earth. Kind of makes you want to take extra good care of it, doesn't it?



All

Search: All Agriculture Health Pollution



It's Good For The Planet

For the Soil

For the Oceans

For the Air

For the Water

For Crops

Organic farming uses techniques such as crop rotation, cover crops, and minimal tilling to promote a healthy community of microbes that will make the soil naturally healthy and fertile. These bugs and bacteria can do everything the crop needs- like make the soil nutritious and oxygen-rich- without depending on chemical fertilizers. The soil can keep on providing for years on years; unlike the fields that have been killed and doused in chemicals for decades that are entirely dependent on polluting fertilizers, are eroding away, and hold so little water that they require an excessive amount everyday.

The synthetic fertilizers that are used by non-organic farmers are created through a highly polluting process that extracts from our limited store of fossil fuels. They contain high concentrations of nutrients such as nitrogen (N), potassium (K) and phosphorus (P) to feed the growing plants, but do not nourish the essential microbes and healthy composition of the soil that is crucial to its sustainable fertility. After long term use the soil becomes basically sterile, and the crop depends on more and more of the resource- depleting chemical fertilizers.

What Can I Do?

The organic market gets a lot of criticism for being costlier than its counterpart. However, when faced with the choice it's important to consider the reason for the higher prices, and the potential hidden fee of the alternatives (such as for environmental cleanup down the road). Even so, it's not easy to commit to an all-organic lifestyle, and some purchases are naturally lower risk than others. Take a look at the especially dangerous products to look out for when being selective.



HOME / GROCERY & GOURMET

GROCERY & GOURMET

SORT BY: Position 1 2 3 4 5

CATEGORY

Grocery & Gourmet

PRICE

☐ \$0.00 - \$99.99 (239)
☐ \$100.00 and above (1)

MANUFACTURER

☐ 22 Days Nutrition (6)
☐ Bodylogix (6)
☐ Celestial Seasonings (12)
☐ Coco Hydro (2)
☐ Endangered Species Chocolate (4)
[Show More](#)

GREEN TRAITS

☐ Non GMO (165)
☐ Dairy Free (90)
☐ Fair Trade (19)
☐ Gluten Free (159)
☐ Hypoallergenic (2)
[Show More](#)

CERTIFICATIONS

☐ B Corporation (57)



Rise Bar Breakfast Bar - Crunchy Cashew Almond - ...
\$17.77

ADD TO CART



Endangered Species Natural Chocolate Bug Bites - Dark Chocolate - ...
\$27.15

ADD TO CART



Endangered Species Natural Chocolate Bug Bites - Milk Chocolate - ...
\$27.15

ADD TO CART



Health Warrior Chia Bar - Coffee - .88 Oz Bars - Case of 12 - ...



Health Warrior Chia Bar - Dark Chocolate Cherry - .88 Oz Bars - Case of 12 - ...



Health Warrior Chia Bar - Acai Berry - .88 Oz Bars - Case of 12 - ...



KIND BAR - ALMOND AND APRICOT - CASE OF 12 - 1.4 OZ

Kind

\$19.29

IN STOCK

Creamy and indulgent and still so good for you! Ingredients : Almonds, Apricots (Apricot Paste, Glycerol (Vegetable Based), Pectin, Apple Fiber, Citric Acid) Honey, Shredded Coconut, Coconut Chips, Glucose, Puffed Rice, Chicory Fiber, Soy Lecithin, ...

Qty: 1

ADD TO CART



[DESCRIPTION](#)
[GREEN TRAITS](#)
[CERTIFICATIONS](#)
[REVIEWS](#)



DAIRY FREE >



GLUTEN FREE >



MADE IN THE USA >

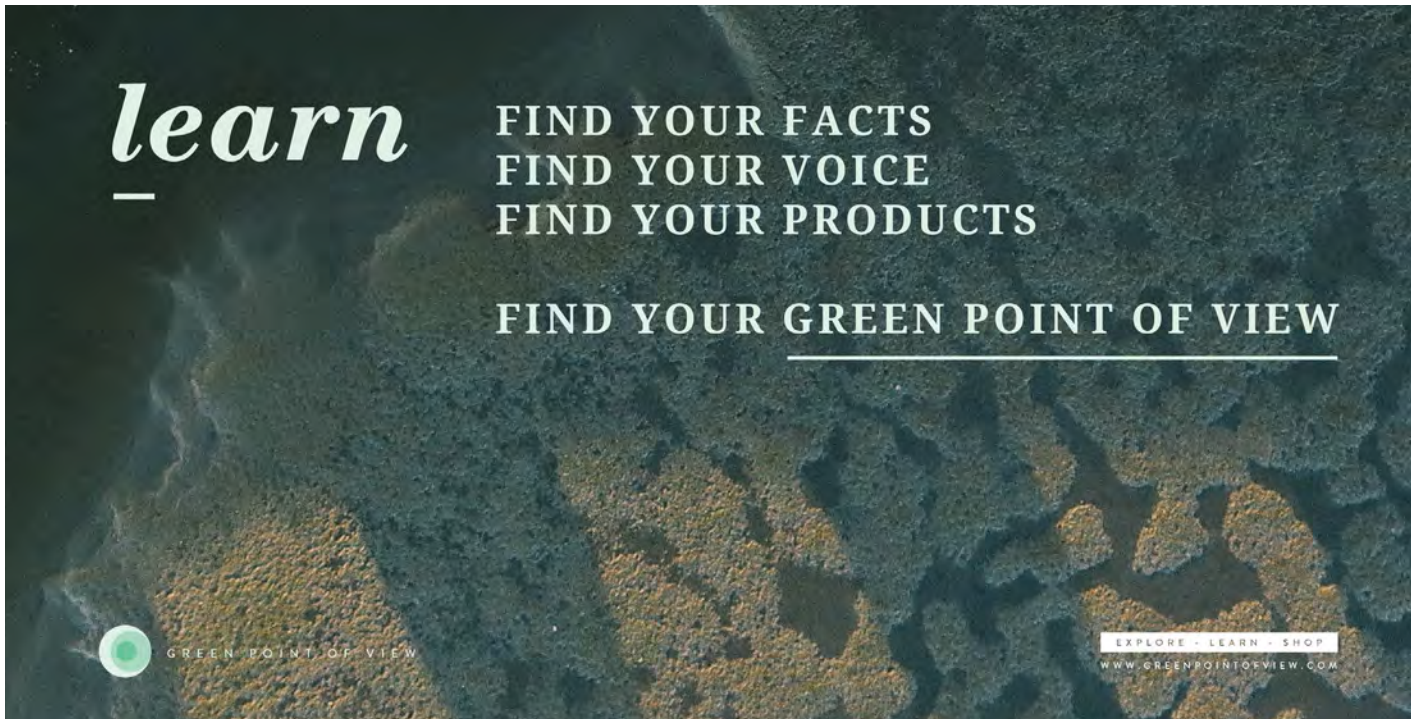


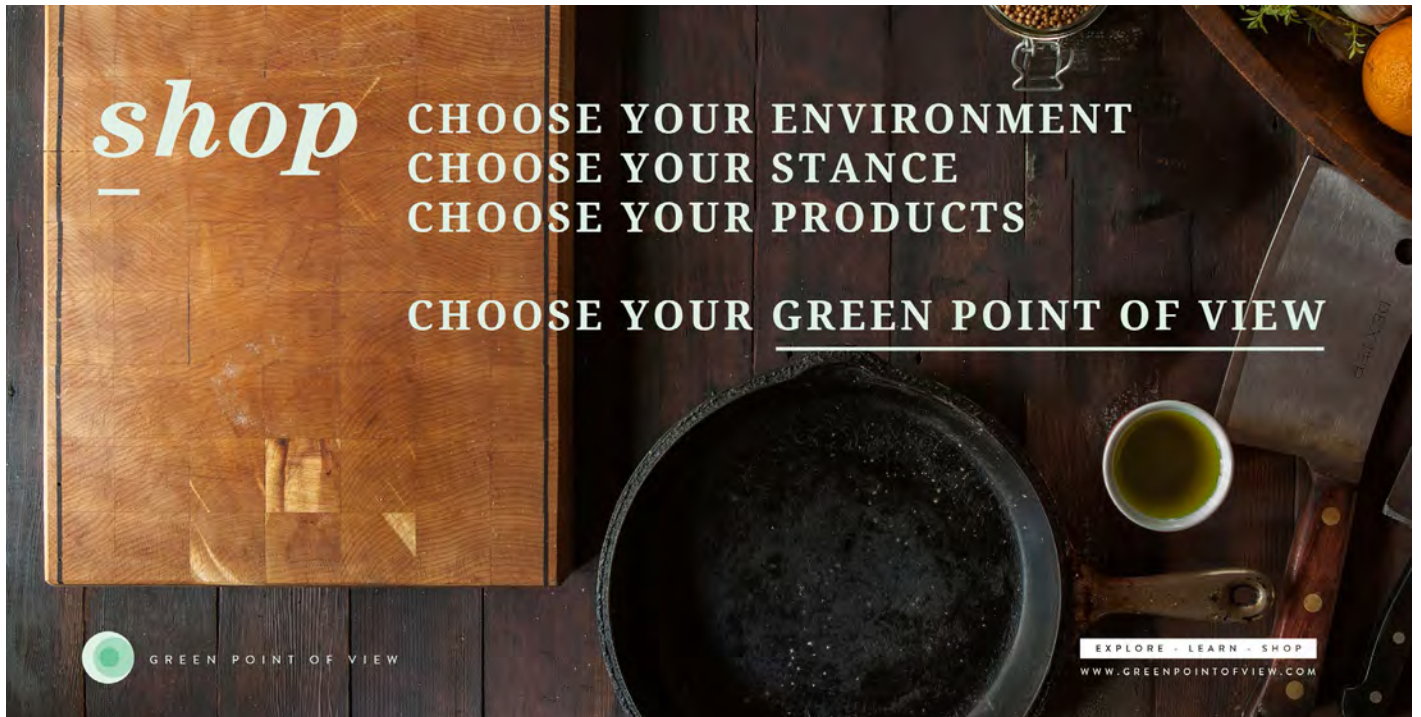
NON GMO >

Does not contain any GMOs (Genetically Modified Organisms). GMOs are plants that have been genetically engineered with DNA from bacteria or viruses to give them more favorable traits, such as strong tolerance to herbicides and pesticides.



VEGAN >





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. It's 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 were 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, it's really modernized. It's not as idealistic and unrealistic as people sometimes remember it to be- it's 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.



INTERVIEW Q&A

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 can't 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.



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