

Put your new economics knowledge to work! As a young entrepreneur, imagine that it's time to start your own business — and one of your highest priorities is establishing a green, sustainable, ethical company.

- What will your business do? What function or service will it provide? What is its purpose?

Our business will work towards finding other sustainable brands. In addition, we will also offer services where we can be hired to do a review on a company and give them solutions for how they can become greener. We will also be selling merchandise that promotes living sustainably and offers informative labels. By creating this platform, we will give people the opportunity to improve the way their brand works while also having a platform where consumers can easily search for a brand and see how we rate them on the sustainability scale as well as what makes them like this.

- Conduct a simple analysis of a similar business. Is it operating sustainably? Is that part of the mission? Do its practices contribute to environmental degradation?

Sustainable Brand Index is a study that was conducted in Europe to see how brands were managing themselves. The practices of this company contribute to promoting sustainability because they study and tell consumers what people can do to make their brand better. 5% of what we make will be donated to causes like helping endangered species, pesticide research, and climate action activism/projects.

- Make a list of 4 to 6 potential actions that positively impact people and planet. How could your business reduce negative impacts and depletion of resources?

Some actions that can positively impact people and the planet are decreasing water use, reusing materials like plastic, paying people a reasonable wage, and having your own garden. Our business can reduce the depletion of sources by helping other companies build a more sustainable method of production while also making our own merchandise that is made with recycled materials and pays its employees well.

- Apply your ideas to create an elevator pitch about your new business. Film a 1 minute video detailing what your company will do and how it will lead with sustainability.

Link to our pitch:

<https://drive.google.com/file/d/1f5Agao8ilmmOTJzyMyfqTn8-l2GzskwL/view?usp=sharing>

