



Lesson: Introduction to Eco- Social Entrepreneurship

Activity: Business Models and Local Examples

Template: Handout for the website content of EcoPlum

At EcoPlum, we believe that an organization's brand reflects its values. EcoPlum Business Gifts wants to help buyers like you make responsible choices on your branded gifts and elevate your marketing practices in a more sustainable direction.

EcoPlum created the Sustainable Swag® line of environmentally sound alternatives to conventional promotional products to reduce plastic and other harmful waste in our landfills and oceans. We are committed to an equitable focus on people, the planet, and profit.

Our growing product selection of eco-friendly business gifts and promotional items will enhance your brand image and marketing efforts. We can help you integrate your goal to be better a better corporate citizen and engage in broader social missions into the operation of your marketing practices, including the examples you set with your branded gift giving.

The quality of your brand is represented by the qualities of the branded merchandise that carries your logo or message as a visible symbol of your values. Your clients, constituents, employees, and the public at large will see what you represent.

EcoPlum Business Gifts aims to disrupt the promotional products industry and reduce the amount of plastic and other waste produced by this industry.

Did you know?

- Americans discard 33.6 million tons of plastic a year.
- An estimated 28 million tons go into our landfills.
- It takes plastic up to 1000 years to decompose.
- Only 6.5% of discarded plastic gets recycled.
- One hundred million tons of plastic debris float around in our oceans, kill birds and fish, and make their way into our food stream.

We are part of the solution: EcoPlum sells unique, innovative, high-quality, best-in-class promotional merchandise, combining both style and function. **Sustainability. Meet Style.®** at EcoPlum.


We guide clients to the right products for their audience, customize the branding, and ensure rigorous standards for ecological and social sustainability are met. Transparency is essential.

Product sourcing criteria include, but are not limited to USDA organic, vegan, fair trade, fair labor, biodegradable, renewable, recycled, reclaimed, reusable, sustainably harvested, Made-in-the-USA, handcrafted or artisan, non-toxic, energy-efficient, ethically sourced, other third-party eco-labels, women/minority-owned, and B-Corporation.


EcoPlum product categories include apparel, bags, kitchen, bar, office, outdoors, wellness, food, and PPE (personal protective equipment).



EcoPlum is a member of the American Sustainable Business Council (ASBC) and the Association for the Advancement of Sustainability in Higher Education (AASHE). The company earned the Green America Gold Business Seal of Approval and is certified nationally as a women-owned business by the Women’s Business Enterprise National Council (WBENC). Gia Machlin, President & CEO EcoPlum, is a member of the Women Presidents Organization. She is also on the advisory board for Enterprising Women (EW) magazine and was one of a select group of award-winners for their “2020 Enterprising Women of the Year.”


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Apparel

Sort by:

61 items 1 2 >

Price Filter

- Under \$5
- \$5 to \$10
- \$10 to \$20
- \$20 to \$40
- Over \$40



Sustainable Fabric Handmade Apron



Sustainable Fabric Zip Pouch - Various Sizes



Adjustable Cotton Spandex Face Mask



Bags

Sort by:

88 items 1 2 >

Price Filter

- Under \$5
- \$5 to \$10
- \$10 to \$20
- \$20 to \$40
- Over \$40



100% Recycled Aqua Luggage Tag



Reusable Organic Cotton Mesh Produce Bags



Sea Bags Bucket Bag





Office

Sort by: Newest to Oldest

160 items 1 2 3 4 >

Price Filter

- Under \$5
- \$5 to \$10
- \$10 to \$20
- \$20 to \$40
- Over \$40



Apple Peel Paper Journal - Small



Recycled Plastic Highlighter



Bamboo and Cornstarch Ballpoint Pen



Food

Sort by: Newest to Oldest

18 items

Price Filter

- Under \$5
- \$5 to \$10
- \$10 to \$20
- \$20 to \$40
- Over \$40



Spectrum Bakes Granola Bars



Organic Fair Trade French Roast



Candy Gift Bag



KITCHEN & Bar

Sort by: Newest to Oldest

214 items 1 2 3 ... 5 >

Price Filter

- Under \$5
- \$5 to \$10
- \$10 to \$20
- \$20 to \$40
- Over \$40



Pirani Party Tumbler



Reusable Silicone Storage Stand-Up Bag



Reusable Organic Cotton Mesh Produce Bags