



Lesson: Introduction to Eco- Social Entrepreneurship

Activity: Business Models and Local Examples

Case study of the EcoPlum social enterprise

- EcoPlum is an example of an eco-friendly business. The EcoPlum Boutique specializes in stylish and unique clothing, accessories, jewelry, cosmetics, specialty foods, and gift items that are sustainable, fair trade, organic, vegan, recycled, upcycled, and/or ethically sourced. More than that, the products are safe, eco-friendly on at least one measure, and fair in their treatment of workers.
- The customers earn green shopping rewards points, known as EcoChipz, good for coupons in the shop or donations to environmental causes EcoPlum supports.
- Show the students the webpage <https://business.ecoplum.com/> and let them read the information. You can also print the content and give them as a handout (you can add some examples of the products commercialized by EcoPlum).
- Ask the students the questions below and collect several answers:
 - What are the benefits that a company like this brings to society? (Preserving natural resources, care for the labor force conditions, consumers' health protection etc.)
 - What kind of obstacles do you think they encounter? (Consumer mentality, higher costs, etc.)