



**FOR THE
PLANET.**



1% for the Planet

1% for the Planet is a global organization that exists to ensure our planet and future generations thrive. We inspire businesses and individuals to support environmental solutions through membership and everyday actions. We make environmental giving easy and effective through partnership advising, impact storytelling and third-party certification.

The 1% for the Planet network has given hundreds of millions of dollars to environmental partners around the globe. Today, 1% for the Planet's global network consists of thousands of businesses, individuals and environmental partners working together toward a better future for all.

Building better business

In 2002, Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, founded 1% for the Planet to build a global network of businesses giving 1% of their annual sales back to the environment.





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You can't fake 1%.

—YVON CHOUINARD,
Founder of Patagonia & 1% for the Planet

1% for the Planet is the opposite of greenwashing.

HIGH IMPACT, low lift.



JOIN

Businesses commit to giving 1% of sales annually to environmental nonprofit organizations



PARTNER

1% for the Planet helps businesses identify partners that align with business goals and values



GIVE

Businesses donate directly to environmental partner(s)



CERTIFY

Businesses must provide proof of donations and sales documentation to 1% for the Planet to certify commitment



SHARE

Businesses share their commitment with consumers by leveraging the 1% for the Planet logo and storytelling

OUR GLOBAL NETWORK



\$500M+
certified giving



5,700+
business members



6,300+
environmental partners



60+
industries



59%
international



112+
countries

NOTABLE MEMBERS



**JUNE
SHINE**

ILIA



**AVOCADO
GREEN**
BRANDS

TAZO

818
TEQUILA

PUKKA

klean 
kanteen[®]

davines

SUNSKI

**ANCIENT
+BRAVE**

NØ[®]
cosmetics

goodr

ENVIRONMENTAL PARTNERS

1% for the Planet Environmental Partners are vetted environmental organizations working around the world to achieve positive, measurable outcomes for **people and the planet** in four impact areas:

- Rights to Nature
- Conservation & Restoration
- Resilient Communities
- Just Economies





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For conservation to be sustainable, it can't just be about doing the conservation work, but doing it in a way that works for **people and communities.**

– DR. AYANA ELIZABETH JOHNSON



WHY CERTIFY?

1% for the Planet Environmental Partners include other third-party certifiers or verifiers. This means that donations in the form of certification, membership, or registration fees can count as donations towards your 1% commitment.

Demand for third-party certification or verification come from a variety of stakeholders.

Benefits include improved credibility and trust, increased customer loyalty, enhanced reputation, and competitive advantage when compared to peers.

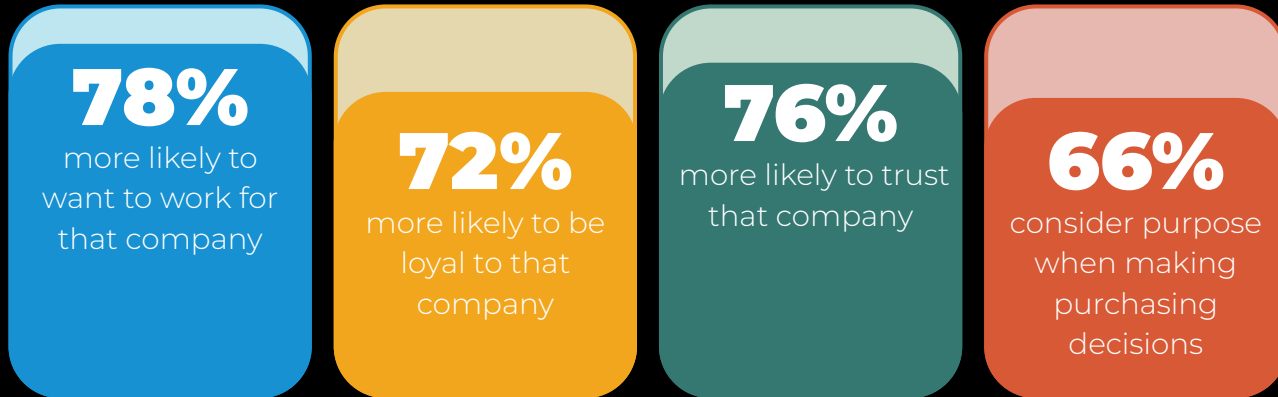


Purpose matters

Over the last year, more than 8 in 10 (82%) consumers said they took action to support a company when they believed in its Purpose. Actions included sharing their positive opinions with others (“Spreading the Word”), encouraging others to support or buy from the brand (“Brand Evangelization”), and starting to buy from the brand (“Business Impact”).

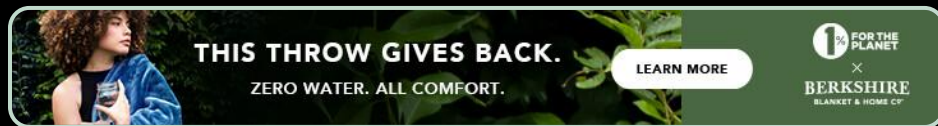
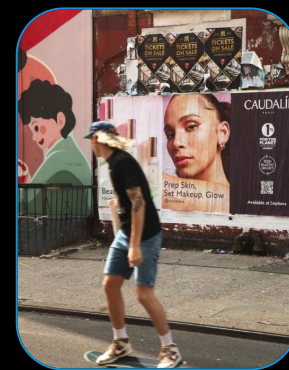
When a company leads with purpose, respondents:

Purpose matters when consumers act. And, purpose matters when employees engage.



Communicating purpose

The power of purpose lies within activation. Companies must define their purpose—and, communicate that purpose to their consumers and employees.



Credibility

93% of Generation Z say that if a company makes a commitment, it should have the appropriate programs and policies to back it up.

Credibility

“With the 1% team’s help, we can quickly find the right resources to support the issues we care about. It allows us to be nimble and reactive and truly live our values out in real time.”

Jessica Hann
SVP Brand Marketing
Avocado Green Brands

AVOCADO

GREEN MATTRESS



Certified



Corporation



CLIMATE
NEUTRAL



Employee engagement

90% of employees who believe their company makes a strong positive impact on society plan to stay with their employer.

Employee engagement

“Doing good science is important. So is just doing good.”

- Engage employees through partnership selection and volunteer opportunities
- Engage consumers by putting environmental commitments at the forefront of their communications



Employee volunteering

1% for the Planet members can engage their employees through flexible giving options, such as volunteer hours.



Greenwashing

42% of online sustainability claims were found to be “exaggerated, false or deceptive” in a high-profile study by the European Union

Greenwashing

OXO joined 1% for the Planet as their first step toward a more sustainable business.

- Implement an authentic sustainability commitment
- Avoid greenwashing + call-out culture
- Learn industry best practices





Purpose matters

Purpose-driven brands capture more market share and grow on average **three times faster than their competitors**. They also report 30% higher levels of innovation and 49% higher levels of workforce retention.

A satellite-style image of Earth, showing a mix of brown and tan landmasses and vibrant blue and cyan oceanic features. The image is centered on the Atlantic Ocean, with North and South America visible on the left. The right side of the image fades into a dark, starry space background.

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