1% for the Planet provides companies with a transparent and credible platform to engage consumers and nonprofits in making big, positive change.

1% for the Planet is a REALLY BIG NUMBER

More than 1,200 member companies in 48 countries giving 1% of their sales directly to more than 3,800 nonprofits totaling more than $130 million given back to blue.

HOW IT WORKS

Member
Simplifies
Authenticates
Amplifies

Consumer
Educates
Enables
Activates

Nonprofit
Celebrates
Connects
Verifies

HIGH VISIBILITY:
1 billion impressions on member packaging annually and $100 billion in network sales over the past 10 years.

OUR IMPACT

We make it easy to buy better products and protect the planet we play on.

SOME RESULTS:

$11M to environmental education
$22M each to food, wildlife, water, and climate
$18M each to land stewardship and environmental human

OUR MEMBERS CONNECT WITH THEIR CONSUMERS

14.8% Average annual growth of our members.
91% Satisfaction rate of network membership (good or excellent).
20:1 High value for low member dues.

WAYS TO PLAY:
Businesses can participate at a whole-company, brand, or product-line level.

OUR AUDIENCE PURCHASES WITH A PURPOSE

THE ADVOCATE: Highly committed to sustainable purchasing.

THE ASPIRATIONAL: Thoughtful consumers and stylish influencers.

32% of the population

11% of the population

43% total global reach

LOHAS:
52% of U.S. consumers would be more likely to purchase a product if it carried the 1% for the Planet logo.

74% of LOHAS consumers are more likely to purchase a product with a 1% for the Planet logo.

66% of LOHAS consumers and those aware of 1% for the Planet are more likely to be loyal to a member brand.

DO YOU

LOVE BLUE?

LOHAS = Lifestyles of Health and Sustainability

onepercentfortheplanet.org
info@onepercentfortheplanet.org

1% for the Planet is a non-profit 501(c)(3) organization. We gladly accept tax-deductible financial support from individuals, companies, and philanthropic organizations.

45 Bridge St.
PO Box 650
Waitsfield, VT 05673 USA
+1 802.496.5408