

# SUSTAINABILITY & MARKETING COORDINATOR

## INSPIRING GREEN ACTION

### THE GLOBAL POLLUTION PROBLEM

Over **6000** plastic bottles are made every second of every day. **Less than a third** of waste is recycled into new products. Most plastic pollution ends up in **landfills, incinerators, or the ocean**. It takes plastic over a **millennium** to break down in landfills. Plastic incineration releases substantial **toxins** into the environment. There is an **ocean plastic patch** estimated to be twice the size of Texas in the Pacific.

### R3VOLVED SOCIAL ENTERPRISE

“Revolved” It’s an evolution in manufacturing, a revolution in how we consider the things we buy, and a way of thinking that will inspire you to take green action in your own life!

### MISSION

It is our mission to **make recycled products accessible** to the average consumer and drive a movement to choose recycled, **reducing global pollution**.



### R3COVERED. R3MADE. R3LOVED.

R3VOLVED **recover** waste and prevent it from ending up in landfills. From there, we **remake** that waste into cool new products. Once those great new products end up in our customers’ hands, they are **reloved**. And so the cycle continues!

### HOW WE ARE HELPING

We **recover waste** – everything from recycled water bottles and rubber to recycled paper and corrugate – to make all of our products, packaging, and point of sale materials.

We use our products, packaging, and POS materials to **educate consumers** about pollution, encouraging awareness and engagement in being a part of a solution by making small changes. We lead with our products, selling a **colourful, fun assortment** that is intended to inspire a feeling of hope in creating a greener future.

We ensure that our price points are accessible, enabling average people to make planet planet-friendly choices and make **sustainability economically achievable**.

## CO-OP SUMMER 2015

During my graduate studies, I became conscious about the fact that finding your own professional path is not easy. It was not until I performed **extensive networking** with professionals from various industries that I had an **a-ha moment** where the clouds parted and I could see the **bigger picture clearly**. I realized I wanted to work for a small social enterprise. An organization where I could **gain hands-on experience in all aspects of the business**. Thus, I spent my summer working for R3volved, a small organization based in Toronto, where I could **learn a new set of valuable skills** and apply knowledge from the classroom in the real world.

Gained hand-on experience in **marketing, sales, and sustainability** | Contributed to the organization with a fresh **perspective** | Got a realistic idea of the **work environment** in a small organization | Had an opportunity to **ask questions** and understand the wheels of the organization | **Built a network** of contacts in the industry | Gained knowledge about my strengths and weaknesses | Integrated **sustainability mindset** into every **decision making process** | Comprehended how a causal **conversation** may lead into **new business collaborations** | Helped in day-to-day activities where I have learned the importance of **creativity** and **resourcefulness**

## DESIGN & PRODUCT DEVELOPMENT



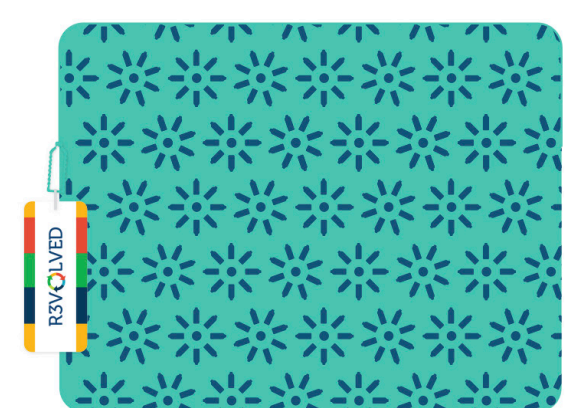
### GREEN BACK TO SCHOOL AN OPPORTUNITY & A CHALLENGE

Boston Consulting Group reported in 2014 that **responsible consumption products** account for 15% of all sales in nearly all retail chains in America, **making up 70% of total retail sales growth** in the US. Responsible consumption products represent a major area of profitable growth. And yet...

IF RESPONSIBLE CONSUMPTION PRODUCTS DON'T APPEAL BEYOND THE “GOODNESS” FACTOR, THEY WILL COLLECT DUST ON THE SHELVES.



New product design ideation | 2015 Product catalogue design development | Colour palette analysis | Textile design opportunities | New product **assortment development** for Back to School 2016 | **Innovative products opportunities identification** | Educational material design creation | Products spec-ing



## MARKETING & SALES #chooserecycled

Social media editorial calendar development | innovation lean campaign ideation | **Market research** | Target audience outreach | Media requests administration | **Evaluation of media opportunities** | **Awards submission identification and content** | **Quote requests** for marketing initiatives | **Evaluation of media opportunities** | **Budget control management** | Potential partnership research and ideation | Trade shows participation | PR asset administration | Educational material development

### CALLING ALL #R3SCHOOLS!

Is your school, organization, team, or community group looking for a new way to **fundraise** that also helps the environment? Partner with us to generate cash for your classrooms and clubs while being part of the global movement to **#chooserecycled** and keep waste out of landfills!



### #R3LAUNCH AT WALMART CANADA!

Prospect lead generation and outreach | **Ecommerce site administration** | Prospect meeting **preparation assistance** | Sell sheets development | **Logistics store walmart**

### GREENING BACK TO SCHOOL WITH WALMART

Avoiding **8.2MT CO2** emissions equivalent to taking 1.7 cars off the road. | Diverting **300,000+** plastic bottles from landfills, incinerators or the ocean. | Conserving **63.7L** of water, enough to fuel the average person for 34 days.

### #RECOVERED

New stock has arrived = waste has been recovered! Order your favourites today at special prices so you don't miss out when back-to-school arrives!



### #REMADE

Discarded water bottles? For sure. Forgotten pens? Why not? We recover waste to make goodies you can't resist.



### #RELOVED

Butterbush huh? Flippysizer fan? Tell us what you love and what you'd like next!



### #R3LAUNCH

You want our back-to-school best? Head to Walmart: your favourite recycled goodies are available across Canada!



## SUSTAINABILITY

As a social enterprise with an environmental mission, sustainability is embedded into our core business strategy.

### PRODUCTS

R3VOLVED products enable the **reduction of CO2 emissions, energy usage, and water waste** in the manufacturing process.

R3VOLVED's recycled products have a carbon footprint valued below zero, creating a **positive effect on the climate**.

R3VOLVED's **innovative packaging** is made of 100% recycled paper and recycled plastic blister films, and is printed with non-toxic vegetable-based inks.

R3VOLVED products are **recyclable** at end of life.

R3VOLVED products and packaging are designed to empower through knowledge, showcasing facts and an **iconic legend of recovered materials** in each item.

R3VOLVED purchases its source recycled material to ensure authenticity and reduce fraud, thus can **guarantee the recycled content** of all products.

R3VOLVED enforces **strict environmental compliance** and quality control by internally monitoring the manufacturing process of our products.

R3VOLVED's **commitment to transparency and accountability** ensure full disclosure of the supporting documents in our sourcing processes.



### PEOPLE

R3VOLVED **empowers consumers** to become engaged in green action through its digital, social, and media marketing initiatives.

R3VOLVED achieved **100% participation** by key suppliers with social and environmental compliance standards in 2015.

R3VOLVED is a diverse supplier and is **WBE Certified** as a women-owned business.

R3VOLVED supports women's business growth and **supplier diversity**, sourcing consistently from women-owned businesses.

R3VOLVED ensures the **social compliance** of its factories through direct observation and ongoing auditing.

### PLANET

R3VOLVED uses a **virtual office** infrastructure to minimize operational impact.

R3VOLVED **reduces GHG emissions** by actively encouraging telecommuting, public transit, and cycling as modes of transportation.

R3VOLVED business operations are **bullfrogpowered™** with 100% pollution-free, **renewable energy** source (excluding manufacturing).



## KEY TAKEAWAYS

**INNOVATION IS THE KEY TO SUCCESS | IT IS POSSIBLE TO ACHIEVE GREAT RESULTS WITH A SMALL BUDGET BY BEING RESOURCEFUL AND CREATIVE | ALWAYS STAY OPEN-MINDED BECAUSE YOU NEVER KNOW WHERE AN AMAZING OPPORTUNITY HIDES | VALUE YOUR CUSTOMERS' FEEDBACK | CLEAR COMMUNICATION BUILDS A MORE PRODUCTIVE ENVIRONMENT | CURIOSITY IS YOUR BEST FRIEND | TO MAKE A QUALIFIED DECISIONS LEARN ABOUT THE INS AND OUTS OF A BUSINESS FUNCTION | ALWAYS PAY ATTENTION TO DETAILS | YOUR TIME IS PRECIOUS, ALWAYS MAKE THE MOST OF IT | GO OUT OF YOUR COMFORT ZONE, IT IS WHERE THE FUN STARTS!**

**IF YOU'RE NOT BUYING RECYCLED PRODUCTS, YOU ARE NOT REALLY RECYCLING! CHOOSE RECYCLED & #ThinkR3volved**

