



Ian Cromack, Danielle Harrasymow, Andrea Sobie, Alain St.Onge and Christie Eng from The Good Planet Company.



Earth Day cake pops

# The Good Planet Company: Latest local business to join 1% For The Planet

The Good Planet Company is a proudly local store that provides quality, environmentally friendly, and ethically sourced products. The store goes beyond retail – they see themselves as a community hub for all things green. That’s what makes them such a great fit with 1% For The Planet, an alliance of businesses that understand the necessity of protecting the natural environment.

1% and its members understand that profit and loss are directly linked to the environment’s health, and they are concerned with the social and environmental impacts of industry. The Good Planet Company is the fifth Victoria business to join 1%; other existing members include Hemp & Company, Horne Coupar, Maple Leaf Adventures, Not Just Pretty Modern Clothing and Pathfinders Design and

Technology.

“I think David Brower (the late environmental advocate) really did say it best: ‘there is no business to be done on a dead planet’, yet businesses are profiting because they are using resources that are becoming increasingly rare and in demand, driving the price higher and higher,” says the Good Planet Company store manager, Andrea Sobie. “It’s our responsibility and mandate to support environmental organizations that are protecting and improving what is left so we can continue to thrive in this ever-changing world.”

Community Foundations of Canada, the Victoria Foundation’s membership organization, and 1% joined forces in an effort to engage more local businesses in environmental philanthropy.

Launched in 2002, 1% currently has

more than 700 company members donating one per cent of their gross revenues to a network of over 1,500 environmental organizations worldwide. These companies have one important thing in common – their commitment to a healthier planet.

It is important to the Good Planet Company co-founders, Ian Cromack and Alain St. Onge, that people understand that when they make a purchase they are making a difference, however small. Their concern for their community and the environment is something they know they share with their customers.

By partnering with 1% they are enabling customers to help the environment by voting with their wallets. In turn, environmental organizations receive much needed support.

At their in-store 1% membership

launch event on April 20, the store’s co-founders and staff were on hand to present the first donations to four different recipients: The Greater Victoria Compost Education Centre, LifeCycles, Habitat Acquisition Trust and The Land Conservancy.

“This is something we want local businesses to get excited about,” says Ian Cromack: “We challenge Victoria businesses to become 1% For The Planet members and help conserve and support environmental charities, locally or globally. One business can make a difference!”

Cromack’s business partner, Alain St. Onge, agrees. “If a small brick and mortar retailer can contribute to making the world a better place, so can you! The question is why aren’t you?”

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