

Purchase Power

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CIVIC LIFE TODAY | ISSUE #1



POINTS
OF LIGHT



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Civic Life Today

At Points of Light, we believe that the most powerful force of change in our world is the individual — one who makes a positive difference. The value of individual actions, no matter how small, can have an impact and change a life. Together, our collective actions are a force that transforms the world.

We live in extraordinary times, and the challenges facing our world have never seemed greater or more complex:

- Inequality has been spotlighted, and the outcry for greater social justice has soared.
- A global pandemic has caused a health and economic crisis.
- Climate change continues to remain unchecked
- Conflict, instability, poverty, and lack of opportunity has created the largest migration crisis in human history.
- New and old systems are being built, dismantled and rebuilt in real time.

The 21st century has already seen sweeping change led by the power of people. The advancement of technology accelerates our experiences. We are witnessing a significant shift in our civic culture, a revolution against apathy, marked by events and movements that

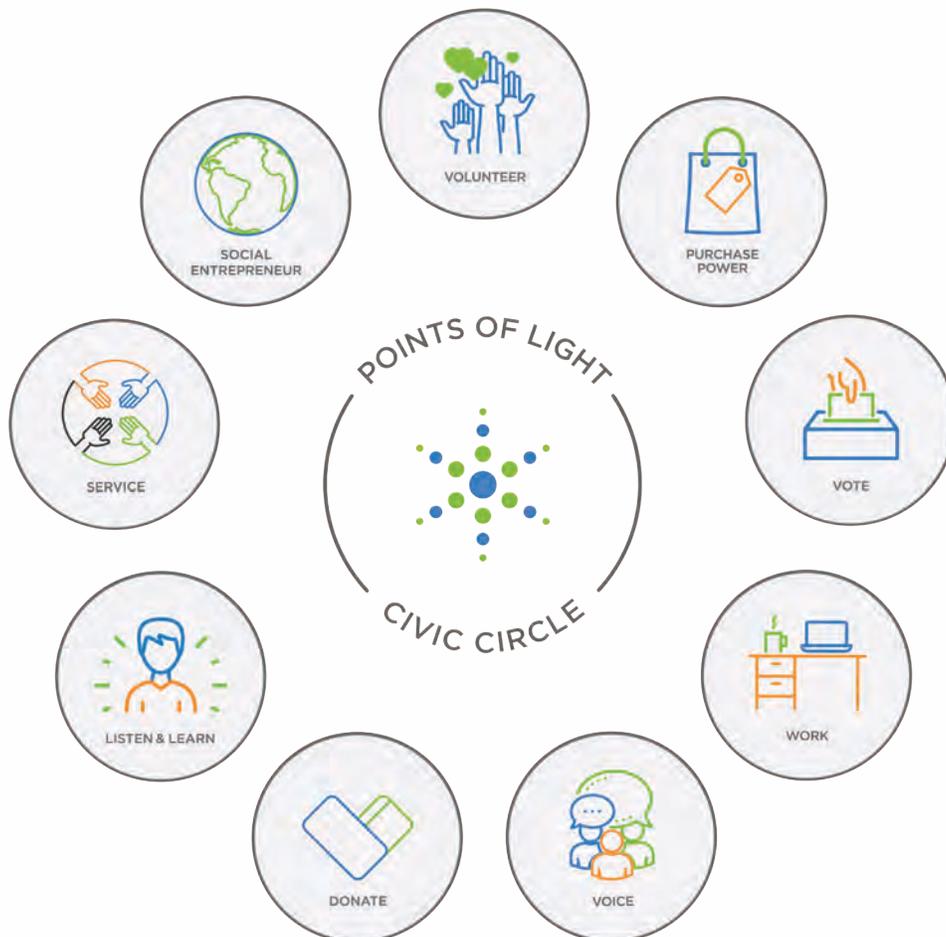
have altered the way we connect with and engage in our communities and our world. But what does this connection and engagement look like?

When we think about civic life today, we know that people want to live an integrated life that reflects their values. People who “do good” or want to “create change” don’t necessarily assign themselves traditional labels like “volunteer.”

Today’s engaged person may express their desire to do good through the purchases they make, in what they share on social media, where and how they choose to work, and what nonprofit organization to support as a volunteer or donor. Doing good comes in many forms.

We believe we are at the dawn of a new era that we are calling the Civic Century. It is an age when people become the driving force that transforms our world. When future generations look back on this time, they will see an era of sustained, meaningful civic engagement, fueled by a global community of people ready and willing to do good.

How will you help make your mark on the world?



What is “Purchase Power” and Why Does It Matter?

Picture this: you’re shopping online, you’ve filled up your cart, you’re about to hit purchase. Have you thought about the impact of what you’re buying? And not just on your own wallet – but the societal and economic impact of your purchase?

Purchase power is an individual’s ability and influence when they make decisions around spending or consumption of goods or services. These purchasing decisions may reflect their values or advance a social cause or issue. Buyers may deliberately purchase or avoid purchasing a product or service based on a company’s policies, social causes, size and scale, environmental footprint, and more.

Our buying decisions, and therefore our purchase power, touch nearly every aspect of our lives. From the food we eat, the clothes we wear, and restaurants we frequent, consumers make choices about who and what they support every time they open their wallets. **The products and services we buy impact our world economically, environmentally, and socially.** This is reinforced by the fact that responsible consumption and production is a [U.N. Sustainable Development Goal](#). Therefore, as consumers, it’s important for us to be more mindful of our own spending patterns and the footprint these decisions can leave on the world.

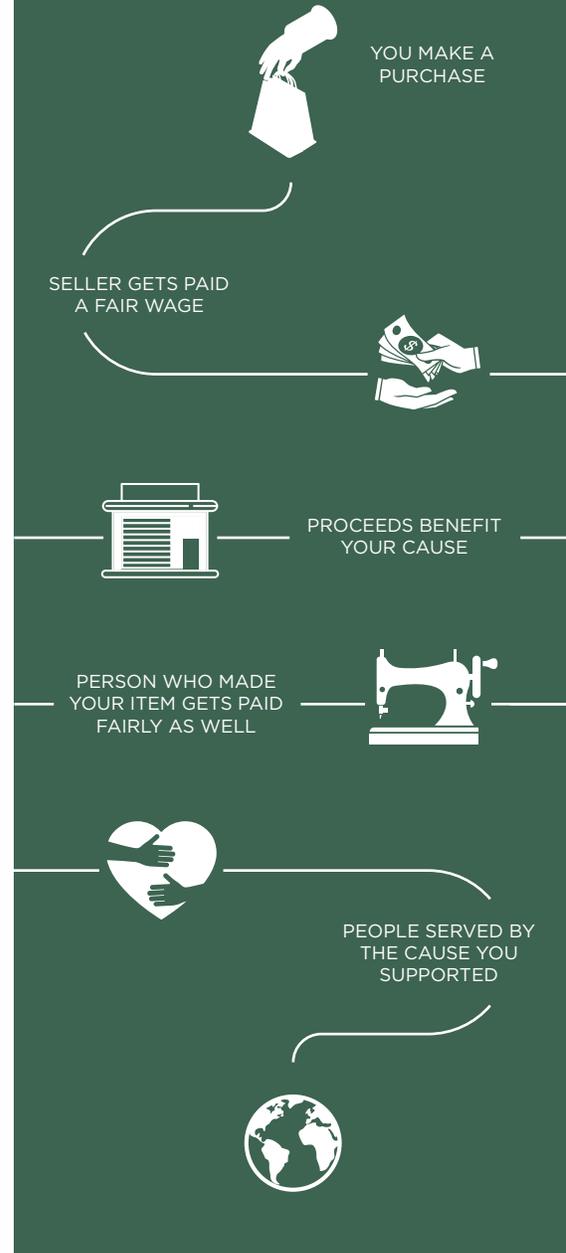
Being a *conscious consumer* means considering the entire lifecycle of that product, from its raw materials to what happens when that product reaches the end of its usefulness. How are the chickens that lay the eggs I buy raised? Can I recycle the packaging once I remove the product from the box? How is the hair dye my salon uses made? Taking a step back to consider how a product came to be on a store shelf (or in your online shopping cart!) – and then adjusting your spending habits based on this research – can make a transformative impact on the world and influence the companies you shop from.¹

Every time we shop, we vote with our wallets. Companies won’t spend time on products or services that don’t sell. Collective individual actions, in this case collective purchases or lack thereof, can influence companies in terms of how they bring their products and services to market, what those goods are, and even their community engagement strategies.

Points of Light recently released [research on civic engagement](#), and found that 41% of all adults and 59% of Gen Z have made buying decisions based on a company’s social responsibility. This type of influence is referred to as *consumer sovereignty*. There’s a ripple effect that takes place and it has power to bring change.

The many things you can take into consideration when deciding where to shop and what to buy can be overwhelming, so take time to identify the issues and values that matter most to you and start somewhere. It’s doesn’t have to be about overhauling your entire life. It’s about being more aware of what you’re buying and making small, incremental changes that will lead you to being a more informed and mindful consumer.

The Impact



The Privilege in Purchase Power

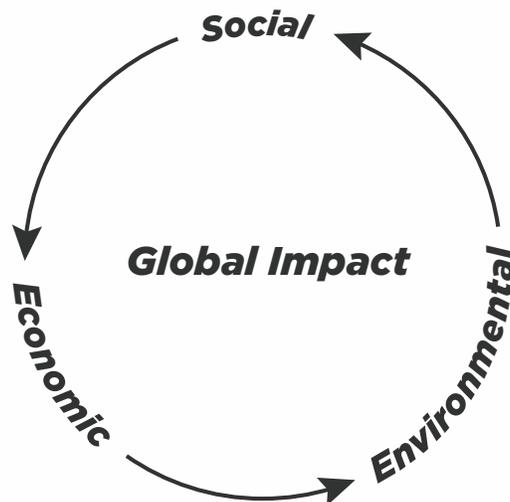
When discussing purchase power, it’s important to recognize that for many people, there is limited choice in where or how to shop. Reasons for this include the physical make-up of your community, lack of internet access, limited financial resources and more. There’s a privilege in having choices and exercising conscious consumerism.

Yet even when choices are limited, there is still decision-making power in these choices. And in those instances when the only action step we can take is to be more informed and share that information with others, this is still meaningful and has value. The person that lives in a food desert but advocates for greater variety in the grocery store or helps mobilize the creation of a community garden can leverage what they know about purchase power to make a positive change.



Taking a Deeper Dive

Purchase power is complex, and it shows up in our history and in our lives in many different ways. There are economic, environmental and social factors that inform our own lives, and therefore our spending patterns, which influence the businesses we buy from and in turn, their own practices. These factors are inextricably linked and don't exist in a vacuum. Economic decisions impact our world socially and environmental decisions impact our world economically. You can't talk about one factor without talking about the others. In this issue of *Civic Life Today*, we'll take a closer look at some examples of this interconnectedness to examine how purchase power can be a meaningful form of civic engagement.



Buy the Change You Want to See:

An Interview with Jane Mosbacher Morris

Founder & CEO, TO THE MARKET



Jane Mosbacher Morris is the founder and CEO of TO THE MARKET, a company that connects businesses to ethical suppliers around the globe. TO THE MARKET has worked with clients that include Target, Bloomingdale's and Dillard's. Jane is also the author of **Buy the Change You Want to See: Use Your Purchasing Power to Make the World a Better Place**. A new bonus chapter of the book was recently released, and it covers conscious consumerism in the COVID-19 pandemic.

In 2020, Jane was named one of Fortune Magazine's 25 World's Greatest Leaders because of her response to COVID-19. Her swift efforts to pivot TO THE MARKET to PPE production put more than a million masks, gowns and other PPE into the hands of frontline healthcare workers in the US.

As a leading expert in the field, we couldn't wait to sit down with her and learn more about how she became passionate about this work, and how she sees others taking action to do more.

Q. Where did your personal journey to “buy the change you want to see?” start? What sparked your passion? What initial steps did you take?

A. My career started at the United States Department of State, and I later served as the Director of Humanitarian Action for the McCain Institute for International Leadership. In both of these roles, I spent a lot of time in the developing world with women. The feedback I got from the people with whom I met was that the most important thing I could do to help change the power dynamics of marginalized communities was to support job creation and sustainment. In short, they told me that money equaled power.

When I studied market opportunities, I learned that the second largest economy in the developing world is the production of retail products (agriculture is the largest!). But unlike agriculture, which has seen significant supply chain investment from companies ranging from Starbucks to General Mills to increase sustainability and ethical labor conditions, retail manufacturing has not. In an effort to create and sustain dignified jobs for women while bringing more transparency to the retail industry, I founded TO THE MARKET. TO THE MARKET connects brands, retailers, corporations -- and consumers -- to retail products made in an ethical and sustainable way. It allows for organizations and consumers with purchasing power to harness this purchasing power for good

Q. What inspired you to write the book?

A. I wrote *Buy the Change You Want to See: Use Your Purchasing Power to Make the World a Better Place* (Penguin Random House, January

2019) to provide clear, accessible steps for businesses and consumers that want to make a difference. We all hope to make the world a better place, but so many of us feel powerless about how to do so. We get tripped up because we don't know where to start. So I wanted to highlight how we all have more influence than we think - and when you make purchases that align with your values, you are making a difference without even changing your daily routine. In the book, I break down simple choices people can make around common purchases in their personal and professional lives, like gifts, clothes (uniforms or swag), and coffee. Along the way, I share examples of ethical companies around the world, and how they've changed their local communities for the better.

Q. Consumers typically feel disconnected from where and how products are made. Why should we care about this?

A. There is a person behind every purchase. When you pull a product off the shelf, you're impacting the life of the talented maker who crafted your new purse, or the farmer who harvested your coffee. When we recognize the human impact of our goods, we're more likely to think more carefully about which products we choose. We're more likely to reach for purchases made by ethical manufacturers and suppliers so we can be sure that our hard-earned money goes toward creating safe, sustainable and fairly paid jobs.

Q. For someone reading this who might feel being a more conscious consumer is financially out of reach, what advice would you give? How can we do this without necessarily spending more money?

A. Most of us don't fully realize the extent of our purchasing power. The average American family earns about \$75,000 each year, and spends thousands annually on everyday purchases like food and household goods. The easiest way to make a change without a big financial stretch is to make conscious shopping choices around those everyday purchases. Focus on how you can be discerning about the products you already buy instead of taking on additional expenses. For example, most people buy coffee as part of their regular grocery shopping trips. You could switch out your usual coffee brand for a more ethical, sustainable brand that reflects your values. I love to brew my daily coffee with blends sold by women-owned farmers, because female economic empowerment is an important value to me. Conscious consumerism doesn't have to cost money -- and can even sometimes help you save! For example, buying in bulk reduces package waste and is usually more affordable. Bringing your own bag to stores keeps plastic out of the landfill and usually saves .05-0.10/bag depending on your state!



Leveraging Purchase Power to Create Social Change: Montgomery Bus Boycott

When a company or brand's practices come into conflict with consumer values, one way consumers will demonstrate their disapproval is by organizing a boycott. Boycotting is making an intentional decision to avoid purchasing a product or service with the intent to create a negative economic impact on the company, so the company will address the issue at hand. On the flip side, others will do the reverse and make purchases that support a particular company to support their stance. Often times this is done to counter a boycott and is commonly referred to as "buycotting."

The **Montgomery Bus Boycott** is an important historical example of a boycott that made a lasting contribution to the civil rights movement in the United States. On Dec. 1, 1955 in Montgomery, Alabama, **Rosa Parks** refused to give up her seat on a bus to a white passenger, a decision for which she was arrested. Days later,

the approximately 40,000 African Americans who represented the majority of the bus company's ridership boycotted the bus system. For the next year, these riders sustained the boycott and organized alternative sources of transportation, which caused a collapse of the bus company's revenues.

On December 21, 1956, the boycott ended when the Supreme Court of the United States upheld the decision of the Montgomery Federal Court that said having segregated seats on buses was unconstitutional. While the transition to an integrated bus system was met with challenges and even violence, the boycott of the Montgomery Bus System demonstrated that through a collective and sustained choice, in this case the decision to boycott the local bus system as a means of protest, utilizing purchase power can be an effective way to drive social change.





Three Year Plant-Based Foods Dollar Sales

Responding to the Effects of Climate Change: Rise in Plant-Based Food Consumption

The impact of climate change on our world has given rise to a closer examination of what we consume - from where our food is sourced to the challenge of single use plastics - and how those products impact our environment. The agriculture industry is front and center in this conversation with more than 70 percent of the world's freshwater used in agriculture production.² However, animal agriculture alone uses more of these natural resources and is responsible for 14.5% of all global greenhouse gas emissions.³ The rising awareness and advocacy around the impact animal agriculture has on the planet has led to increasing calls to action around eating more plant-based.

Since learning about the food pyramid as children, we've understood that eating more fruits and vegetables is good for our health. But it wasn't long ago that going to a restaurant meant having to browse the pasta or side salads to find meat-free meal options. Over the last decade, because of *collective and sustained choices*, there's been a steady increase in plant-based eating and about 40% of Americans are eating

more plant-based foods.⁴ Given these shifting trends, companies are taking notice and responding to the demand.

In 2019, the plant-based movement grew to be a \$4.5 billion industry with meat substitutes comprising a significant portion of this market share. In fact, that same year, plant-based food sales increased by 11 percent over the previous year, growing at five times the rate of all overall food sales.⁵ If you walk down the aisles of most grocery stores today, there are countless meat-free options giving consumers more choices. Even major fast-food chains are responding. A popular fast-food restaurant introduced the Impossible Burger to their menu in 2019 and the launch was one of its most successful in the company's history.⁶ Whether the reason for plant-based eating is environmental, health related or to support animal welfare causes, consumers are demanding more plant-based alternatives and companies are responding in kind.





A Continuing Crisis: The Use of Sweatshops to Produce Fast Fashion

On April 24, 2013, the Rana Plaza building outside of Dhaka, Bangladesh collapsed, killing more than 1,100 garment factory workers and causing a global outcry of concerns around sweatshop conditions. The investigation that followed the building's collapse revealed that the factory owners knew the building was unsafe yet ordered employees to continue working despite the risks.⁷

The use of sweatshop labor in the production of clothing is not new. The term sweatshop was first used in the 19th century to describe establishments in the tailoring trade.⁸ After a long history of such labor practices, the tragedy in Dhaka led to promises from many apparel

companies to ensure better working conditions and wages for factory workers.⁹ In the years since, there has been some movement to correct issues, but there is still a long way to go.¹⁰

So why has there been so little progress? One key reason is the lack of incentive to change. Thus far, there is little evidence to suggest improving sweatshop conditions has a positive financial impact on the brands, and by extension the factories that produce the clothing.¹¹ The power of consumer sovereignty can influence companies to make changes, but the absence of consumer demand can also slow progress. The future of sweatshop labor is a chapter yet to be written.



Want Versus Need: When Not to Buy (Or Not Buy New)

On the hit Netflix show *Tidying Up*, the host is famous for asking those looking to declutter their homes a simple question: “Does it bring you joy?” She’s referring to the accumulation of *stuff* people own and whether or not the items in question are worth keeping. However, it’s also worth asking yourself before you buy if you really need it in the first place.

Purchase power is just as much about deciding to reuse and repurpose as it is about deciding where, what and how to buy. Sometimes not buying is just as, if not more, impactful. Does the pair of shoes or television need to be replaced or could they be repaired? Is the item in question something I actually need and will use? While some may argue that abstaining from making new purchases hurts the economy and job creation, the repurposing of older items can create new economies.

On average, Americans produce more than 1,600 pounds of trash per person each year – higher than the average in other countries.¹² Could some of this waste have been avoided with different purchasing decisions?

A way in which consumers shop more responsibly is by buying second-hand. Thrift stores, consignment shops and antique stores help meet consumer needs – and wants – while saving an item from the landfill. The resale industry averages \$17.5 billion in annual revenue in the U.S. alone.¹³ In fact, many second-hand stores such as **Goodwill** and **Habitat for Humanity ReStore** have social missions, so you’re not only helping the environment, but your purchase also supports a good cause. So before making your next big purchase, perhaps consider the utility of that purchase or explore a “new to you” alternative.

conscious consumption



Did You Know?

The term “**boycott**” is named for Charles Boycott, a 19th century land manager in Ireland who was shunned and refused business by locals for evicting tenant farmers who couldn’t pay their rents after a bad crop.¹⁷

There are **30.7 million small businesses** in the United States that account for **99.9%** of all U.S. businesses.¹⁹

In the United States, women comprise **50.52%** of the population. However, only **19%** of all businesses with employees are headed by women but **36.1%** of all Black-owned businesses are headed by women.²⁰

Global retail sales projected by 2022: **26.7 trillion USD**¹⁴



70% of the world is fed by small-scale farmers.¹⁵

There are over **6,000 fair trade products** available worldwide.¹⁸

73% of global consumers say they would definitely or probably change their consumption habits to reduce their impact on the environment.¹⁶



Why Shopping from Black-Owned Businesses Makes an Impact that Matters

Kristy Alexander, Founder & Chief Big Heart, [Apple Rose Beauty](#)



Five years ago, I launched the organic skincare social enterprise, Apple Rose Beauty. Our mission is to employ human trafficking survivors and donate to organizations involved in their rescue and rehabilitation. A year before that, I met Apple and Rose, two human trafficking victims caught in the sex trade. Months before I launched Apple Rose Beauty, I learned that black women and girls are disproportionately victimized through human trafficking in the United States of America. I made it my mission to use my business to effect change in the lives of these women.

But, before I get too far ahead, I should probably introduce myself. My name is Kristy Alexander and I am a Black woman who started a business to serve the need I saw in my community. In that respect, I am not special. Studies, like the **2018 State of Women-Owned Business commissioned by American Express**, show that Black women are starting businesses at a rate of 3 times the national average and the vast majority of the businesses we are starting are as a result of a direct need we see in our communities.

While the accelerated rate at which we are starting businesses is great news, our ability to grow these businesses to the point where we can support ourselves and our families, as well as be a catalyst for real change in our communities, paints a not-so-great picture. Black women-owned businesses tend to remain micro-businesses, only attaining annual revenues of around \$30K USD. There are a number of reasons for this, and **reports like the one from the Federal Reserve Bank of Kansas City** delve deep into the socio-economic and historical prejudice that present major growth inhibiting factors. In a nutshell it boils down to this: many of us are the first in our families to own a business. We don't have traditional familial relationships with bankers or venture capital firms, and often the decision-makers in these institutions can't relate to the needs we are addressing in our communities nor the solutions we are proposing, so many of us resort to solely boot-strapping our business growth.

Boot-strapping is the process of using our own savings and funds received from the business itself to re-invest into the business to grow it. With the disproportionately low access to venture capital funding or traditional loans, Black-owned businesses rely heavily on those who directly patronize our businesses to keep the doors open. This is why it is important to shop with Black-owned businesses.

Recently, there has been an increased awareness in the U.S. and throughout the world of the inequities faced in Black communities, from healthcare to economics to the justice system. Many Black-owned businesses are seeking to use

business to directly turn the tide in our communities by providing jobs, education and healthcare benefits. In fact, I am a member of a mastermind group that regularly meets to brainstorm on ways to grow our businesses to the point where we can affect real, sustainable change in our communities. If racial equality and seeing a change in systemic inequities plaguing our Black communities is important to you, supporting Black businesses is a powerfully transformational place to start.

There are several places to get started, from online marketplaces featuring Black-owned businesses to local craft fairs and farmer's markets. When Black businesses flourish, Black communities flourish, and we all, as a nation and as a world, flourish.

About Kristy Alexander: At the peak of her decade-long career in engineering, business and management, Kristy Alexander left it all behind, selling her home and her belongings to embark on an 11-month, 11-country mission to travel the world including Central America, Asia and Africa. After working with human trafficking survivors in Asia, she returned to the U.S. and founded Apple Rose Beauty, a natural and organic beauty company with a big heart to employ human trafficking survivors and donate to organizations involved in their rescue and rehabilitation.

"I am so grateful for companies like Apple Rose Beauty who think about those of us who sometimes feel forgotten.

I now feel confident in both who I am and what I can do.

I am so grateful for every customer who purchases our skincare products because not only are they the best products in the world, but every bottle that is purchased provides meaningful work for someone like me."

Janine, Human Trafficking Survivor & Employee at Apple Rose Beauty



What Does That Mean?

Conscious consumer

Someone who looks beyond a label to understand the entire lifecycle of a good or service, including its social and environmental impact.

Consumer sovereignty

When individuals have the spending power to choose what to buy and influence what is produced.²¹

Boycott

Making a deliberate decision to avoid purchasing a product or service with the intent to create a negative economic impact that will lead the company to address the issue at hand.

Buycott

The opposite of a boycott, whereby consumers intentionally make purchases to support a company.

Sweatshop

A shop or factory in which employees work for long hours at low wages and under unhealthy conditions.²²

Fair trade

When producers in developing countries are paid a fair price for their work by companies in developed countries.²³

Fast fashion

Low-priced clothing that is brought to market quickly and copies fashion trends created by luxury brands or small, independent designers.²⁴

Shop small

Buying goods and services from small businesses versus national or global retailers.²⁵

Sustainability

The ability to meet current needs while not comprising the ability to meet such needs for future generations.

Carbon footprint

The amount of greenhouse gases and specifically carbon dioxide emitted by something (such as a person's activities or a product's manufacture and transport) during a given period.²⁶

Greenwashing

The act of a company giving a false impression of how environmentally friendly their products are.

Learning Library

Tools and Resources:



Carbon Footprint



Buycott



Black Wall Street



Good On You



DoneGood



TO THE MARKET



Green America



Ten Thousand Villages



Fair Trade Certified

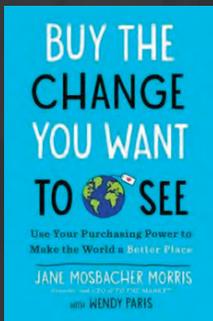
Learn More:

- [A Guide to Ethical Consumerism offers practical tips for being a more conscious consumer](#)
- [Socio-Cultural Trends 2020: Analysis & Insights on Consumer Sustainability, Intentions, & Insights](#)
- [The Elusive Green Consumer \(Harvard Business Review\)](#)
- [Unpacking the Sustainability Landscape \(2018 Nielsen Report\)](#)

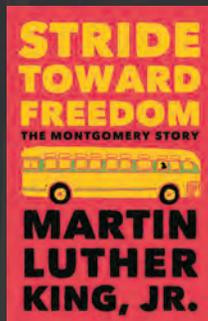
What to Watch:

- [Conscious Consumerism: Time to Shop and Live Our Values \(TEDx Talk\)](#)
- [Ethical Consumerism and the Power of Having Choice \(TEDx Talk\)](#)
- [The Good Place \(TV Show\)](#)

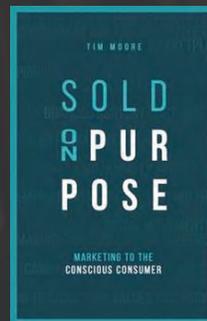
The Book Nook:



Buy The Change You Want To See
Jane Mosbacher Morris



Stride Towards Freedom: The Montgomery Story
Martin Luther King, Jr.



Sold On Purpose: Marketing to the Conscious Consumer
Tim Moore

Youth and Family Corner: Making Purchase Power a Family Affair

Our relationship to and with money is typically introduced to us by our family, and the basic tenets or values of that relationship are passed on. Talking about money can be seen as taboo in our society, so discussing how your family spends money may be a little scary at first. However, talking about how your family can use its purchase power to support causes and issues you care about can bring you closer; it can also help younger family members learn valuable lessons about how using their earnings can make a big impact on the world. Here are some things to ask your family:

What issues do we care about as a family?

What do we spend most of our money on?

Are there any companies or brands that care about the same things we care about?

How does purchasing from them work within our spending plan?

Here are some examples of how your family can plan to spend your money based on what's important to you:

Buy from clothing companies that use organic and recycled fabrics.

A clothing company uses eco-friendly materials and [pledges 1% of its sales](#) to support environmental causes.

Buy from brands that pledge to support food banks or programs that feed those in need through your purchase.

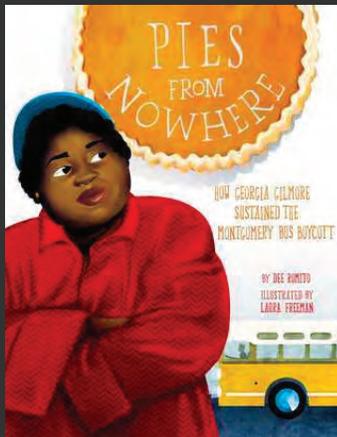
A food production company [pledged \\$1 million](#) in cash and product donations to address hunger-relief efforts in the wake of COVID-19.

Buy from companies that pledge funds to an organization that is making communities more equitable.

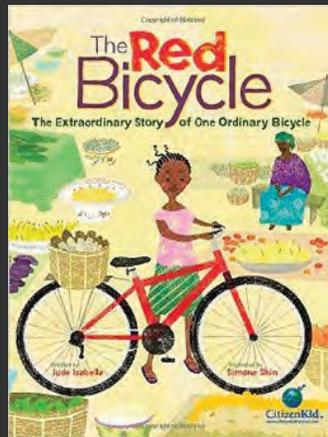
A toy company [pledged to donate \\$4 million](#) to organizations supporting black children and educating all children about racial equality.

Family Friendly Books

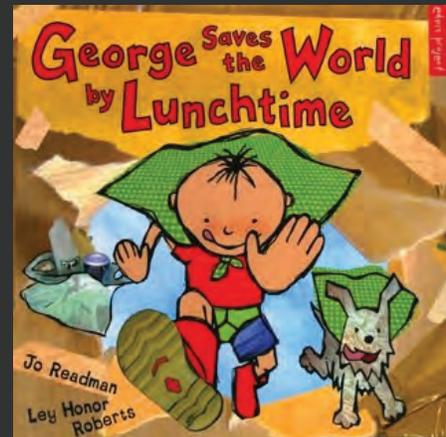
There are many family friendly books that talk about how purchase power has helped causes and supported others. Here are a few:



Pies From Nowhere
Dee Romito



The Red Bicycle
Jude Isabela



George Saves The World
By Lunchtime
Jo Readman



Continue the Conversation

How do your friends, family and colleagues think about their own purchase power? Explore the ways in which you and others can leverage your purchase power to support what matters most to you. Here are some discussion questions to get started:

Do you consider how a product is made or a company's social responsibility when deciding where to shop? Why or why not?

Think about the businesses you frequently shop from. Do these businesses tend to be large, global companies or small, local businesses? Why?

What issues, causes or values matter most to you when deciding what to buy and where to shop? How are these values reflected in what you choose to purchase?

Have you ever boycotted a company? If so, do you consider the boycott successful? Why or why not?

Are there any recent purchases you've made to replace an item you already owned? If so, did you consider repairing the item before replacing? Why or why not?

Civic Life Journey: Personal Action Plan

Do you want to leverage your purchase power to support what matters most to you? Use this worksheet to develop your own personal action plan! By going through each question, you'll discover businesses that match your values and identify up to three action steps to take when considering future purchases. Families are also encouraged to do this exercise together.

What do your current spending patterns look like?	
What businesses do you regularly shop from (brick-and-mortar and/or online)?	What specific brands do you frequently purchase?

Thinking about your own purchase power, what do you care about? Circle the 3 issue areas that most interest you.	
<ul style="list-style-type: none"> • Locally Made • Environment • Climate Change • Racial & Social Justice • Diversity, Equity & Inclusion • Civil & Human Rights • Adult or Youth Education • Hunger • Fair Trade • Women & Girls • Philanthropic or Social Mission 	<ul style="list-style-type: none"> • Animal Welfare • Fair Wages • Labor Conditions & Practices • Child Labor • Waste Reduction • Sustainability • Health & Wellness • Agriculture • Black or Minority Owned • Other: _____ • Other: _____

Discovery: Does what you care about match what you buy?
<p>It's time to do a little research. Where do the companies and brands you frequently purchase from stand on what you care about? Use the resources and tools in the Learning Library to help you get started.</p> <p>(For example, if you care about fair wages and labor practices, does the clothing store you shop from use sweatshop labor?)</p>

How does what you care about compare to what you discovered about the companies and brands you frequent?

List the companies or brands that align with what you care about.

List the companies or brands that don't align with what you care about.

It's time for a little more research. Identify up to three businesses or brands that do align with what you care about.

Did your research reveal any misconceptions or surprises?

What else do you want to learn?

What could be potential barriers to making changes to your purchasing decisions?

Challenges

Solutions

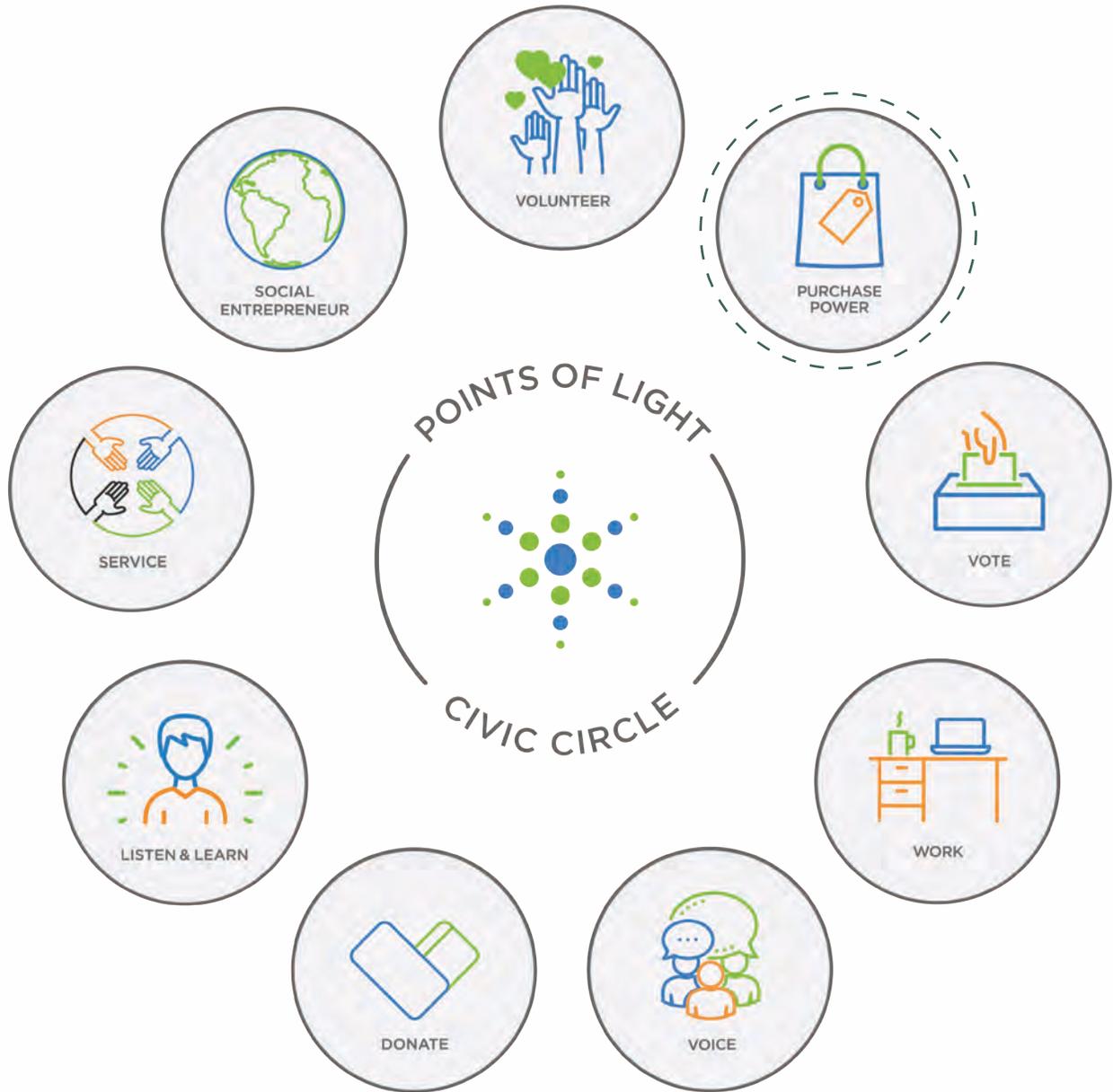
What three new actions will you take related to your own purchase power over the next six months?

(Get creative and make sure your action steps align with what you care about. And remember, sometimes a next step may be to rethink a particular purchase)



Appendix

- ¹ <https://growensemble.com/conscious-consumerism/>
- ² <https://blogs.worldbank.org/opendata/chart-globally-70-freshwater-used-agriculture>
- ³ <http://www.fao.org/news/story/en/item/197623/icode/>
- ⁴ <https://www.agrinews-pubs.com/2020/03/22/plant-based-eating-trend-growing/a3qts5/#:~:text=DECATUR%2C%20Ill.,to%20a%202018%20Nielsen%20Report>
- ⁵ <https://plantbasedfoods.org/2019-data-plant-based-market/>
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Points of Light is a global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through affiliates in 200 cities across 37 countries, and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 14 million hours of service each year. We bring the power of people to where it's needed most.

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