

1% FOR THE PLANET

1% For The Planet is an international organisation whose members contribute at least one percent of their annual sales to environmental causes, with the aim of putting people and the planet over profit; tackling our planet's most pressing environmental issues.

Their mission is to "build, support and activate an alliance of businesses financially committed to creating a healthy planet."

The money contributed by 1% For The Planet members is then distributed to non-profit organisations that protect our planet, as well as encouraging sustainable methods of energy production.

The initial idea for 1% For The Planet was simple: because companies profit from the resources they take from the earth, they should also protect those resources.

This was the ethos of Yvon Chouinard (founder of Patagonia) and Craig Mathews (founder of Blue Ribbon Flies) when they created 1% For The Planet in 2002 - and in the process started a global movement.

The Better Business Network are committed to donating 20% of all membership fees to impactful organisations, including 1% for the Planet, who we provide milestone donations to every year.

USEFUL LINKS

- 1% For The Planet: <https://www.onepercentfortheplanet.org/>
- 1% For The Planet directory: <https://directories.onepercentfortheplanet.org/>
- Betternotstop's 1% FTP profile: <https://directories.onepercentfortheplanet.org/profile/betternotstop>

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