



GREEN BUSINESS NEWS

THE LATEST FROM OUR GREEN BUSINESS NETWORK™ OF SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE BUSINESSES

GreenBusinessNetwork.org + Find green companies in our National Green Pages™ greenpages.org

GreenDeals.org: “A Green Groupon”

Fans of deal-of-the-day sites such as Groupon and LivingSocial now have an environmentally friendly option for great deals. Green America and our partner Q4 Marketing have launched GreenDeals.org, an e-newsletter and Web site that provides people who care about good bargains and going green with daily deals from local and national online green companies.

Over 100,000 people are already signed on to Green Deals. All participating companies are approved members of Green America’s Green Business Network™ and meet our strict standards for social and environmental responsibility in their policies, practices, and products.

Recent deals have included discounts on organic chocolates, green cleaning supplies, and environmentally friendly water bottles. Green Deals also features tips on green living, sweepstakes, and other offers from approved green businesses.

“Green Deals helps Americans who want to live a green life save money,” says Green America executive director Alisa Gravitz. “From household necessities to great gift ideas, Green Deals provides terrific products from businesses that have been screened by Green America. Good green deals—no greenwashing here!”

Contact: Visit GreenDeals.org for a new green deal every day and to sign up for the Green Deals e-newsletter.

Honest Tea: 100% Fair Trade

Honest Tea™, an organic bottled tea company, announced at the end of 2010 that it will be making all 28 of its teas Fair Trade Certified™.

The company launched its first Fair Trade tea, Peach Oo-la-long, in 2003, and it has continued to expand its Fair Trade offerings. Prior to the announcement, more than



courtesy of SELF

In cooperation with the Solar Electric Light Fund™, local technicians install solar panels on a Partners In Health clinic in Haiti.

two-thirds of its tea products were Fair Trade Certified. The company plans to achieve Fair Trade certification for all of its teas in 2011.

“We’re excited to expand our commitment to Fair Trade as a way to help ensure the people who are picking and processing our tea leaves are earning a fair wage in third-party-monitored working conditions,” said Seth Goldman, president and “TeaEO.”

Contact: 800/865-4736, HonestTea.com.

SELF Brings Solar Power to Haiti’s Devastated Areas

In response to the earthquake that crippled Haiti in 2010, the Solar Electric Light Fund™ (SELF) has teamed up with several organizations to accelerate the solar electrification of hospitals, clinics, schools, and other critical areas in Haiti.

In particular, SELF is working to electrify all ten Partners In Health (PIH) clinics in Haiti. Started in Haiti, PIH runs a network of free clinics for the poor around the world. Most PIH clinics in Haiti have been powered by

costly, polluting diesel generators.

The Clinton Bush Haiti Fund has committed up to \$500,000 to SELF’s project with NRG Energy to electrify 11 schools, a fish farm, irrigation systems, and more in the community of Boucan Carré. SELF has also received a \$1.5 million award from the Inter-American Development Bank to help the Haitian government to solar electrify five community centers and provide solar street lighting for transition camps to reduce violence against women.

“While Haiti is tormented with many urgent problems, one thing it is blessed with is an abundance of sunshine,” says Bob Freling, SELF’s executive director. “Solar has helped fill a short-term need in terms of providing power for PIH’s relief efforts. Over the long-term, solar energy can serve as a foundation for a robust and sustainable energy infrastructure in Haiti, improving the health and well-being of its citizens.”

SELF has facilitated solar electricity projects in more than 20 countries.

Contact: To donate to SELF’s work in Haiti, call 202/234-7265 or visit SELF.org/Haiti.shtml or SELF.org/holdon4haiti.shtml.