



A
Designer's
Guide to
ECO-preneurship
by Jenny Doré

**Profit from a business that
heals the environment, builds
local communities, and feeds
the growing green demand**

Introduction

- What is Ecopreneurship?
- How to use this Guide

1. Define your niche

PAGES 8 - 16

- Product & Packaging Materials
- Earth-Friendly Services
- Physical & Digital Workplaces

2. Join the movement

PAGES 17 - 23

- Discovering Shared Values
- Environmentalism & Equality
- Meeting the Makers
- Donating, Volunteering
& Grass Roots Projects

3. Nature Inspired Brands

PAGES 24 - 49

- Personality, Values & Mission
- Creating a Nature-Inspired Logo
- Nature Colour Theory & Palettes
- Perfect Typography Pairing
- Social Media Planning

4. Website Design

PAGES 50 - 75

- Setting Your Website Goals
- Irresistible Lead Magnets
- Energy-Efficiency Online
- Images and Illustration
- Using simple Infographics
- Earth, Air, Fire & Water:
natural website structures

Resources

PAGES 76 - 79

- Useful Links
- More great Ecopreneurs

Introduction





"Ecopreneurs are entrepreneurs whose business efforts are not only driven by profit, but also by a concern for the environment"

GYWN SCHUYLER

With the widespread recognition of the climate crisis and many other environmental concerns, consumers are now flocking towards planet friendly products and services.

There will never be a better time than now to profit from a business that heals the environment, builds local communities, and feeds the growing green demand.

Which route will you take?

Tackling deforestation and ecosystem destruction

Conserving resources and achieving zero waste

Protecting marine life, and reducing ocean pollution

Recycling, upcycling, and eliminating single use plastics

Reducing carbon emissions

Protecting endangered species



Look out for the bees...

They're telling you it's time for action!

This book contains friendly, bite-sized hints to get your creative juices flowing, and essential steps to throw your ideas into shape. I will show you how to bring your ecopreneurial passions to life, with a brand identity and website with undeniable impact.



CALL TO ACTIONS

These are exercises designed to help you define and plan your ideas. Only skip the ones that are not relevant for your business.

These are external website links, leading you to read about great ideas from your fellow ecopreneurs.



Chapter 1

Defining Your niche

Earth-friendly products

If you make or market products, and you're reading this, it means you aspire to a high environmental standard for your goods. Here are some ways of getting there:

Going Organic

Look for 'Soil Association' approval when choosing your ingredients and materials - (you'll also find a link in the back of the book). "Organic" refers to products that are made without the use of harmful pesticides or man-made fertilizers - like Botanicals:

Click the green boxes to explore initiatives by your fellow Ecopreneurs!



Sourcing Locally

Sourcing what you can from local vendors gives you far more clarity about the supply chain, and will eliminate transport emissions.

Read more about supply chains on page 14 - and ways to spot whether your supplier's values are in line with yours.

Cruelty Free

In order to use ingredients that have not been tested on animals in the manufacturing process - you can check for the Cruelty Free International 'Leaping Bunny' logo, or PETA approved organizations - like Method Home:



*We don't
need a handful
of people doing zero
waste perfectly, we
need millions doing
it imperfectly!*

Renewable Resources

These are materials that are easily regrown and replenished - without causing damage to ecosystems.

Bamboo is a good example - the fastest growing plant in the world!

Hydro Phil create lovely bathroom products using renewable materials:

Trash into Treasure

Recycling is the breaking down of waste into component materials that can then be re-manufactured.

Upcycling is even better - it involves putting a waste product to an entirely different use. Have a look at these great waste-free cosmetics:

Circular Economy

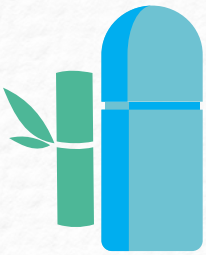
Some companies take responsibility for a product at the end of its life by offering a packaging or product "return scheme" to their customers, check out this in action with MUD Jeans:

Check out all the ways a Circular Economy works on page 12.

Responsible Packaging

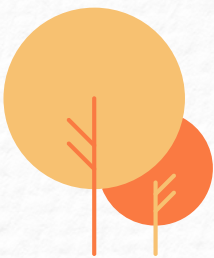
Waste from packaging ends up in landfill or the ocean, and creates greenhouse gases. Look for biodegradable, compostable, and recyclable alternatives to single use plastic. Read how Foxcombe Bakerhouse package their products:

Earth-friendly materials for your products and packaging



Bioplastics

Bioplastics are made from plants or other biological material - instead of petroleum. For example deodorant brand, Nuud, package their products in a sugarcane bioplastic tubes:



Sustainable forest paper and wood

This refers to items that have been certified by the Forest Stewardship Council (FSC), who ensure that the trees used are responsibly harvested - like furnishing company, Bolia:



Recycled plastics

Recycling plastics means fewer can pollute the environment. Rothys have recycled and transformed more than 60 million plastic water bottles into household items:



Organic fabrics

Using organic fabrics can help protect the environment from harmful pesticides and chemicals that affect wildlife. Two Sisters Textiles use Fair Trade organic cotton and linen:

What is a Circular Economy?

A circular economy aims to re-use, repair, re-furbish, and recycle products with the aim to minimize the use of resources, and reduce the creation of waste, pollution and carbon emissions.

OK, BUT WHAT'S A "LINEAR" ECONOMY?

A linear economy is a one-way street from raw materials to disposal that is not overly concerned about how materials are sourced, and what happens to them after they have been used.

Imagine the waste!



RAW MATERIALS

Product materials from renewable or recycled sources - protecting the environment, and supporting local communities.

MANUFACTURING

Products that have been manufactured to last, creating less waste, minimal emissions, and transported using renewable energy.

DISPOSAL

Used products are recycled, composted, or returned to the manufacturer for refurbishment.

LIFESPAN / USE

Re-using, repairing or sharing products where possible. Consumers are encouraged to partner with each other and suppliers.

Earth friendly services

If you are in the services sector you can still be an Ecopreneur!

Commuting

We all know that the way you travel affects the environment. So choosing energy-efficient solutions such as public transport can make a real difference. Co-working spaces and home office networks are becoming the new normal.

The office workspace

Even a traditional office can still contribute, by implementing robust recycling initiatives, minimizing paper use, sharing resources and switching to green energy suppliers.

Digital detox

Stored data on the web requires power. The more memory you take up, the bigger the draw on the server. We can be economical with what we keep on the cloud, and choose web hosting from renewable energy sources.

To learn more about creating a "lite site" that puts these ideas into effect - see pages 54-56

Credit where credit's due

With all these things in place, why not get credit for your green activities? Environmental credentials are very attractive to customers. You can be certified for all kinds of sustainability efforts - even better if you are also engaging in offsetting, or have achieved carbon neutrality.



Environmental consciousness through the supply chain

From the source to the customer, Ecopreneurs are involved in all parts of the supply chain.



Manufacturing

Responsible manufacturers seek to minimize or eliminate their pollution and emissions.

These companies can gain accreditation by an external auditor - for example B Corp.

Highest pollution risk

Retailing

When selling through third party retailers - ensure their philosophy is in line with yours. Have they also considered the environmental impact in the supply chain?

Risk by association

Raw Materials

How materials and ingredients are sourced is very important. There's always an option to use a renewable or recyclable alternative, or one which is certified as cruelty free.

Highest ecosystem risk

Transport

Ecopreneurs opt for local sources and solutions for their materials where possible. Otherwise you may consider sharing transport routes, or offsetting your emissions.

Highest carbon risk

What is Carbon offsetting?

Carbon offsetting is the act of compensating for your carbon emissions, through funding third party activities that reduce them.

CARBON IN DAILY LIFE

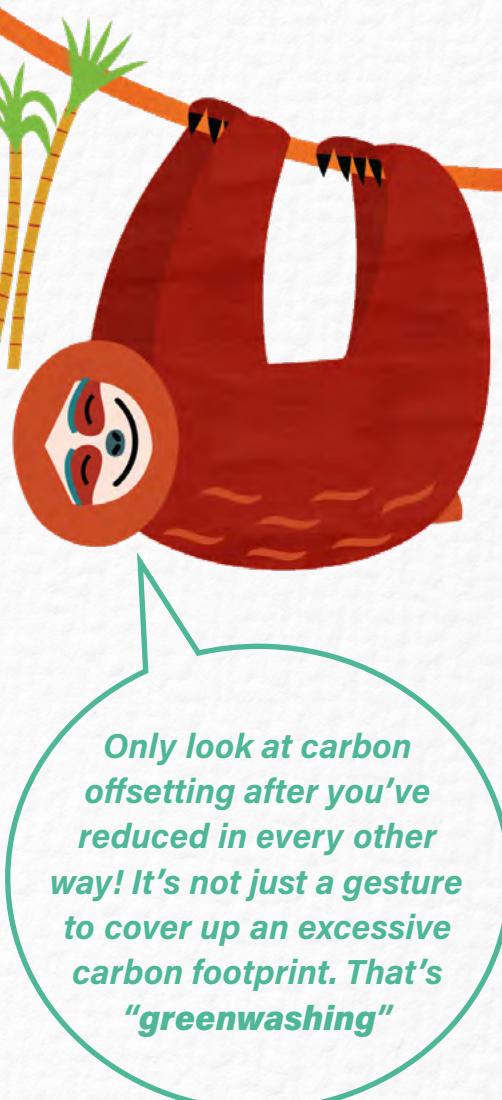
CO₂ is a by-product of burning fuels to provide energy. We need energy to do everyday things like travel, surf the internet, grow food, power our homes, and manufacture products.

THE CARBON FOOTPRINT

Use a carbon footprint calculator to determine how much carbon you are using over a period of time. It can be used for one-off trips, projects, or monthly activities.

CHOOSING A PROJECT TO OFFSET WITH

The ideal project to support financially will be one that is both meaningful to you, and most effective in CO₂ reduction. There are a huge range of initiatives including carbon sequestration, biodiversity protection, reforestation and empowering impoverished communities.



Only look at carbon offsetting after you've reduced in every other way! It's not just a gesture to cover up an excessive carbon footprint. That's "greenwashing"



CALL TO ACTION


Environmental action planning

Credit where credit's due...

- List the ways you are already reducing
- What other reduction activities could you realistically implement?
- List the actions that are required to make them happen

Certification

There are some "go-to" places for gaining certification for your positive actions. Try The Planet Mark for smaller businesses, or B-Corp if ready for the gold standard in the accreditation world:



Chapter 2
**Join the
movement**

Aligning with a cause

Pitch your tent with people who share your philosophy, and gain the approval of your customer base at the same time. Here are some ways of doing it:

"Buy 1 Give 1" donations

This is popular method of giving back! In essence, for every sale the company will donate similar items to a charity, community, or a person in need. Have a read how Power a Life empower children with solar lights:

Donating unsold stock

Waste materials that end up in landfill peak during January each year - yet 80% of consumers say they would prefer to buy from businesses that donate unsold stock! Have a look how Re-Fashion Guide does this:

Bees, Trees or Seas?

To be an advocate for a cause we love, we can harness one that speaks to us, and that our business can support through volunteering or fundraising. Alongside other earth friendly practices 'Sea Salt Cornwall's' staff participate in many voluntary activities, like beach clean-ups.

Donating a % of your profit

This demonstrates that you give back to the community, and are in business for more than profit. Such contributions can qualify for tax deductions - which can be pretty important to a small business watching the bottom line. See this in action with Elephant Gin:



Meeting the Makers

Traditionally-made outfits and accessories that so many of us love usually owe their existence to an indigenous culture. Indigenous artisans are known for their spiritual connection with the natural world, often reflected in their designs. By introducing your customers to your makers, you are giving your customers real value. The more open and honest you are about where and how your products are made, the more your customers will trust you. It's important to give the artisans who made a product credit, and to give them a platform to tell their story from their cultural perspective. This link from [Hiptipico](#) respectfully and accurately tells a story about each of their artisan partners: the materials, traditional techniques, and the symbolism behind their craft.

Environmentalism and equality

I think we can all agree that we cannot be environmentalists without being social equality advocates!

Standing against discrimination

It is important for ecopreneurs to ensure their organisation takes a strong stand against any form of discrimination on the basis of ethnicity, disability, gender, pregnancy, sexual orientation, appearance, religion, social status or age. This means having a policy in place to support equal opportunity and to encourage both learning and progress around equality and diversity. A practical measure is to ensure our company material includes a firm statement on recruitment practices and social equality, and to demonstrably act on those principles.

The International living wage

It's important to have full transparency of how individuals in the supply chain are treated. This enables us to determine whether worker rights are respected, living wages are paid, and people work under safe conditions. However, simply raising wages may not always be the answer. If producers are working on a tiny profit margin, immediate wage increases may put them out of business. We have to treat each case carefully! Living Wage Foundation shows us what it takes to get accredited for our stand in the UK. Global Living Wage is a great information source about living wages around the world.



CALL TO ACTION

So, what's important to you?

Think hard about some of the things we've just been through. Which ones have the most resonance for you, and which ones are relevant to your business? Going through the steps below will also help you with the next - creating your corporate responsibility statement.

What are the brand values at the heart of your business?

eg: Fair Trade Fashion

1. _____
2. _____
3. _____

What is your purpose, cause or belief?

- To inspire change?
- To solve a problem?
- To fund a cause?

How will you realize your mission?



Your Corporate Responsibility Statement

Sounds boring, but it's important! Now you've thought about your core values, and how to put them into practice, you have most of what you need to make a statement. A responsibility statement is important as part of your business, as it shows stakeholders that you are serious about sticking to the best possible practices from day one. Transparency attracts customers who want to know what's going on beneath the surface. They want to support brands that are committed to people and planet, and who are constantly looking for ways to improve.

CALL TO ACTION

Mapping out Your corporate responsibility statement



Click this link to see a perfect example by Hiptipico - the artisan group I talked about earlier.

Where to begin:

- Document your supply chain - all the way back to your raw materials.
- Build close relationships with your suppliers.
- Find areas where you can have a positive influence.
- Show customers transparency on strategy, targets and policies.
- Update regularly, and stay committed.
- Display your certification

Chapter 3

Discover the nature of your brand

Planning your Brand Strategy for Undeniable Impact



MISSION

A strong brand has clearly defined goals, both conceptually and in business. You need a mission statement to crystallize these goals and, in a few words, define what you are really about. See the next Call To Action to build a short, powerful statement.

VALUES

Environmental and social values have become increasingly important to customers. We have asked you to think about the values at the heart of your business - now it is essential to define them clearly, make them visible, and demonstrably follow through on them.

PERSONALITY

Great brands have strong personalities, usually reflecting those of their creators. This overall feel will carry through into all aspects of your brand - the language, typeface, logo, website - everything! So it's important to think about the image you want to project, then make it consistent across all of your platforms.



Using nature to inspire your identity

Organic shapes are automatically pleasing to our eye and relate to patterns that people inherently know - we *intuitively* connect with them. "Biomimicry" is the use of observations from nature to inspire human designs, appearing regularly in architecture, engineering, fashion and many other walks of life. So how can a brand be built to reflect the natural world? In this section I will show examples of how the four elements - Earth, Air, Fire, and Water, can be used to find simple shapes, colours and textures to build a brand identity.





CALL TO ACTION

Some important questions about your brand...

Getting to know your audience

- What are their aspirations?
- What challenges do they face?
- What other brands do they like?

Your unique selling point

- What makes your company different?
- Why should people buy from you?
- How do you improve your customers' lives?



CALL TO ACTION CONTINUED

Writing a mission statement

The key is to be simple and concise. Can you embody, in just one short paragraph, what you intend to bring to the customers, and the values you will employ along the way?



Brainstorm the most important points you want people to know:

- The primary product or service on offer
- Intended customers
- Brand personality
- Environmental values and credentials

The tricky part!

Try prioritizing these points, most to least important.

Then simplify the essential ones into a single paragraph.

Some examples:

"Hiptipico is an ethical fashion brand, based in Guatemala, showcasing Maya artisans. Every creation is thoughtfully handcrafted by indigenous communities, using high-quality sustainable materials."

"Patagonia build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis."

"Sweetgreen: Inspiring healthier communities by connecting real people to real food."



Your logo introduces your brand to the world...

...so it's important to get it right! You may want to entrust this task to a graphic designer, unless you are one yourself. But before you do that, it is helpful to consider what you want to convey. We can look to nature to find beautifully functional design solutions for logos with true communicative power. In the next few pages I have grouped a few examples under the four elements as defined by the ancient world: Earth, Air, Fire and Water. Let's brainstorm the symbolism and personality that resonates with each...



Earth



Air



Fire



Water

Personality and Symbolism

Which of the 4 elements reflects your vision?



Earth

Is your brand's persona down to earth? sincere? nurturing?



Air

Is your brand's persona daring? imaginative? innovative?



Fire

Is your brand's persona rugged? passionate? spontaneous?



Water

Is your brand's persona healing? charming? sophisticated?



Choosing the style of your logo

What is the nature of your business?



You can vary a logo stylistically according to the image you want your business to project. I used the one of the Earth motifs - (the bee!) - to show some possible variations.

Note the different font pairings too. Making the right choice of typography will not only affect your logo, but your whole brand, as we'll see in the Website section.



CALL TO ACTION

Time to try out some logo ideas

I hope our tour through the 4 elements has inspired you to think about your own logo! If so, before we talk about fonts and colour palettes, it's worth sketching a few simple logo concepts.

Here's an example:

Does one or more of the 4 natural elements reflect your vision?

- Which of the logo design styles fits your brand best? Bold? Contemporary? Fun?
- Which words are an absolute must to include?
- Now sketch out a few alternative ideas!



Typography

The three main font categories are shown opposite. There are no rules on finding the right fonts for headings, sub-headings and body text. It's an art form, and somewhat intuitive. Only you can ultimately decide whether your typography is right for your brand message .

You might want to take advice on this from a designer, or have a go yourself. If you're taking the do-it-yourself route, there are websites that can help you make the right choice, and pair the right fonts together - as seen on the following page.

Sans Serif is a smooth, friendly typeface without embellishments or detail. It is widely used in bulk text, and creates an informal, yet contemporary vibe.

TYPEFACE: RALEWAY

A Serif typeface has a small projection at the end of letter strokes. It's also widely used in bulk text, and creates a classic, academic or luxury feel.

TYPEFACE: ALICE

Script typefaces mimic styles of handwriting. They are decorative, and best used sparingly for a personal touch, captions and signatures.

TYPEFACE: SIMPLICITY

Font pairing

"Font pairing" is the selection of styles that go together, but have different roles. Despite font pairing being largely a matter of intuition, the goal is to select those that complement a theme, and have a pleasing contrast. Great brands ensure fonts synch up across all their branding and platforms.

Example of font pairing from my portfolio:



Headline: one of my favorite Serif typefaces, Alice.

Subhead: a very popular Sans Serif, Montserrat.



CALL TO ACTION

Find the perfect font pairing for your brand

Use your mission statement while experimenting, so you get a clear visual idea of what feels best for your content.

Try out these helpful font generators

Canva is a great DIY graphics platform for non designers. Use the link to browse their font selection - choose your favourite, and they will suggest complementary pairings.

Font Joy is an advanced resource where you lock a font that you like, while flicking through suggested pairings. The font names link to 'Google Fonts' - where you can activate the style on your device.



W a v e s

ocean plastic pollution

ABRIL FATFACE | POPPINS

Garden to plate

Workshops for the Wild at Heart

ARIMA MADURAI | OPEN SANS

Achievements

Kinder to our World

PHILOSOPHER | OPEN SANS



Natural colour schemes

Great brands think beyond preference when it comes to choosing colour schemes. Colours spark an emotional response, and are powerful marketing tools. That's why designers, like me, predict the effect colours have on the human psyche and how they influence decisions - including brand recognition. There is huge diversity in psychological colour association, depending on geographical or cultural factors. This is why designers love natural colour combinations, as they create a universal response. We looked at defining your brand's personality, and the natural element that it could fall within. Now we can continue to define your brand by choosing colour combinations available within your element.



Intuitive palettes from a natural scene

NEUTRAL LIGHT	
NEUTRAL DARK	
TEXTURE	
PRIMARY LIGHT	
PRIMARY DARK	
ACCENT LIGHT	
ACCENT DARK	

Brand palettes usually come in three parts: a neutral, a primary and an accent. But palettes from nature can use up to six shades because there we find perfectly-balanced, complementary hues. Earth, Air, Fire and Water palettes are diverse, but they all have dominant, neutral, complementary and accent colours. Using this image, I have shown how you can use a rustic setting to sample a range of browns, terracottas, ochres, and greens. We need to find neutral and complementary shades for the main structure of the brand. The magic touch comes from the texture and the accent colour. Without the vivid greens this image would be much less appealing!



CALL TO ACTION

Find your own natural colour palette

Find a natural scene that appeals to you. Check your photo gallery or social media feed for natural scenes that embody your brand's personality - or grab a camera and head outdoors!

Try the links to extract primary, neutral and accent colours from your nature image:

Both supply #hex codes - needed for cohesiveness across your brand.

Upload a picture and choose some key shades.

This Chrome extension can select colours from an image online.



Visit @DesignSeeds on Instagram to see how it's done!



Using natural colour palettes on social media

As an ecopreneur, you'll want to use those natural colours you've sampled to give a distinctive feel to your social media feed. In the following pages we'll once again use the Four Elements - Earth, Air, Fire and Water - and think about what kinds of businesses might fit with each of them. To give you an idea of how that could be done, on the next few pages I have created four imaginary companies with their own Instagram feeds...



Earth Colour Palettes

SINCERE

ORGANIC

NURTURING

TRUSTWORTHY



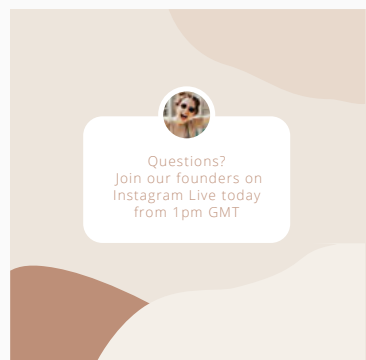
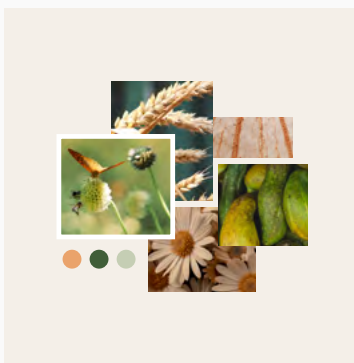
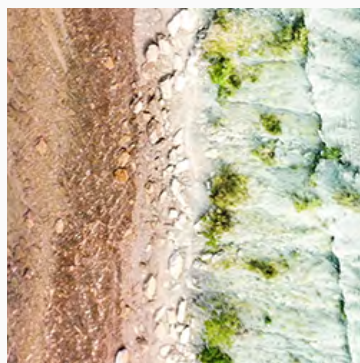
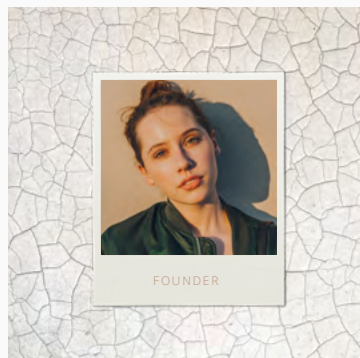
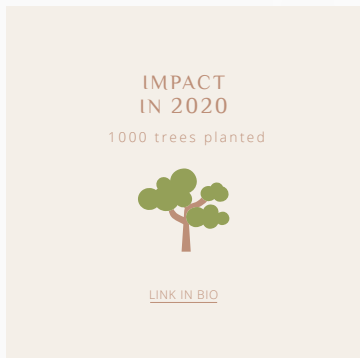


How an Earth Instagram feed might look...



POSTS

TAGGED





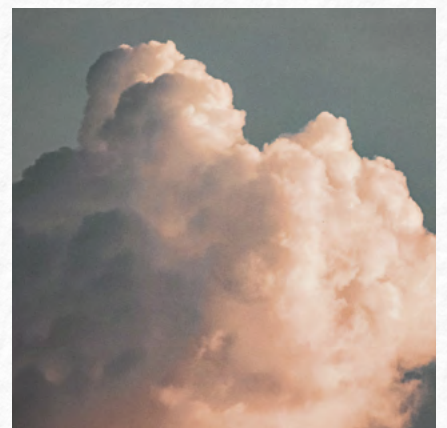
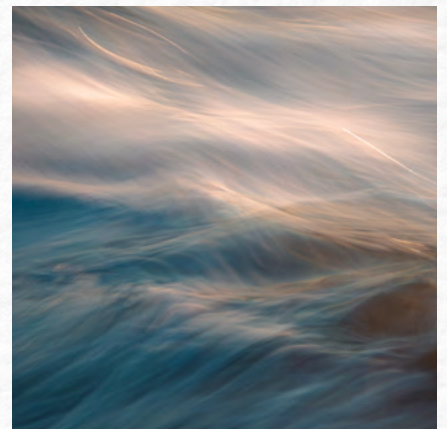
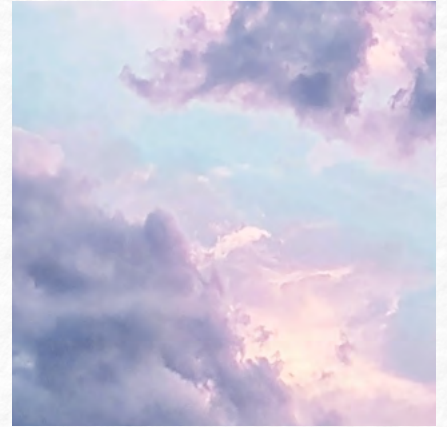
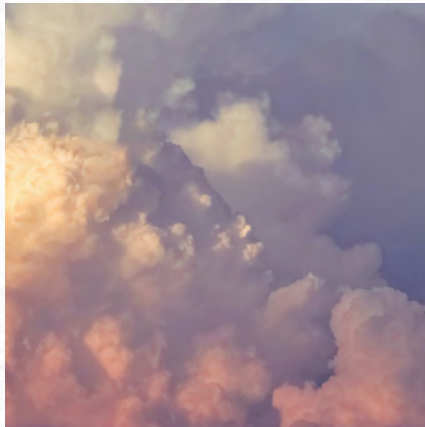
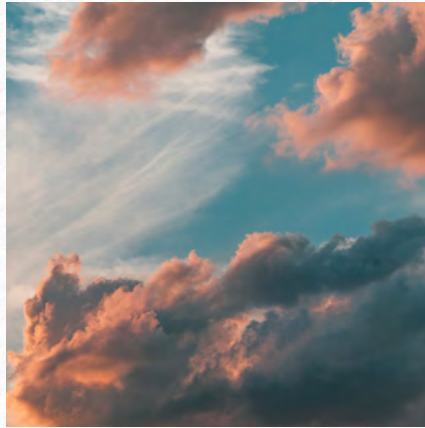
Air Colour Palettes

INNOVATIVE

DARING

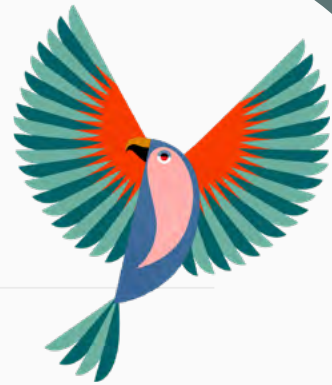
IMAGINATIVE

COMMUNICATIVE



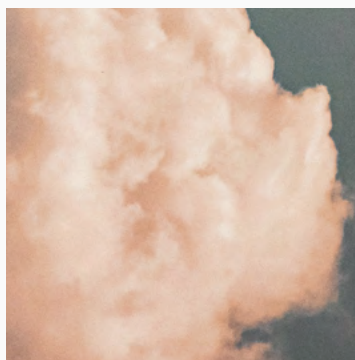
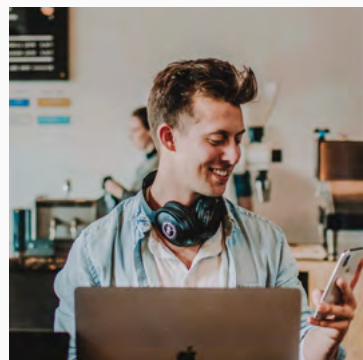
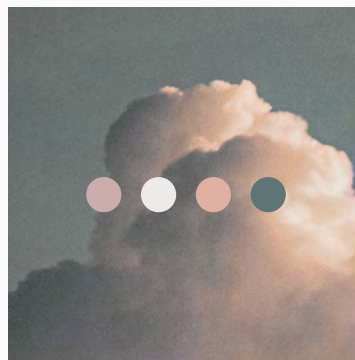
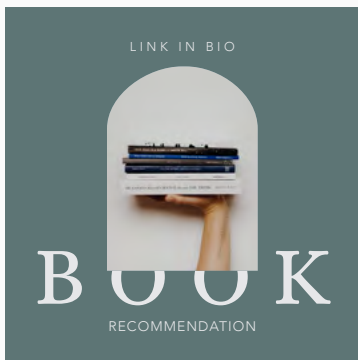


How an Air Instagram feed might look...



POSTS

TAGGED



Fire Colour Palettes

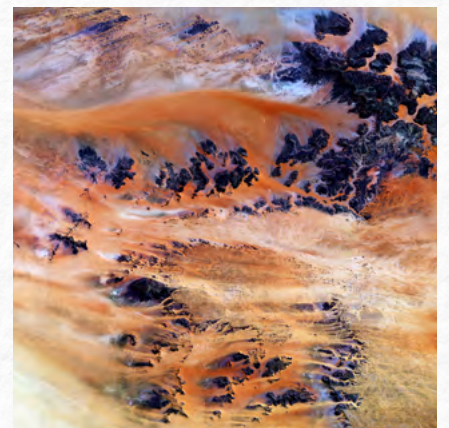
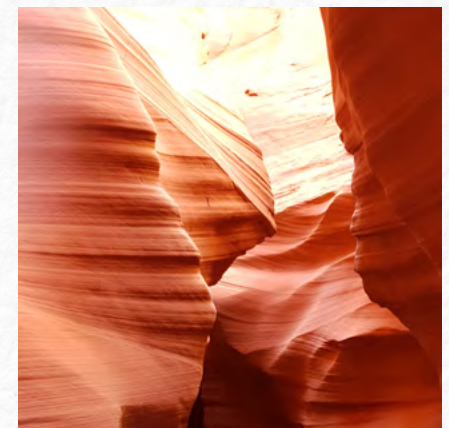
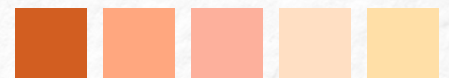
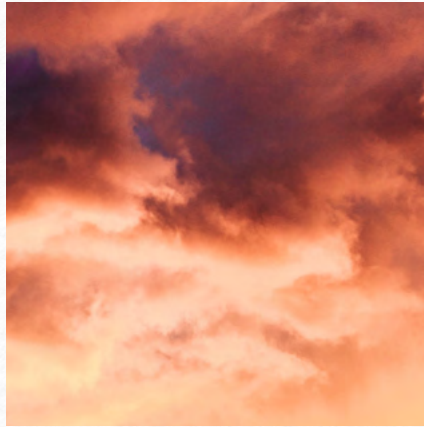


DYNAMIC

SPONTANEOUS

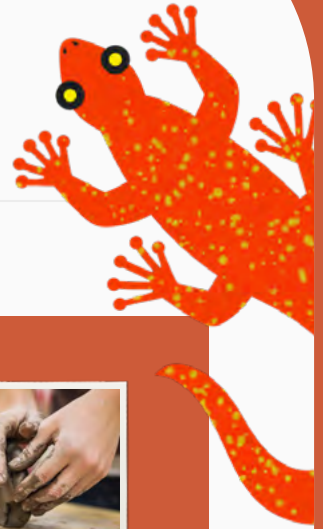
CREATIVE

PASSIONATE



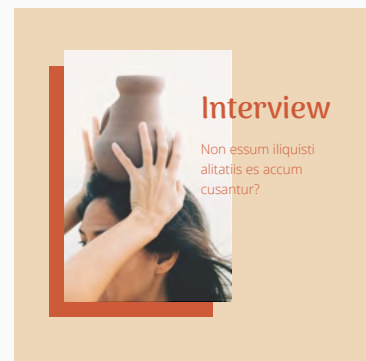
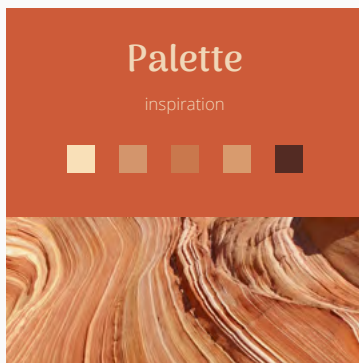
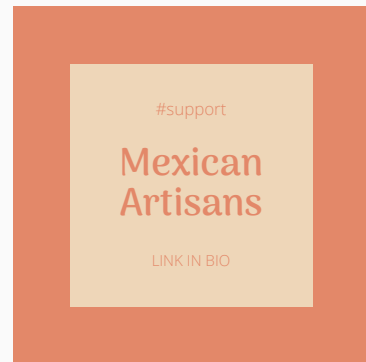
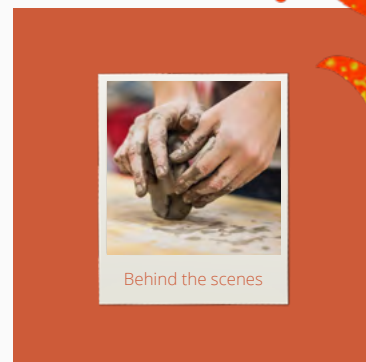
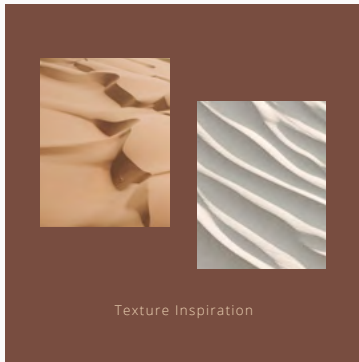


How a Fire Instagram feed might look...



POSTS

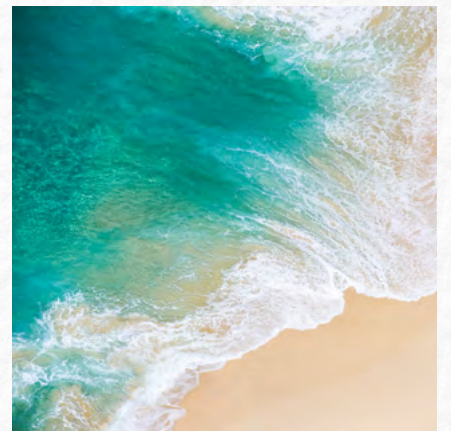
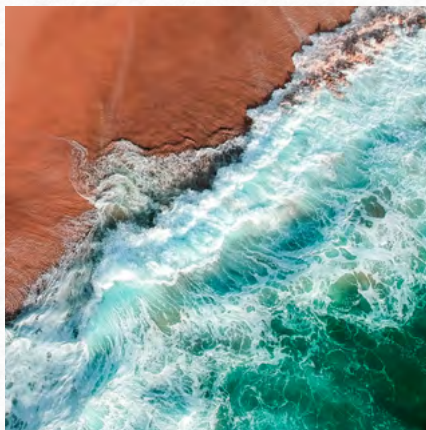
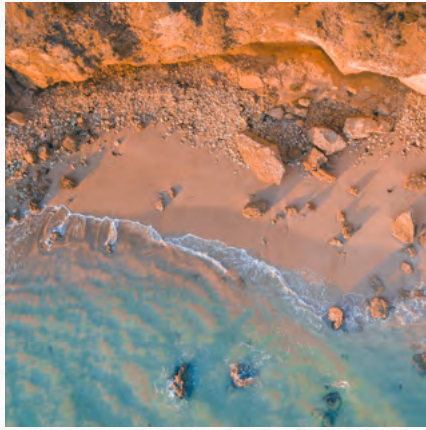
TAGGED



Water Colour Palettes



ENHANCING
INTUITIVE
CALMING
HEALING



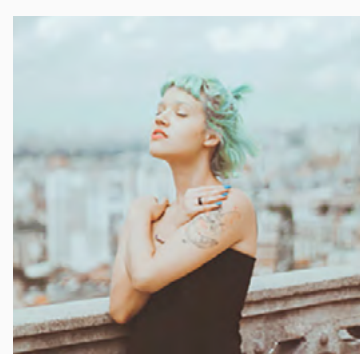
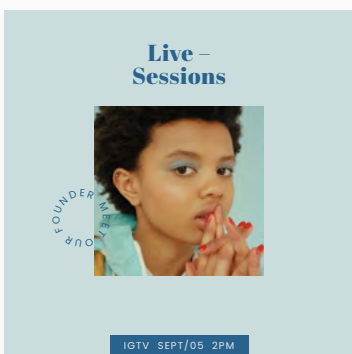
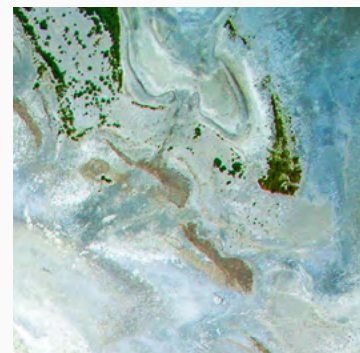
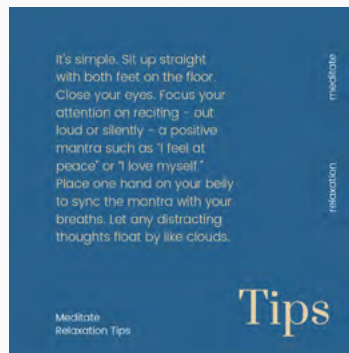
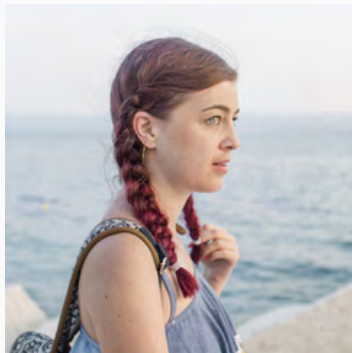


How a Water Instagram feed might look...



POSTS

TAGGED



Social media awareness days for ecopreneurs

To share what you're doing to protect the environment, to swap stories and to find out what's going on, add some key sustainability events to your calendar, alongside any you already may have as a small business. As you can see, March is full of environment awareness days, so this a great time to find your voice, and ride the wave!

THURS 3		
World Wildlife Day	MON 7	
	National Careers Week	TUES 8
TUES 15		Intl Women's Day
World Consumer Rights Day	FRI 18	
	Global Recycling Day	SUN 20
MON 21		Spring Begins!
Global Day of Forests	TUES 22	
	World Water Day	SAT 26
		Earth Hour Day

Check out these key Awareness Days for March 2022





CALL TO ACTION

Build a network of like-minded entrepreneurs

Who are your favourite environmental ambassadors? Opposite are some I follow on Instagram for inspiration and potential collaborations.

Techniques from your peers

Analyse what you admire about them and what makes them successful. Is it their stories, colours and graphics, lead magnets, or some combination?

Words associated with your brand

Most successful social media ecopreneurs have a distinctive hashtag or slogan. What do you think yours should be? The mission statement we talked about earlier in this chapter is a good starting point.



@poppykotcha



@blueollis



@stygvi



@greengirlleah

Chapter 4

Website design





You've come a long way towards planning your brand

Website design does not have to be a daunting task, and you've done the hard bit. You have a Mission Statement, and you've thought about all the design elements - logo, colours, fonts and social media style.

Most companies in the modern business world benefit from a website. But as an ecopreneur, you have the opportunity to build one that reflects your environmental credentials - to get across your brand message, to tell stories and to bring in impactful infographics.

Now you're ready for the last major step - building a website to communicate everything you have built to your audience!



CALL TO ACTION

Set some website goals

Before you build a website you need to decide what you really want from it - and this means establishing what your ultimate goals are. These goals should be clear on your homepage, and the driving force behind everything you do.

Brainstorm your goals with a colleague or partner

Write them down as a list, and rank them in order of importance. Which are the really critical ones that must be clear from the start? Some examples are shown in the list.

Some examples:

- *Demonstrate authority on a topic*
- *Launch a product or a service*
- *Grow an email list*
- *Increase podcast or YouTube subscribers*
- *Build a community or a following*



How to find your "www."

A domain name is the address that visitors use to find you - eg: "littlegreenspace.com". It's important to find domain names that are as short as possible - and distinctive. You can find whether your domain name is available on platforms such as Squarespace and Hover.

Website "hosting"

A web host provides the physical space for you to store your website media - the text, images, videos and any other content that makes up your site. Your hosting company can be an important consideration when thinking about your site's environmental impact, as shown on the following pages.

To go the extra mile as ecopreneurs, we can create a website with a minimal impact on the environment.

lite sites!



Did you know that data centers, which house websites, produce as much carbon as the airline industry? We often think digital means green, but that's not the case. Simply put - stored data requires power, and the more memory a site takes up - the bigger the draw on the server.

Clearing out the attic

You can minimize your environmental impact by eliminating unnecessary fluff – images, videos and text that don't really add much. Even single-page websites can be effective, with succinct, powerful messages.

Green web hosting

Ecopreneurs can also choose their data hosting centers according to whether they use renewable energy, or whether they buy carbon offsets - click to explore these three options below!



Website builders

There are many platforms that enable you, or a designer, to assemble your material on a website. But are some website builders “greener” than others?

Platforms such as Wordpress, Wix and Webflow allow you to choose an independent host. As we went over on the previous page, this gives you the possibility to choose a host powered by renewable energy sources.

Wordpress, a sophisticated platform mainly used by developers, also uses independent hosting.

Squarespace is one of the most popular website builders, with sophisticated easy-to-implement features and great live support.

Squarespace websites are stored on their own dedicated data servers - but there are ways to further minimize the environmental impact of your site. The Call to Action on the next page includes a useful tool to reduce image dimensions for the web, without compromising the quality!



CALL TO ACTION

Lite-ening up!

There are a few simple things we Ecopreneurs can do to minimize the environmental impact of our website.



Check the energy consumption of your site

This Google Chrome tool allows you to see how much memory each page includes, and flags areas with oversized media.

Carbon Checker gives you a very cool instant breakdown of how your site is doing in the environmental stakes

Follow these steps to reduce your stored data

- Remove unused media from your cloud storage.
- Remove unnecessary pages, images and other media from your site.
- Reduce videos or animations to one or two across your whole website.
- Reduce any of your oversized images to the recommended dimensions - this guide below will help!

Crafting an irresistible lead magnet on your site

Lead magnets are usually freebies in exchange for a website visitor signing up for your email list. This freebie could be a competition, giveaway, or an informative mini guide.

As an ecopreneur, you might want to offer something that reflects your green outlook. Your lead magnet has to feature punchy copy, a distinctive and appealing image, and a sign-up form. Place this in your footer, or on several pages to make sure it takes pride of place - and you'll be well on your way to growing that email list!

Your Guide to Ecopreneurship is my lead magnet! Here is how it's displayed on the website.



2021 Guide for Budding Ecopreneurs

Coming soon

Resources & inspiration for those that wish to heal the environment, build local communities and feed the growing green demand!

Enter your email address

SIGN UP

Stock images vs The Real Thing

It can be tempting to use stock pictures for everything, but having at least some personal, relevant visuals are key to setting brand authority - and the tone with a specific audience. Show the buyer that you mean business by including pictures of yourself, your team, and peeks behind the scenes - you can't beat the real thing!

You could hire a professional, or save the pennies by asking a friend to take some pictures for you. Try checking Instagram feeds - you are bound to discover someone you know with a great eye!

However, I am not saying you should rule stock out - especially with the amount of free resources we have readily at our fingertips, like Unsplash. Try to find images that naturally support your story:



My website photos were taken by my talented friend [Rachel Sherlock](#).

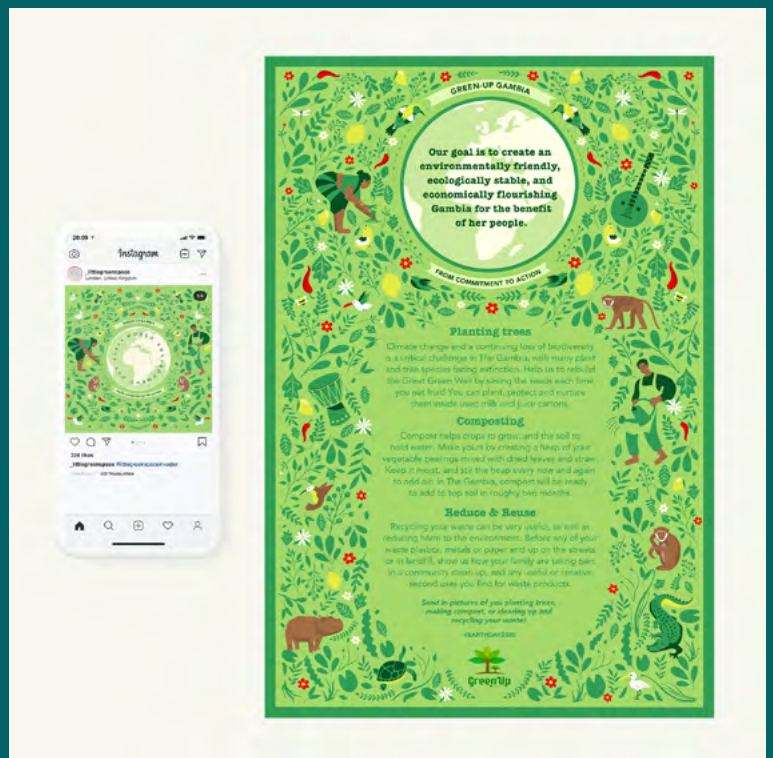


Use stock images to complement your brand's aesthetic vibe.

Illustrations that epitomize your brand



Commissioning a bespoke illustration can make you extremely recognizable. This image can identify your brand, and create unity and cohesiveness. Here is an illustration Little Green Space created for Green-Up Gambia, a youth-led reforestation NGO. Its use on the website is shown above, and its adaptation for posters and social media is shown on the right.



**Tackling
deforestation
and ecosystem
destruction**



**Zero waste,
and conserving
resources**



**Protecting marine life,
and reducing ocean
pollution**



**Protecting
endangered
species**



Illustrations that bring a script to life

Blocks of words can be super dull to read - but a great way to help people to absorb important messages is through illustration. The example opposite shows how Little Green Space illustrator, Margaux Carpentier, helped to transform what could have been a straightforward, boring script into something fun and visually enticing - with coherence and personality.

To find a professional illustrator try browsing the [#IllustratorsofInstagram](#) hashtag - or freelance databases like Dribble:

Why are infographics powerful?

Essentially, infographics are made up out of icons - used to communicate the most significant facts about our products, services and sustainability efforts in a visual and easy-to-digest way.



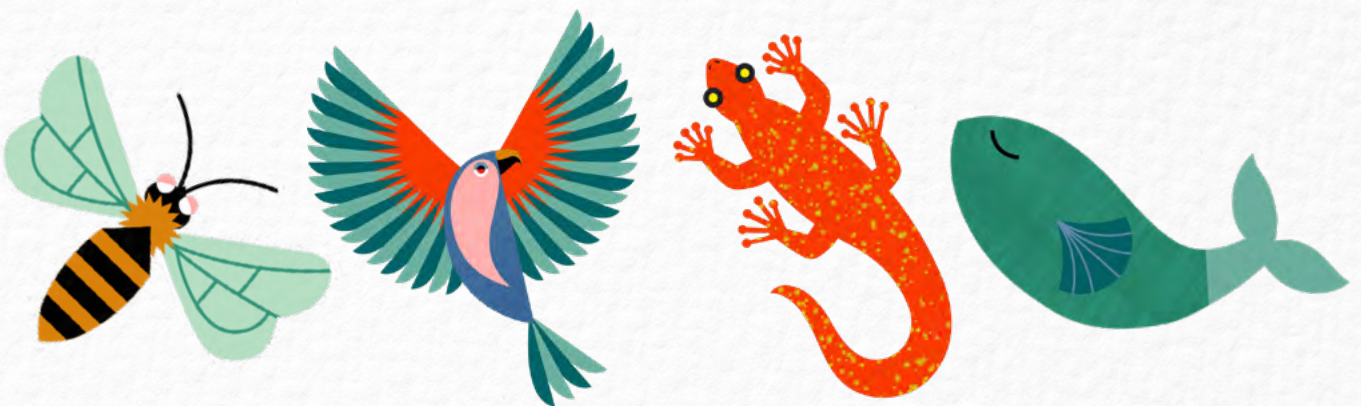
Free media websites such as "Flat Icon" and "Freepik" allow you to experiment with a huge range of icons! But if you'd like to download the Little Green Icon set from this page, just click on the button below:





Using the natural elements to structure website design

All through the guide we have used the four natural elements as a means of developing our brand identify. Now, finally, we can combine our most important messages, services and achievements with our styling, colours and typography to create a natural-feeling website. In the following pages we'll look at some imaginary ecopreneur websites inspired by Earth, Air, Fire and Water



Earth



Air

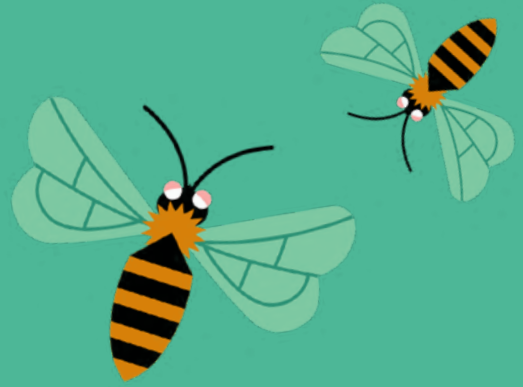


Fire



Water





CALL TO ACTION

Pulling it all together!

To make a cool website it is important to organise all the things you have decided on stylistically into a brand guideline document.

A brand guideline document will give you a constant style reference as your website grows. There are certain ingredients it must have:

- ***Your logo***
- ***Your mission statement***
- ***Your colour palette***
- ***Your font pairs***
- ***Photographic samples***

There are loads of DIY ways to present these! I've created a template on the platform Canva, in which you can easily swap in all of your stylistic elements.

If you want to try it, click on the green link.

Now let's have a peek at how conceptual brand guidelines might look for our four natural elements...

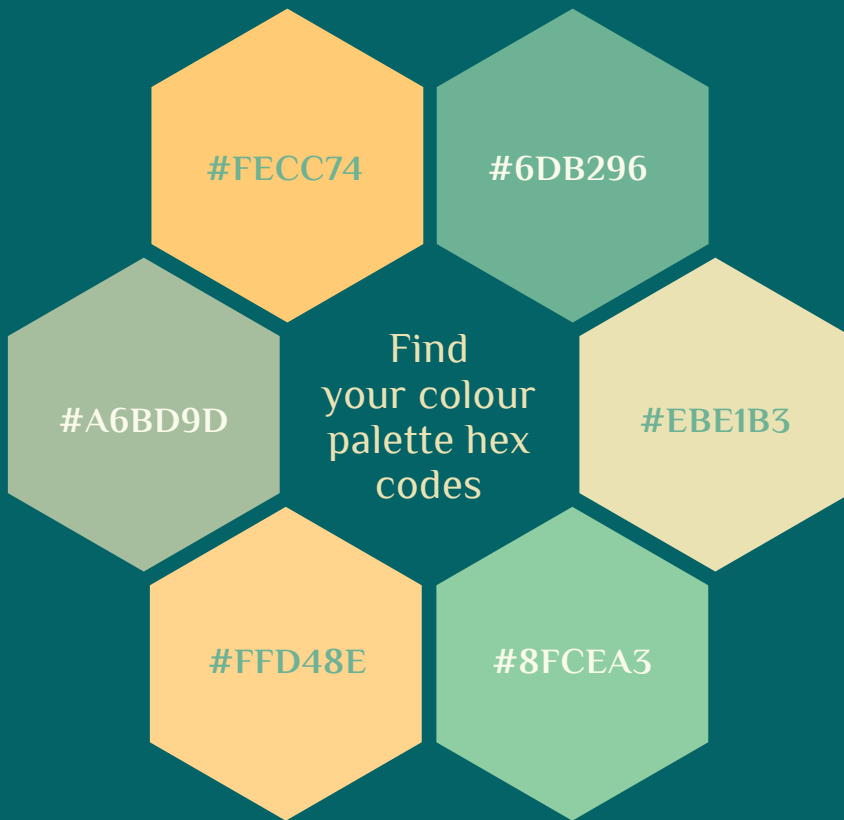
Are you an Earth brand?

Companies with a down-to Earth, nurturing personality might include these. If you want your brand to emphasize sincerity, trustworthiness and organic growth, you may wish to consider an earth theme for your website, as shown by the example on the two next pages.



How might an Earth brand guideline document look?

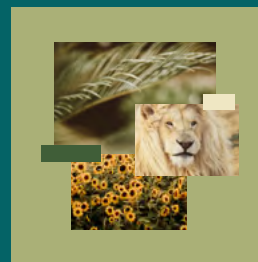
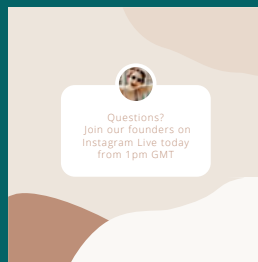
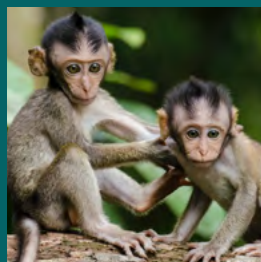
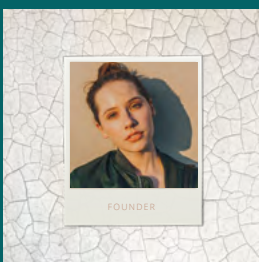
Here's an example of an Earth brand - showing how typography, colours and branding work together:



Mission Statement

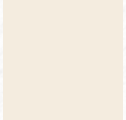
A simple and concise look at what you intend to bring to the customers, and the values you will employ along the way.

Here's a chance to employ the fonts you chose. Use this pairing throughout!



Earth website design

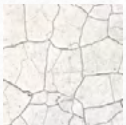
MISSION →



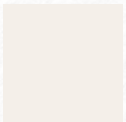
IMPACT →



NEWS BLOG →



TESTIMONIALS + LEAD MAGNET →



SOCIAL MEDIA →

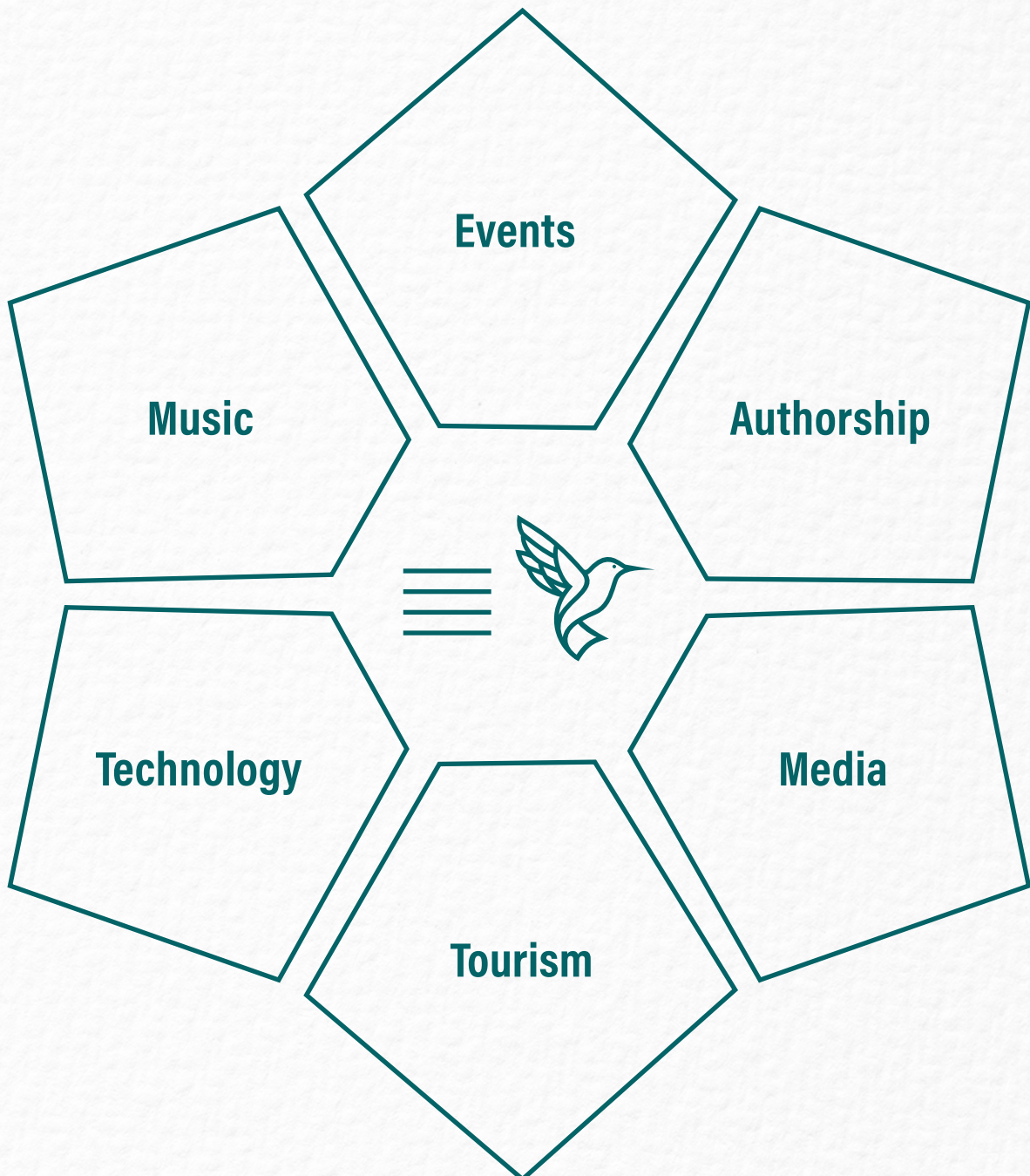


NEWSLETTER →



Are you an Air brand?

The element Air could apply to innovative, imaginative companies like these. If you want your brand to project freedom, communication, and fearless new ideas, an air-themed website could be right for you. I've created an example on the two next pages.

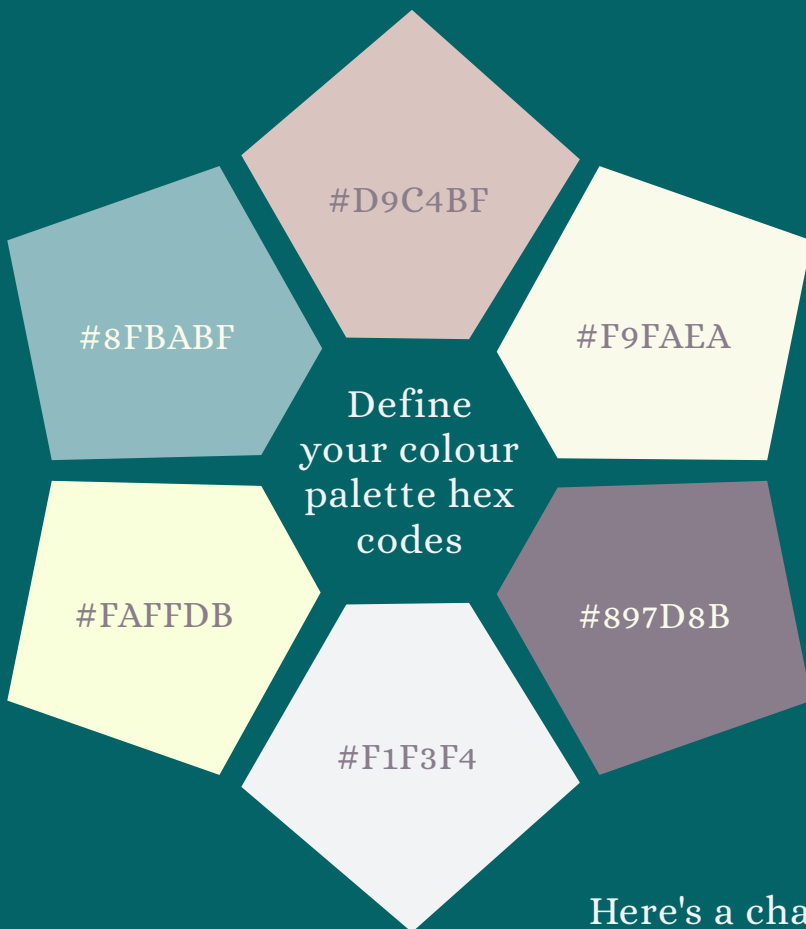


How might an Air brand guideline document look?

Here's an example of an Air brand - showing how typography, colours and branding work together:



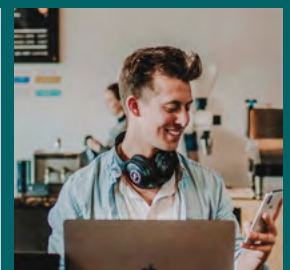
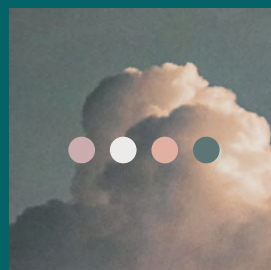
Air brand logo



Here's a chance to employ the fonts you chose. Use this pairing throughout!

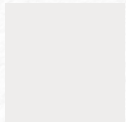
Mission Statement

A simple and concise look at what you intend to bring to the customers, and the values you will employ along the way.

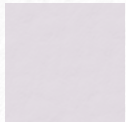


Air website design

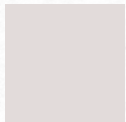
MISSION



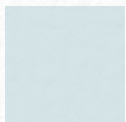
IMPACT STATS



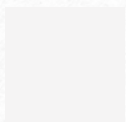
NEWS BLOG



SOCIAL MEDIA



NEWSLETTER + LEAD MAGNET



HOME

DESTINATIONS

AIR

LIFESTYLE

ABOUT

South Asia
May 25, 2020



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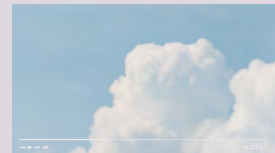
achievements



BUILDING SCHOOL GARDENS

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see more



VOLUNTEER NEAR YOU

SEPT/05

recent vlogs



VOLUNTEER NEAR YOU

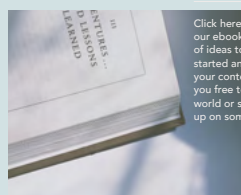
NOV/11



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freebie

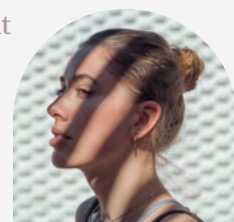
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about



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WELCOME

Nadine tells stories and explains matters, in order to inform and inspire you to discover your own adventure, to travel sustainably and to embrace our planet's fascinating and precious wildlife.

Are you a Fire brand?

Here are some company types that fit the Fire theme, often characterized by action, energy and passion. If you want your brand to embody dynamism, spontaneity and creativity, consider a website with a fire resonance, like the example on the two next pages.



How might a Fire brand guideline document look?

Here's an example of a Fire brand - showing how typography, colours and branding work together:

FIRE LOGO



ESTD. 2021



Here's a chance to employ the fonts you chose. Use this pairing throughout!

Mission Statement

A simple and concise look at what you intend to bring to the customers, and the values you will employ along the way.

Giveaway
PLASTIC FREE PACKAGING

Behind the scenes

20% earth day discount

20% earth day discount

Non essum iliquisti alitatis es accuum cusantur?

Interview

Non essum iliquisti alitatis es accuum cusantur?

Fire website design

MISSION



NEWS / PRODUCTS



IMPACT STATS



SOCIAL MEDIA



NEWSLETTER



Are you a Water brand?

Healing, enhancing, intuitive activities like these have a natural Water affinity. If you are in any of these categories you may wish your website to promote a calming vibe - as shown in the example on the two next pages.



How might a Water brand guideline document look?

Here's an example of a Water brand - showing how typography, colours and branding work together:



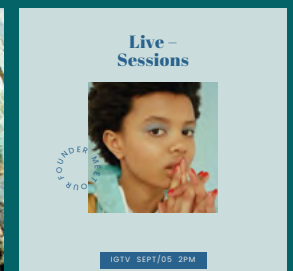
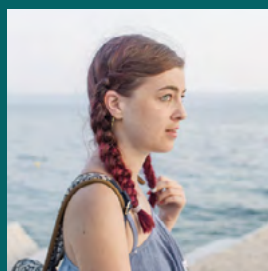
WaterLogo .brand



Here's a chance to employ the fonts you chose. Use this pairing throughout!

Mission Statement

A simple and concise look at what you intend to bring to the customers, and the values you will employ along the way.

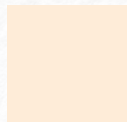


Water website design

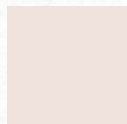
MISSION



PRODUCTS



NEWS BLOG



TESTIMONIALS



SOCIAL MEDIA
ACCREDITATION
LEAD MAGNET



ABOUT US COMMUNITY SHOP CART



PLASTIC FREE SOAP

Oils which Maketh the Mood

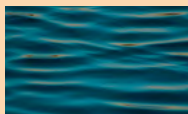
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Our latest goodies



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Aque



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Reissimolinu



Befacidie reissimolinu



Reissimolinu aque che

Kinder to our world

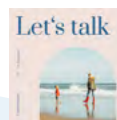
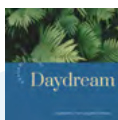
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Customer love

"Resti volupta simod maximum eorum, officiiis maximum eorum. Resti volupta simod maximum "Resti volupta simod maximum eorum, officiiis maximum eorum"

- Name Surname

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Workshops

Sept/05 Oils which Maketh the Mood

Sept/27 Sustainable living

Nov/02 Health & wellness



Over to you!

A business inspired by nature has a unique vision, full of positive cycles that are fully aligned with nature. It follows nature's principles, it is values-based and life-supporting. It fosters creativity and diversity, empowering employees. It brings real and relevant value to customers, so they can thrive, and can expect the same in return.

Well done, Ecopreneurs of tomorrow!

Any design challenges?

Little Green Space is here for you!
Contact me: jenny@littlegreenspace.com

A special thank you

Margaux Carpentier, Yauhenia Pirahova and Tony Doré,
this book would not have been possible without you!

Resources

Sharing

Waste



Energy

Donating funds & stock



Packaging

Materials

Resources

Digital footprint

Equality



Training

Certification



Offsetting

Eco-Working

Ecopreneurs

