

# PROJECT ECO LEXICON

*Brought to You by Chamber of Eco Commerce*



## Adopt-a-Bin

We are **working with sports organizations to engage coaches and staff, children and their families, and fans and the public in recycling**, not only at home, but in sports fields and courts. Sports organizations will get valuable tools that allow coaches and staff to actively engage their membership and fans, while still having fun and opportunities to raise much needed funds.

It is easy to join Eco Lexicon as our sponsor. Simply, you can sponsor recycling Bins! You will be recognized and we will do all the work for you. Some of the benefits you get by sponsoring Bins:

- Opportunity to get involved in STEM education in America
- Enable new STEM education programs in sports fields
- Leave an everlasting and positive impression
- Gain recognition and favorable image
- Get a positive brand exposure
- Get your logo displayed
- Be anonymous donor

## Sports Organizations

Considered by many as having a positive influence among the children and youth, sports organization can join 'Adopt-a-Bin' project to raise awareness, and to help athletes, families, and fans become or remain positive global citizens.

Each Eco Lexicon project is being implemented by our experts and coaches, staff, athletes, and volunteers in each organization. The purpose of Project Eco Lexicon is to create healthy and pleasant environment for the public, while exerting a positive influence on stewardship at the "g-local" - global and local scale. The awareness will allow individuals to make sound decisions, while facilitating the creation of Eco conscious individuals in the process.

Health of individuals and our environment and stewardship are at the core of this initiative, with the leading Eco Innovation experts from around the world providing the guidance. The program will allow individuals continue to make choices that improve their health and wellness, while reducing waste, and increasing the overall sustainability of day-to-day activities.

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The positive impact of Eco Lexicon relates back to the communities goals of achieving health and sustainable resource management benefits, and a reduction of footprint. Each participating sports organizations will be asked to develop a policy, which includes the following core requirements: Engage athletes, coaches, and staff at all levels of operations to use less energy, water, and materials, when possible; Access to clean and safe drinking water in sports fields and courts, where possible; Be able to educate athletes, coaches, and staff.

Furthermore, each sports organization will relate the overall policy to all levels of their operations, inclusive of items such as communications, staff involvement at all levels, and the development of a reporting structure through sustainability reports, which is expected to begin in 2012 in schools. They can utilize these policy requirements as a template for developing efficient policies. These standards can be developed in collaboration with Eco Lexicon experts, mentors, and volunteers.

## Typical Q & A

### **How many Bins can I sponsor?**

There is a no limit of maximum but there is limit on the minimum number of Bins.

### **How do I get recognition?**

For each Bin that you sponsor you can have your own logo on it.

### **How do I design my Bin?**

With your input, we will design a Bin for you.

### **Who maintains my Bin?**

The sports organization will maintain your Bin for you.

### **How much does it cost?**

It is very affordable, pricing varies, depending on the size of your order.

## Community

Eco Lexicon is a fast growing community of very special people and organizations. We give children and youth a gift of learning, and provide them mentoring and ongoing opportunities to enhance their skills.

Our community is people like you. Someone who firmly believes that good education starts with warm hearts, strong minds and a desire to set high standards in everything we do.

At Eco Lexicon, we value the friendship of our supporters and recognize donors in special ways. From recognition ceremonies to naming opportunities for those able to make a small or major gift, we believe that donors and mentors are our partners who deserve very special thanks for helping Project Eco Lexicon.

## **PROJECT ECO LEXICON**

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### **Sponsors and Partners**

Our corporate sponsors and partners have made green and sustainability a priority in the designs of their products. For those who address the sustainability of their products, the common theme is supporting reductions in carbon footprint, but so much is left unsaid. While product messaging is clearly focused on health and well being, focus should be on communicating ingredients that are in products and educating consumers about Life Cycle Assessment (LCA).

As the conversation around sustainability has matured; the 'industry leaders' ability to properly message around sustainability has remained a challenge. It's no wonder we have diluted how we talk about sustainability. Manufacturers and retailers need to get the most for their money in choosing and promoting Eco Innovation, and they also need to feel confident that whatever label or certification they choose will be able to cut through the 'noise'.

While sustainability is indeed a major concern for the business, investors and consumers, it doesn't provide the full picture. Sustainability is a concept that does not explain what goes in, and what comes out of a product. It doesn't say anything about LCA, the material selection, manufacturing process, the supply chain or product recyclability – are all the things you need to know to make a proper assessment of sustainability and health for both people and planet.

Sustainability, in many ways, has become difficult to understand. People want a clear message. As a response, we have created a new education project entitled, 'Eco Lexicon', to develop integrated communication and education programs that focus on clear messaging about 'Eco' - what is in a product, rather than what is not. By removing materials from products, which can result in harmful emissions throughout its lifecycle, manufacturers and retailers can make a simple environmental claim and internally check the box that their work on sustainability is done. We will continue to work with industry leaders worldwide to create partner programs that will explore and communicate simply what a product is, and how and what it is made of. We want to know, don't we?

### **Opportunity**

Eco Lexicon attracts community leaders and learners. With the presence of sports organizations and their membership including athletes and their families, coaches and staff, and fans and the public, sponsorship at Eco Lexicon is an efficient vehicle for companies looking to gain high levels of exposure to a highly targeted audience. To select the sponsorship package that best suits your needs, please contact CEC in Atlanta: [info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com)

### **Link**

Project Eco Lexicon  
<http://www.chamberofecocommerce.com/sustainabilitycenters/ecolexicon.html>