

# PROJECT ECO LEXICON

*'Brought to you by Chamber of Eco Commerce'*



## Adopt-an-Eco Lab

We are working with school curriculum to engage children not only at home, but in classrooms. Teacher's will get valuable lesson plans and tools that match their classroom learning goals and allow children to actively learn about STEM and Eco Innovation, while still having fun.

It is easy to join Eco Lexicon as our key partner in education. **Simply - you can sponsor, adopt an Eco Lab!** You will be recognized for your sponsorship and we will do all the work for you. Some of the benefits you get by sponsoring an Eco Lab:

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

## Schools

Considered by many as having a positive influence among the children and youth, each school can pursue a multitude of Eco Lexicon programs to raise awareness, and to remain positive global citizens. Each Eco Lexicon project is being implemented by educators in each school.

The purpose of Eco Lexicon is to create healthy and pleasant environment for the students, educators, and staff at schools, while exerting a positive influence on stewardship at the "g-local" - global and local - scale. The awareness and education 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.

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 school will be asked to develop a policy, which includes the following core requirements: Engage students staff at all levels of operations to use less energy, water, and materials, when possible; Access to clean and safe drinking water in schools, where possible; Be able to educate students, educators and staff.

Furthermore, each school 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. Schools 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.

# PROJECT ECO LEXICON

*'Brought to you by Chamber of Eco Commerce'*

## Typical Q & A

How many Eco Labs can I sponsor? There is no limit on the number of Eco Labs that you can sponsor.  
How do I get recognition? For each Eco Lab that you sponsor you can have your own logo on it.  
How do I design my Eco Lab? With your input, we will design an Eco Lab for you.  
Who maintains my Eco Lab? The school will maintain your Eco Lab for you.  
How much does it cost? It is very affordable, pricing varies, depending on the size of your lab.

## 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.

## 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 educators and students and their families, investors, business and policy leaders, journalists, 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:

[info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com)