

# Industry House

## Green Lifestyle



Demand quality, not just in the products you buy, but in the life of the person who made it.

### Join This House

If you are a Black and Green business owner distributing ethical, eco-friendly and responsible products.

Self-sustaining communities must incorporate eco-friendly products and practices into their overall functioning. Members in this house promote conscious consumerism by highlighting brands, products and articles that are naturally crafted, manufactured, and used in ways that are environmentally friendly.

### MEMBERS ARE SKILLED IN...

- ECO-friendly & Responsible Products
- Minimalist Living
- Natural, Organic Cosmetics/Skin-care
- Green Habits
- Ethical & Non-appropriated Fashion
- Plant-based Livity
- Black & Green Supply Chain

### FACTS

# 65%

Few consumers who report positive attitudes toward eco-friendly products and services follow through with their wallets. In one recent survey, **65%** said they want to buy purpose-driven brands that advocate sustainability, yet only about **26%** actually do so.

-Harvard Business Law Review (2019)