



**BRAND
MESSAGING
KIT**

RANDOM
ACTS OF GREEN[®]

RAOG.CA

BRAND MESSAGING KIT

ABOUT RANDOM ACTS OF GREEN

We're a women-led social enterprise, bringing together communities with purpose that serve the common goal of protecting our shared home.

We have set out to educate, entertain, engage, and empower both individuals and organizations to participate in more sustainable behaviour for our planet.

We do this by providing educational and entertaining guides, challenges, community initiatives, and a platform that empowers anyone to make a difference.



OUR MISSION

We aim at proving that we can all make small changes that add up to make a big collective impact.



OUR VISION

We aim at building a glocal climate action community where everyone feels empowered to take action together.

OUR STORY

WAY BACK WHEN

Our story starts with a light switch and one stubborn child who put her foot down.

She believed that the small act of switching the lights off would make all the difference to her and her family.

As a young girl, she refused to eat her meals as an informal protest to her family to ensure that all the lights were turned off before having a bite of breakfast, lunch, or dinner.

Her actions influenced those around her - and she grew up believing that someday she could change more people into taking action.

POSITIVITY AS A MOTIVATOR

Over the years, she witnessed enough food waste and garbage to last anyone several lifetimes.

She began working on the idea that came to be Random Acts of Green powered by her research which underscored two important components about human nature: **we all want to do good and we like doing things together.**

We're here to push ourselves and help you do better, every day in any way.

A GROWING, GREEN COMMUNITY

Today, she is joined by thousands of supporters who believe in the same things. That small changes add up; and that we can fight and work together to help better the state of our planet – for us, and for future generations.

Together with our members and the larger community of supporters, we believe that our seemingly 'random' acts are connected to a bigger cause.

Random Acts of Green celebrates a community of members from businesses to individuals (like you and me) who are tenacious and will stop at nothing to make a difference.

SINCE GIVEN THE GREEN LIGHT

8M

ONLINE
FOLLOWERS
ACROSS THE
GLOBE

250K+

KILOGRAMS OF
CARBON
REDUCED

Random Acts of Green came to be as a result of our stubborn positivity. Big or small – we embrace it all.



"...we all want to do good and we like doing things together."

OUR VALUES

1

AWARE. WE'RE ON TOP OF THINGS.

We live our passion to provide you with an out-of-the-box toolbox you can use to do good for our planet. Because when you know what to do, we believe you'll want to take action.

2

EMPOWERED. WE CAN AND WE WILL.

Empowered. We can and we will. We believe we can push ourselves to do better, every day. And we hold ourselves accountable to that.

4

IMPACTFUL. BIG OR SMALL - WE BRACE IT ALL.

Impactful. Big or small – we embrace it all. We know that it takes a small step to start a sprint and a small act to trigger big changes. That's why, we celebrate the small, as well as the tall, changes.

3

ENGAGED. WE DO THINGS BETTER TOGETHER.

We believe that we can only achieve our goals by fostering a connected green community that aims at the continuous environmental improvement that acts together.



WHAT WE DO

WORK TOGETHER TO TURN AWARENESS INTO ACTION AND ACTION INTO IMPACT.

- We offer training, workshops, and webinars to boost awareness among different audiences.
- Our newsletter features eco-businesses, trending topics, as well as tips and tricks to lead a more sustainable lifestyle.
- Our social platforms focus chiefly on boosting awareness and being the point of contact for all things green.

We believe that a big roadblock to taking action is knowing how to help. That's why, we prioritize spreading awareness in all ways.



**WE
EDUCATE**



**WE
EMBRACE**

We embrace it all - big or small. Our idea is: a small green act can spread across the community and make just as big of an impact as a big act.

- We've put together an out-of-the-box toolbox of ideas, challenges, activities (both big and small)
- Our monthly community challenges are full of simple, actionable green acts anyone can do - and the reach has been cross-country.

WHAT WE DO

HELP ENVIRONMENTALLY-CONSCIOUS ORGANIZATIONS AND PEOPLE MAKE A COLLECTIVE IMPACT.

- Our Program members, community participants, online community, newsletter subscribers, and more all comprise our growing green community.
- We leverage the power of our growing community to crowdsource a staggering number of innovative actionable climate action solutions
- A key pillar of all we do is rooted in community engagement which translates to a bigger impact.

We encourage a collective approach to taking action and that's why we focus on fostering a growing green community.



WE ENGAGE



WE EMPOWER

We believe in the power of progress - it doesn't matter where you start on your green journey, we support you.

- We have a set of different Green Programs for individuals, students, staff members, employees, community members - essentially anyone who wants to make a difference will be supported to do just that.
- We empower through the support and encouragement of those doing small green acts as well as big green acts.
- We welcome members anywhere along the sustainability spectrum.