

womenofgreen

Turn Up the Volume

*There can be no doubt that in the very
earliest stages of human history the
magical force and wonder of the
female was no less a marvel
than the universe itself.*

-- Joseph Campbell

*There are more women controlling more
wealth in the U.S. than ever before.
Of those in the wealthiest tier of the country
defined by the I.R.S. as individuals with
assets of at least \$1.5 million
- 45% are women.*

- The New York Times Magazine, August 23, 2009

Green business will be the greatest engine for wealth creation.

-- Bill Joy, CEO of Sun Micro Systems

*We have Al Gore.
But what we need now is Alberta Gore.
The strong voice of the feminine
on behalf of the well being of the planet
and her children.
She doesn't have a power point.
And she needs no charts.
What she does have is her voice,
and her purse.
These are the Women of Green.*

– Carolyn Parrs, host and creator of Women of Green

WHAT IS WOMEN OF GREEN?

Women of Green is a dynamic online community and network of women whose purpose is to provide a clear, strong and compassionate feminine voice in the green movement in order to create balance, new solutions and an integration of ideas on behalf of the health and well-being of our children, planet and future generations. It does this through:

1. Sharing the voices of women across the globe through the Women of Green podcast in order to create environmental awareness, voice global concerns and share ecological solutions from a women's perspective.
2. Providing an online Women of Green directory and community to share information and concerns, build alliances and cultivate partnerships in order to collectively create a global shift towards an environmentally sound world. Community interaction includes blogging, forums, video and photo sharing.
3. Providing business development training and coaching services to women launching and growing green business in order to help fulfill its purpose as described above.

Women of Green is first and foremost about women who are passionate about the environment as it relates to health and well-being of their family, community and the planet at large. Our podcasts broadcast dynamic and lively interviews with women thought leaders, artists, mothers, business owners, policy makers, and more. They are experienced, confident, dynamic women who are movers and shakers in the green movement speaking out on subjects such as:

- community
- health issues
- new products for the home
- travel
- food and nutrition
- business and technology
- arts and cause-related entertainment
- education

Their voices, along with host, creator, business woman and mother, Carolyn Parrs, are reaching out and motivating the millions of women worldwide who are greening the world in millions of ways.

Women of Green podcast is their voice. WomenOfGreen.com is their community.

WHY WOMEN AND GREEN?

When surveyed, women consistently rate the environment as one of their greatest concerns in numbers greater than men. One reason for this is women tend to be naturally closer to nature because of child bearing and other reproductive functions. They are 15% more likely to rate the environment a high priority and represent two-thirds of the voters who cast their ballots around environmental issues and support increase government spending for the environment.

Nationwide polling shows that women are more concerned about dangers posed by toxic chemicals than are men. They feel this concern regardless of their political party affiliation; a majority of both Democratic and Republican women described themselves as “very concerned about chemical pollution in our environment.”

Generally, women also remain the primary providers of healthcare oversight for their families. A poll conducted by the Federal Office of Women’s Health found that nearly two-thirds of women indicated they alone were responsible for health care decisions for their family, and 83% had sole or shared responsibility for financial decisions regarding their family’s health.

STATISTICS

Women account for 85% of all consumer purchases including everything from autos to health care:

91% of new homes

66% PCs

92% vacations

80% healthcare

65% new cars

89% bank accounts

93% food

93 % OTC pharmaceuticals

American women spend about \$5 trillion annually... over half the U.S. GDP

Women make more than 80% of all consumer purchasing decisions. Women process information and make purchasing decisions differently than men:

59% of women feel misunderstood by food marketers

66% feel misunderstood by health care marketers

74% feel misunderstood by automotive marketers

84% feel misunderstood by investment marketers

91% of women in one survey said that advertisers don't understand them

70% of new businesses are started by women

The average black woman spends 3 times as much on beauty products compared with the average woman

Women Want Green

Nearly 50% of women say they want more green choices

37% are more likely to pay attention to brands that are committed to environmental causes.

25% of all products in a woman's shopping cart nowadays are environmentally friendly. When women are aware you support women-owned businesses:

- 79% would try your product or service
- 80% would solidify their brand loyalty
- 51% would give a company a second chance if a product or service missed the mark the first time

Women represent the majority of the online market.

Digital Divas by the Numbers:

22% shop online at least once a day

92% pass along information about deals or finds to others

171: average number of contacts in their e-mail or mobile lists

76% want to be part of a special or select panel

58% would toss a TV if they had to get rid of one digital device (only 11% would ditch their laptops)

51% are moms

Source: Mindshare/Ogilvy & Mather

Consulting firm A.T. Kearney estimates that women determine:

80% of consumption, purchase 60% of all cars and own 40% of all stocks

57% of women gardened within the last year

55% of women spent time reading literature within the last year

Single women are becoming a more influential category versus 10 years ago

In 1998, only 69% of women between 18 and 24 were involved in home electronics purchases. By 2008, that number has grown to 91%, in part driven by the prevalence of personal electronics such as cell phones and computers. In 2007, women influence \$90 billion dollars worth of consumer electronic purchases. 61 % of women influence household consumer electronic buying decisions

Over the past 10 years, the number of women 25-34 who were single or living with a significant other increased 8% to 38%. And they are more educated: the percentage of women who had an undergraduate or graduate degree increased, from 28% to 41%, over those 10 years.

Source: She-economy.com

WOMEN LEADERSHIP IN BUSINESS

Women carry a tremendous sense of responsibility for the wellbeing of their families. More and more, they are burdened with having to protect their families from risks that should be the responsibility of manufacturers and corporations to prove their products are safe and that of our government to ensure industries are prevented from polluting our bodies and our planet.

For instance, in the US, about 80,000 industrial chemicals are registered for use in all of the products we eat, touch, wear, and use to furnish our homes, but fewer than 20 percent have been tested for their impact on human health and the environment. These include ingredients in our food, household cleaners, and body care products. They include chemicals used on and in toys and furniture and clothing and bed linens.

Of those that have been tested, most have been evaluated for their acute impacts to adult males. The impact of toxic chemicals on women is of particular concern for a number of reasons. First, women are the first environment for the next generation. Many chemicals stored in a woman's body are passed on to her child during pregnancy and later through breast-feeding.

Hence, more and more American women are taking their health and wellbeing in their own hands. Because they cannot find the kind of products that are safe enough, healthy enough for their families and children, they are increasingly creating companies and businesses that are fulfilling this need.

Currently, there are no exact statistics on the number of women-owned green businesses in the U.S., but women-owned businesses are certainly on the rise.

- Women-owned businesses employ approximately 27 million people.
- Women own 48% of all businesses in the United States – that is 9.1 million businesses.
- Women business owners contribute more than \$3.6 trillion to the marketplace each year, and women account for more than 70% of consumer spending.
- 55% of women provide half or more of their household's income, yet 48 million women – that is 80% of all women in the workforce – earn less than \$25,000 a year.

Facts from "The National Foundation for Women Business Owners"

OVERVIEW OF GREEN MARKET TODAY

Green business has shifted from a movement to a market. Once a niche industry representing products sold in limited outlets to small numbers of “green consumers”, green and natural products have leapt across product lines and now include home accessories, clothing, baby products, pet products, furniture, mattresses, bedding, carpets, cleaning products, paints, dry cleaners, funeral services and more.

The global market for green products and services is worth approximately \$520 billion per year. It is estimated to reach \$1 trillion in the next five years. At approximately \$205 billion, the US represents 39% of the global revenues and ranks #1 in the world.

Source: The National Defense Industry Association

This market has already reached the tipping point with more and more awareness building and people entering into it. Over the past decade, green products have grown 20 times faster than the overall economy. The reasons for this are obvious.

The U.S. and global consumer, fueled by scientific findings, painfully aware of the growing threat of global warming, rising energy costs, increased awareness of environmental issues and the constant media attention all these receive have begun to take their health and well being into their own hands. They are actively seeking healthier and safer alternatives, not only to what they are eating, but what they are wearing, living with and using in their daily lives.

The commitment of Wal-Mart to organic and natural products and their announced intention to be “the leading retailer of organics”, points to just how mainstream natural and organic have become.

As consumers become more careful and concerned about what they take into their bodies, as “healthy lifestyles” becomes a demographic unto itself, the next logical area of opportunity becomes those products and services which people live with, and women purchase, on a daily basis in their homes and offices.

Green Market Summary:

- The global market for green products and services is worth approximately \$520 billion per year. It is estimated to reach \$1 trillion in the next five years.
- The Organic Food market in 2006 was \$36.7 billion and grew 13.6% from the previous year. In 2011, the market is forecast to reach \$67.1 billion, an increase of 83% over 2006.

Source: Data Monitor

- In the Natural Product industry, over 1,500 new products are introduced each year with a projected sales growth of 15% - 18% per year. This segment is currently the fastest growing in the food industry with organics being the fastest growing sub-segment of the Natural Food industry.
- Clean Energy market is projected to reach \$254 billion by 2017.

WOMAN OF GREEN

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Women are actively seeking green products and services, the growth of green products is geometric and women, by far, are the purchaser deciders. This is a triangle of opportunity for sponsors and advertisers seeking to reach this economically influential demographic,

Women of Green offers sponsorship and advertising opportunities on its podcast and website in the following areas:

- Branded Podcasting Sponsorships and Advertising
- Website Advertising
- Premium listings in the WOG Community Directory for women-owned, women-run green businesses and organizations

For Podcasting & Website Sponsorships and Advertising Opportunities contact:

Carolyn Parrs
Mind Over Markets
505-989-4004
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Carolyn Parrs, Host and Creator of Women of Green

Carolyn is a mother, entrepreneur, and a passionate citizen of the planet. As a Certified Life and Business Coach, she works specifically with women in green businesses helping them launch and grow their companies.

Carolyn is also the co-founder of Mind Over Markets (www.MindOverMarkets.com), a dedicated green marketing communication and design company in Santa Fe, New Mexico. For over 10 years, she has helped businesses and organizations find their way to the hidden nuggets in the green market.

Her current clients in the green space range from educational institutions to natural, personal care products to solar and wind power, organics, green cleaning services, eco-friendly lawn services and garden products, non-toxic paints and home décor products, pet food, and more.

She is also the co-author of the Green Marketing Blog (GreenMarketingBlog.com), an exploration, explanation and exposition of what you need to know to successfully market your green product or service. Carolyn and her partner, Irv Weinberg, are featured authors in Thomson Reuters' book *Inside the Minds: Greening Your Business*. They also were the creators of the popular eco podcast on iTunes, *America the Green*.

Carolyn is a mother of 2 children and lives with her family in New Mexico. When she cuts loose, it's usually on the marimba with her band, ZUVA.



Another Day Closer to a Green Future

TreeHugger is the definitive, modern yet green lifestyle filter. Improve your course, maintain your aesthetic.

It's Been Proven: Women are Greener Than Men (In Some Countries)

by Bonnie Alter, London on 11.20.09



The good news is that women in industrialized countries are greener than men. A new study from the United Nations confirms that we have a lower carbon footprint and are better for the world's future health.

Where to start, let me count the ways... Women drive and fly much less than men. We are more likely to buy ecologically friendly and organic goods, recycle and be energy efficient.

If that's not enough, according to the report, State of World Population, women respond more positively to environmentally friendly advertising. We are more likely to take action to address environmental issues and speak our mind to corporations and to governments. We are also more likely to get involved in co-operative and social initiatives on a personal level. Men like the impersonal technical and business

stuff better

More on the carbon footprint...Since men are the meat eaters and women tend to eat less and also eat more vegetables our diet is better for the world. For example in Denmark, the report said that men eat 139 grams of meat daily compared to women who eat 81 grams.



Image from www.tear.org.au

Now for the bad news.

Women in poor countries are more vulnerable to the effects of climate change and are affected differently from men.

As we know, women at home, taking care of the family, are less like to have the same access to income earning jobs as men. They also have less mobility and are more vulnerable to weather changes and natural disasters. Drought and erratic rainfall force women to work harder to secure food, water and energy for their homes. Girls don't get educated because they have to help out at home with these tasks.

The report says that "the recent experiences of natural disasters indicate that women are more likely to lose their lives and otherwise fare worse than men in extreme events from heat waves to hurricanes and tsunamis."

Because women make up a large part of the agricultural workforce, if there is a decline they feel it first.

The report concludes that in poorer countries:

Climate change will not only endanger lives and undermine livelihoods, but it threatens to exacerbate the gaps between rich and poor and amplify the inequities between women and men.

Facts About Women-Owned Businesses

The Center for Women's Business Research, whose mission it is to provide data-driven knowledge to help advance the economic, social and political impact of women business owners and their enterprises worldwide, offers a potpourri of data for Nearly 10.4 million firms are owned by women (50% or more), employing more than 12.8 million people, and generating \$1.9 trillion in sales.

The overall picture, according to the CFWBR, shows that:

- For the past two decades, majority women-owned firms have continued to grow at around two times the rate of all firms (42% vs. 24%).
- Women-owned firms, account for 41% of all privately held firms.
- There are 2.4 million firms owned 50% or more by women of color in the U.S., employing 1.6 million people and generating nearly \$230 billion in sales annually.
- Between 1997 and 2006 the number of privately held firms 51% or more owned by women of color grew five times faster than all privately held firms (120% vs. 24%).
- 77% of Asian women employer firms in operation in 1997 remained in business in 2000, the highest survival rate of all women-owned firms

Additionally, says the overview:

- 83% of women business owners are personally involved in selecting and purchasing technology for their businesses.
- 61% of Women business owners use technology to integrate the responsibilities of work and home, while 44% use technology to enable employees to work offsite or to have flexible work schedules.
- 75% of all firms do not have employees, while 81% of women-owned firms are without employees, for a total of 5.4 million firms.
- Sales revenue increased 66% for women-owned firms without employees from 1997-2004, compared to 42% for all such firms.

Women and men business owners have different management styles. Women emphasize relationship building as well as fact gathering and are more likely to consult with experts, employees, and fellow business owners than are men. And:

- Women owners who plan to sell their business are more concerned than their men counterparts about the buyer's identity, personality, and background (72% vs. 39%), the buyer's plans for the business (79% vs. 52%), and plans for current employees (86% vs. 61%)
- Women business owners are nearly twice as likely as men business owners to intend to pass the business on to a daughter or daughters (37% vs. 19%).

For more information, please visit CFWBR.