

GREENOPIA



GREENLIGHT GREENPAPER

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Conducted outreach to green businesses across 5 target regions and provided social media recommendations, resulting in 5 survey responses from green businesses

CREATED BY

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The challenge we faced was how to identify green businesses across different regions in the U.S. This challenge presented us with the opportunity to discover potential green businesses and reach out to them using LinkedIn filters and a survey. This produced the opportunity to work with a third-party platform, learn from a platform expert, and hone our inquiry through trial and error.

Greenopia wished to increase exposure via social media. This was challenging because there was no traditional brand guide. The brand needed to be easygoing and approachable, rather than appear contrived.

We tackled our challenges by identifying potential green businesses, sending an email questionnaire determining "green" eligibility, discovering TikTok videos from accounts successfully promoting sustainability, and creating our own TikTok ideas to pilot on Greenopia socials in the future.

Our main KPIs:

- **5 target regions**
- **5 questionnaires completed**
- **2 original video ideas**

Benefits to the Project Partner

Now Greenopia has five more businesses participating in its program. In addition, we provided Greenopia with recommendations for outreach.

Benefits to Solutioneers

We learned how to work together asynchronously, ideate and coordinate solutions, develop a presentation showcasing our work, and navigate the intricacies of a startup.

Benefits to the Community

Our project supports Greenopia in its mission: To generate a future where shopping sustainably is accessible and fun. Greenopia brings critical information to the market that conscious consumers seek.