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ECO Alternatives - Local Business Development Lead

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COLLEGE OF THE ENVIRONMENT



Internship Title: ECO ALTERNATIVES: Local Business Development Lead

Student Name: Jessica Dietzman

Internship Dates: March 2022 – June 2022

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STUDENT SIGNATURE Jessica Dietzman

DATE: 06/02/2022

ECO ALTERNATIVES
Local Business Development Lead
Completed June 10th, 2022

What is ECOALTERNATIVES

E-CO Alternatives is the one stop shop for sustainable shopping. With a global directory and a local passport (discounts to 26 locations) all with amazing discount codes, they make shopping easy and affordable. We do the vetting and research so other consumers don't have to! We work with all types of companies and are constantly growing.

Our mission is to EDUCATE consumers on sustainable consumption, CONNECT consumers to sustainable alternatives and SUPPORT sustainable businesses with their local to global mindset. We believe being educated consumers is important. That is why we provide consumers information on various certifications or "green stamps" they may find on products.

We believe it's important to educate consumers on limitations a company is facing, sometimes the technology doesn't exist, or the changes are too expensive for a company to implement, transparency is the best way to keep consumers in the loop and aware of what business decisions are being made and WHY. We believe connection leads to larger impact. We are connectors, bringing together pieces of the puzzle and making purchasing and consumption smoother on both fronts. We believe it's important to elevate and call out the incredible companies helping make the world just a little bit greener with each alternative that is purchased through them.

E-CO Alternatives has two main goals; to support consumers and to support businesses that CARE! We want to support businesses by providing larger marketing efforts, discounted consulting, access to shared sourcing and more. We are here to make sustainability easy, affordable, and collaborative.

We want to show consumers what alternatives there are to their regular purchases. These alternatives are not the “North Star”, but they are implementing sustainability into their business practices in an authentic manner. E-CO Alternatives is not about being the best, but about the constant movement towards more sustainable endeavors within a businesses’ growth. In addition, it is important for consumers to understand WHAT makes a company sustainable and WHY the company is working on those specific acts. The story behind sustainability is important.

Learning Objectives

This internship was remote online one so I had to figure out a lot of things by myself, but also had a great team communicating back and forth with me through email and other social medias. When stepping into this internship I had 3 goals in mind to complete. The first one is gain regional knowledge of 1-3 regions. I chose the regions of Bellingham and Seattle to explore and research sustainable businesses. I was able to find many kinds of businesses in these locations because Bellingham and Seattle are both open minded cities hoping to create a change. Being able to research Bellingham and Seattle I found that there are lots of people who also want to promote sustainability and

The second goal was to research Sustainable Businesses in your regions (we will take on restaurants, products/stores, and services (ie; coffee shops, food, stores, etc). This goal was the one that took the most work to complete. It wasn’t super hard finding businesses that promote sustainability, but it got more difficult as I researched the places and made sure they were ethical and sustainable. In doing this research I looked for important key words like locally

grown, zero waste, ethically sourced, organic, energy use, eco-friendly. Looking for these key words helped me establish a foundation of what a sustainable business looks like and then be able to add them to my list. My internship boss Maddy created excel spreadsheets for all the interns to add their businesses they researched information too. I was able to add more than 100 businesses to this list to reach out too in joining our network.

This leads me to my third and final goal which is onboard businesses to join the local network. Another intern created an email outline for communicating with businesses and I was able to reach out to my businesses that I had researched with this outline and ask them to join our website. I reached out with a first email and then after two weeks I would send a smaller email seeing if they received the first or were still thinking about joining. I was able to communicate with many businesses and have them join our network.

Relevance to my major of Businesses and Sustainability

My one huge takeaway from this experience is the importance of having accessibility to sustainable businesses and doing the research to find out if they are sustainable. It's easy to say you are a sustainable business but just because maybe you are doing one thing that is sustainable doesn't mean you are doing the most you can to do everything sustainable.

Being a part of ECO Alternatives taught me that people out there are doing research for others and doing the difficult parts of making sure businesses are sustainable. As consumers sometimes all you need to do is look up a website like ECO Alternatives to easily access information on subjects like this.

As an intern I learned that in a major of Business and Sustainability I need to aware that there are false advertisements of sustainability in Business and make sure that when I get a job that I am ending these false advertisements or promises and promoting true change.

Communicated with other businesses also was a great opportunity for me to see all the potential jobs I could have in the future and all the places that need a sustainability manager to help fix the number of emissions and waste their businesses have. This internship just made me want to keep exploring my major more and more and for me to be able to see all the potential sustainable businesses out there and see that I can help make a change.

Summary

Overall, my internship was a success. I was able to communicate with other interns from across the USA with email and other social medias since the internship was remote and online. It was amazing to see all the sustainable businesses out there and how most of them wanted to join our website and be part of spreading awareness. Being able to communicate with local businesses and see my fellow interns and coworkers communicating with other businesses was extremely impactful and I will take what I learned into my future career. Being patient when businesses didn't respond and trying two weeks later was also a very important part of this internship, sometimes emails would get sent to junk mail or they just wouldn't see, so a check back in email is extremely necessary.

Being immersed in a culture that is focused on sustainability is so key to our survival on this planet. We need to use our limited resources for good and not waste them like we are doing now. We need to be aware of our usage of products and our carbon footprint on this

planet. Renewable energy is available, and we need to start being aware of the other options besides just oil and gas. In my classes at WWU there is a focus on getting people involved in the sustainability major and in clubs and this is exactly what my internship also represented. This internship taught me that spreading information is the way to help start this change. If we can have accessible information for the public then change can start, because humans can be lazy and don't want to do their own research, so if people make it easy for them, we can start to create change.

Pictures

1	Location including zipcode	Website	Name of POC	Email	Product/Service/Restaurant/Other	What do they sell	What makes them sustainable	Outreach level
2	1330 N Forest St Bellingham	https://asianbrewing.com/		info@asianbrewing.com	Restaurant	sustainable microbrewery and restaurant	Second Ema	
3	1313 Railroad Ave Bellingham	www.avenuebread.com		eat@avenuebread.com	Restaurant	healthy breads and locally grown treats	Second Ema	
4	824 N State St Bellingham	www.bellinghambaybuilders.com		info@bellinghambaybuilders.c	Service	eco-friendly remodels and new construct	Second Ema	
5	15404 Estes Rd Bow Wa, 9	www.blanchardmountainfarm.com		linda@blanchardmountainfarm	Other	variety of vegetables and food	Do not reach	
6	114 W Magnolia St, Suite 4	www.broumeengineering.net		jason@broumeengineering.net	Service	engineering services	Second Ema	
7	1000 N. State St Bellingham	www.chuckanutbuilders.com		office@chuckanutbuilders.com	Service	energy and resource efficient home remo	Second Ema	
8	3406 Redwood Ave Belling	www.buildingperformancecenter.org		info@bpctrain.org	Service	provide technical training and practical sc	Second Ema	
9	1557 Country Lane Belling	www.dandelionorganic.com		healthyharvest@dandelionorg	Product	fresh, seasonal, organic produce	Second Ema	
10	424 E Laurel Rd Bellingham	www.legacylamb.com/contact-us		sales@legacylamb.com	Product	Sustainably kept lamb	Second Ema	
11	online store but locally mad	https://www.faircowspathfarm.com/		faircowspathfarm@gmail.com	Product	humanely raised and handled grass-fed l	Second Ema	
12	1323 Railroad Ave Bellingh	mallardicecream.com		mallardicecream@yahoo.com	Restaurant	gourmet ice cream with an emphasis on	Second Ema	
13	1501 12th St, Bellingham V	www.pizzazza.com		will@pizzazza.com	Restaurant	New York Style pizza, featuring local and	Second Ema	
14	online store	www.textureclothing.com		teresa@textureclothing.com	Other	Clothing company using organic cotton a	Second Ema	
15								
16	4615 Aurora Ave N, Seattle	https://greencleaningseattle.com/		customerservice@greenclean	Service	uses green cleaning progress, solar run,	Second Ema	
17	3507 Evanston Ave N, Sea	https://www.sweetspotseattle.com/		info@sweetspotseattle.com	Service	sugaring, skin treatments, lash extension	Second Ema	
18	117 E Louisa St #731 Seatt	https://seattletreeconsulting.com/		doug@seattletreeconsulting.c	Service	services related to trees (identification/ha	Second Ema	
19	615 Queen Anne Avenue N	https://tattoosandplants.com/		thenightshadeplant@gmail.co	Product	plants and tattoos	Second Ema	
20	no storefront it's online bas	https://goodking.co/		hello@goodking.com	Product	chocolate that is processed locally and gr	Second Ema	
21	2962 1st Ave S, Suite B, S	https://www.emeraldcitypetsupplies.com/products/		retail@emeraldcitypetrescue.o	Product	ethically sourced pet supplies	Second Ema	
22	1401 3rd Ave #231							

Here is an excel spreadsheet with multiple sustainable businesses I collected from the Bellingham and Seattle Area

ecoalternativesllc.com?page_id=25

Jessica- Local Business Development Lead

Hi!! My name is Jessica Dietzman and I'm from Bellingham, WA. I have always been interested in the importance of making the best use of the resources given to us by our planet. I have always found it so important that we use our limited resources for good and being sustainable is the way to do that! I am a sophomore at Western Washington University and am majoring in Business and Sustainability. When I first learned about ECO Alternatives, I was instantly intrigued and wanted to learn more. I am extremely excited to be a Local Business Development Lead focusing on the

Here is my job description and a little information about me on the website