



# EthicalBuy

Enabling sustainable brands



# EthicalBuy is a plug & play platform that empowers sustainable consumer brands

<b>Problems sustainable brands face</b>	<b>How EthicalBuy solves this</b>
Lack of transparency (or high cost of transparency) in carbon offset or charity donation commitments	Smart contract-automated commitment fulfilment
High costs of setting up affiliate program and bootstrapping initial affiliate network	Integrate social commerce (affiliate sales, social product sharing/ commenting) with a pre-existing Lens user base
Difficulty engaging with consumers	Ease of token-gated perks to fans (followers); engagement with followers via governance

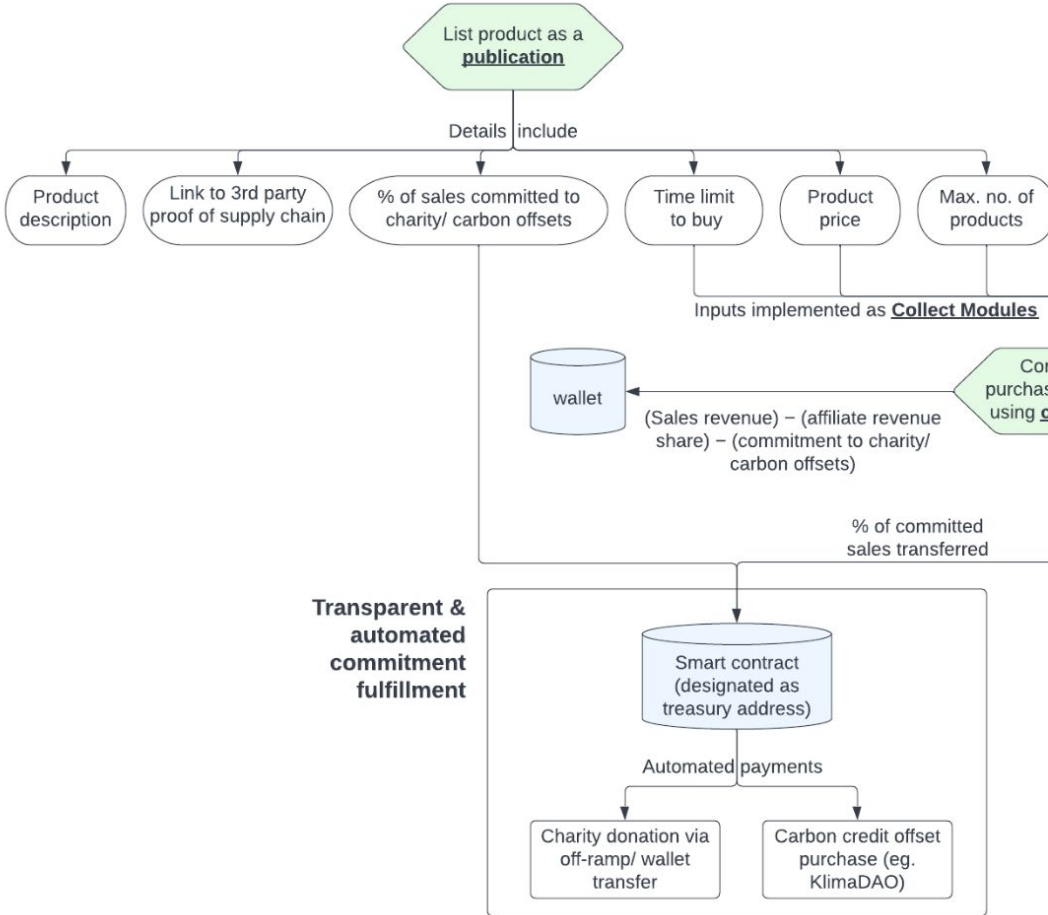
Empowered by & built on Lens



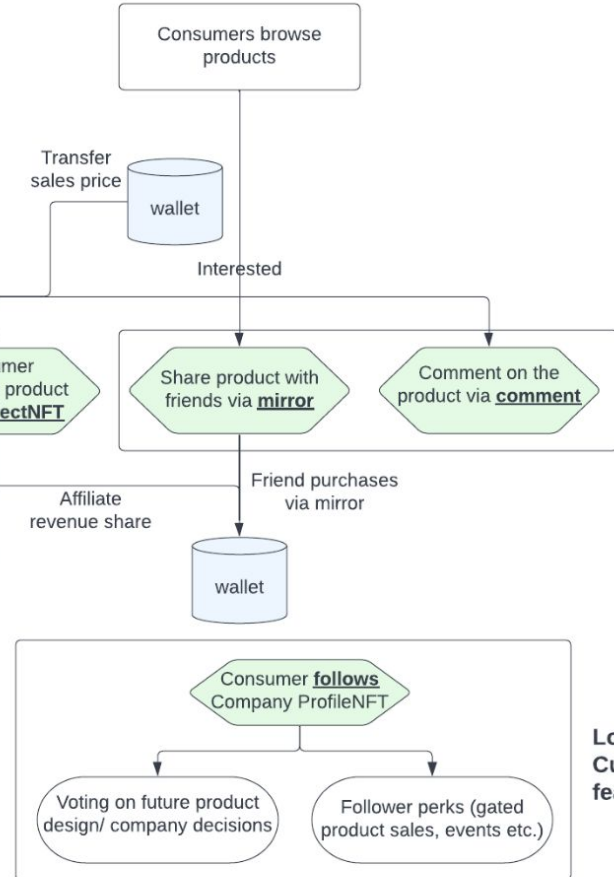
## **EthicalBuy helps sustainable brands:**

1. Meet social/ environmental commitments  
transparently and cheaply
2. Tap into social commerce
3. Engage with fans easily

## Sustainable Brands & Companies



## Consumers



## Legend

Actions based on lens functions

Wallet/ Smart contract

Generic action

Properties

**Social commerce features**

**Loyalty Program/ Customer Engagement features**