Introducing the .eco System

We know many of your customers are proud of the work they do to protect the environment — whether it's work on climate change, conservation, or living a more eco-friendly lifestyle.

One of the first new extensions to provide value-added services with each registration, the .eco System includes a .eco domain name, .eco profile and .eco trustmark.

> **The .eco system provides a chance to showcase actions and commitments to millions of other people around the world who are dedicated to positive change for the planet.**

Creating a .eco profile is easy

After your customer registers their .eco domain, they will be guided through a simple .eco profile creation process similar to setting up a social media profile.

To create a basic .eco profile, customers will indicate the intended use of their .eco domain and affirm their commitment to supporting positive environmental change by taking the following pledge: "I/we pledge to support positive change for the planet and to be honest when sharing information on environmental actions".

As soon as your customer has finished creating their basic .eco profile, they can start using their domain.

A trusted symbol

Customers who complete their basic profile can display their .eco trustmark on their .eco website. The .eco trustmark works like the security logos you see when you purchase something online. The .eco trustmark will provide visitors to .eco websites a simple way to discover the environmental commitments and actions

for each .eco customer, making it a new, easy-to-recognize emblem of the environmental movement.

Declare and share

One of our goals at .eco is to encourage organizations, businesses and people to get actively involved and promote their commitments and actions in support of the environment.

For those who have great ideas and solutions they want to share, and are looking for a chance to connect with others who share similar interests, customers can complete optional enhanced profile information at any time. The more information they share, the more their visitors will know about how they are contributing to positive environmental change.

Customers will need to update their .eco profile at least annually. They'll also want to make sure they share accurate information on their .eco profiles, as a random selection will be validated.