| **Identify 5 values that define the Bath EcoShop brand.**  Use the sticky notes from the [branding exercise](https://jamboard.google.com/u/2/d/1Np6BPeFppWO0t0_A5rovvxpqi9ToTt-C1jxa5o_6U1c/copy?resourcekey=0-BVWb5kI7YmJvVg9Wl-CXYQ) to identify similar themes. | |
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| 1. Reliable | |
|
| 2. Eco Friendly | |
| 3. Trustworthy | |
| 4. Promote healthy lifestyle | |
| 5. Quality work | |

| **Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.** |
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| 3% of the profit from an item goes to charity that helps maintain the ecosystem around the world. |

| **Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.** |
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| * Give details about the products eco friendliness * Have Blogs on how people can be more eco friendly * Post social media messages promoting eco friendly events and products from Batch EcoShop, which are eco friendly. |