



**BUSINESS GOALS & OBJECTIVES**

- 1 Showcase the efforts and actions of EarthEcho
- 2 Empower visitors to take action to make a positive difference for the Water Planet
- 3 Focus on the organization as a whole without relying on sole individual's history or actions
- 4 Highlight Phillipe Cousteau as an ambassador (relating to topics, experience and activity) for EarthEcho
- 5 Provide avenues for advocates to support EarthEcho's mission through donations, awareness education, and commerce
- 6 Highlight key partnerships that further EarthEcho's mission and actions
- 7 Acknowledge topics and issues within the field, but without appearing as a complete news/academic source
- 8 Introduce EarthEcho and its history and mission to visitors who are unfamiliar with the organization