

# Who is United By Blue?

United By Blue is a ocean-friendly brand of apparel that removes a pound of trash from oceans and waterways for every product sold. United By Blue's products include organic t-shirts, canvas bags and jewelry. Since the company's creation in May 2010, UBB has removed over 80,000 pounds of trash from oceans and waterways throughout the country.

UBB was founded by a 2008 Temple Alumnus who wanted to tie every business transaction with a concrete environmental action. For the past year and a half, United By Blue has brought local student leaders to Philadelphia waterway sites in need of a good cleaning. Now UBB is launching a unique on campus opportunity for students in our own backyard. As early as January 2012, United By Blue's latest ocean-friendly endeavor, Campus Crew, is coming to a university near you.



## WHAT IS CAMPUS CREW?

United By Blue's Campus Crew is not an environmental club. It's not a business society or fashion club. It's a platform for students to gain a well-rounded education about using the power of business to do the most environmental good. United By Blue is launching its newest ocean-friendly endeavor, Campus Crew, which teaches students how to build a sustainable business that goes beyond just recycling, how to channel their inner environmental leader and create fashion with a purpose.

United By Blue's Campus Crew offers unique professional development opportunities, chances gain professional mentors and leadership, event planning, recruitment, marketing and business skills.

# What kind of programs does Campus Crew do and what kind of skills will they gain?

## Business

### Build up their Professional Network

- Students will host sustainable business workshops and networking events.
- Students can tap into United By Blue's wide network of local entrepreneurs and fellow Sustainable Business Network of Greater Philadelphia and BCorp members.

### Professional Development & Externship Opportunities

- United By Blue offers an open door policy where students can attend planning and business meetings throughout the semester
- Students will learn how to build a business from scratch
- Resume building workshops

### Generating Buzz

- Learn how to launch and track social media campaigns through Twitter, Facebook, Tumblr
- Members will learn how to get people talking about your business with UBB's unique Buzz competition.

## Environment

### Running A Successful Grassroots Campaign

- Students will pick a semester-wide campaign and ocean-friendly practice (plastic bag or bottle bans, more recycling, composting, etc.) they would like to see on campus.

### Event Planning Experience

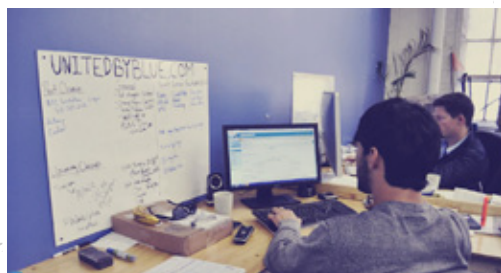
- Campus Crew members will learn how to carry out a waterway cleanup.
- They will host movie screenings and speakers, table events and host letter-writing campaigns centered on their theme for the semester.

### Volunteer Recruitment and Management Skills

- Students will recruit fellow students and faculty to attend local cleanups.

### Public Relations Pitching

- Students will work with campus and local press to gain awareness about their presence and environmental campaign.



## Fashion & Design

### Fashion as Social Activism

- Students will learn how to use design to promote an eco-friendly message.
- Throughout the semester, Campus Crew will host a university-wide design competition. In addition to a cash prize, one lucky student will have their design become a part of UBB's fall line.

### Launching a New Line

- Campus Crew members are invited to attend product review and planning meetings.
- Members will help with UBB's spring line launch.
- Members will test out new ways to display products

### Fashion Photography

- Students will tag along at United By Blue's fashion shoots.
- Scout locations, create concept and address models
- Have their photos taken for UBB's spring line



# Who is a Campus Crew Leader?

United By Blue is seeking individuals who are responsible, hardworking, independent and motivated with excellent communication skills. A campus crew leader should have a strong interest in business and passion for the environment. Campus Crew leaders recruit the next wave of campus crew members, implement programs and competitions and serve as a liaison between their university and UBB.



## Why should someone become a Campus Crew leader?

- Campus Crew leaders have the power to implement something meaningful.
- Campus Crew leaders have the freedom to design events and environmental campaigns based on their campus.
- Campus Crew leaders will receive four free \$25 United By Blue gift cards.
- Leaders gain valuable skills like event planning, recruiting, communications and management skills.
- Campus Crew leaders receive program guidance, support and promotional from United By Blue staff members.

Stand united with fellow collegiate ocean advocates across the city by contacting UBB at [campuscrew@unitedbyblue.com](mailto:campuscrew@unitedbyblue.com) or 215-642-0693 about bringing the program to your university.