

INSPIRED THINKING

Ideas in Action

Green Business

Taking recycling to a new level



Ecologically and socially responsible jewelry is the foundation upon which Magnolia, Texas-based greenKarat (greenkarat.com) has grown its green business. The company supports fair trade and ecological gold initiatives, offering only jewelry made of recycled metals and created diamonds. The business model, according to founder Matthew White, is the

fruit of personal passion. White and his wife started greenKarat in 2003 when the then-engaged couple were searching for ecologically responsible wedding bands and couldn't find any. "We ended up getting married without rings," he says. Now, they offer like-minded consumers a green option.

Perhaps most unique is the way greenKarat helps consumers take their recycling to a new level that makes separating pop cans and beer bottles look like child's play. The myKarat program invites consumers to recycle their old gold jewelry. In return, they receive either store credit toward the purchase of a greenKarat piece, credit toward a custom jewelry piece created from their old gold, or a donation to benefit the environment made on their behalf. The company's website states that "vast amounts of gold sit unused in the form of old jewelry. Individuals can't easily get value for their retired jewelry, so it rests idle in jewelry boxes and dresser drawers. The myKarat program is a vehicle to aggregate that wasted metal and put it to good use."

White emphasized the need to establish standards by which to measure whether a piece of jewelry is environmentally friendly. "Consumers are looking to us to establish standards so that when we [in the trade] describe our products as environmentally friendly or fair trade, there are standards in place that need to be met to receive that designation," says White. "There is currently nothing like that in place regarding recycled metals."

White says that he is keeping a close eye on the progress made by the Council for Responsible Jewellery Practices with regard to issues of sustainability. "They are saying the right things," he says. "If the members follow through, we will [be on board]." ♦

Read It!

THE BOOK: *Made to Stick, Why Some Ideas Survive and Others Die...* By Chip and Dan Heath.

THE BIG IDEA: An advertising campaign as memorable as Subway's Jared run is just one of the many sticky ideas you'll read about, which the Heaths describe as having six essential principles at work:



1. SIMPLICITY:

Jared, an obese college student, lost more than 200 lbs. by eating Subway sandwiches every day. Eating Subway = losing weight.

2. UNEXPECTEDNESS:

Ideas that generate interest and curiosity endure. People were rooting for Jared to continue losing weight on his Subway diet. They wanted to be like him.

3. **CONCRETENESS:** The before and after images of Jared said it all.

4. **CREDIBILITY:** Subway didn't promise, "Eat our sandwiches and you'll lose weight." They showed how an actual person did it.

5. **EMOTIONS:** Watching Jared lose weight and improve his health struck a chord with the public.

6. **STORIES:** Hearing Jared's story prompted people to act on the idea—to go have lunch at Subway.

How can you apply these principles to your next advertising campaign to ensure that your message sticks? Read the book and get inspired! ♦