

[Start Here](#) | [About](#) | [Praise](#) | [Shop](#) | [Join](#)

## WANT TO CHANGE THE WORLD WITHOUT GOING BROKE?

DOWNLOAD THE **BUSINESS CHANGEMAKER'S TOOLKIT** & WE'LL SHOW YOU HOW

We'll Also Email You Inspiring Audio Case Studies of Successful Entrepreneurs Who Are Changing the World Through Purpose, Passion & Profit



DOWNLOAD ▼

# 1 LB OF OCEAN PLASTIC GONE PER SALE VIA BRIAN LINTON'S UNITED BY BLUE

by [admin](#)



0



7

7

FLARES



It is estimated that over 14 billion pounds of plastic waste enter oceans every single year by human hands. That's a huge problem for marine wildlife and the beauty of our oceans, too, and it's an issue [entrepreneur](#) Brian Linton wants to draw attention to through his [green entrepreneurial venture](#), [United By Blue](#), one pound at a time.

## **How United By Blue is Cleaning Up the Ocean, One Pound at a Time**

“Our oceans are not the oceans of our ancestors, teeming with fish and crystal clear for miles and miles. Our oceans are emptier of life—and more full of plastic debris.”

That's the guiding concern of the United By Blue (UBB) team. Believing in the power of humanity to take responsibility and create positive change in the world, UBB is driven by the desire to create a for-profit system that can tangibly clean up the oceans before it's too late.

The business model works like this: For every product that's sold through UBB, the company will actively remove one pound of trash from the world's oceans or waterways. They do this by creating company-organized and hosted cleanups of beaches and oceans in a variety of locations involving UBB employees and volunteers – university students, townspeople, service organizations, schools, businesses, and more.



Their process involves selecting the location, managing volunteers, and putting on their own gloves to get down and dirty with the cleanup efforts. They add fun and education to the mix by including contests and giveaways, food and inspirational talks. So far, the team has taken steps to organize cleanups in 18 states throughout two countries, for a total of 141,000 pounds of trashed cleaned up at the time of this writing. Check out details of their cleanup efforts and how you can get involved on their [Cleanups](#) page. To learn more about the world's ocean trash check out this article on National Geographic about the [Great Pacific Garbage Patch](#).



The fashion created by UBB is inspired by ocean exploration and created by American artisans in small batches, and includes environmentally-sensitive materials such as organic cotton, vintage detailing, and the faded colors of harbor villages. UBB pieces are sold direct to consumers through their website, as well as through over 200 stores in the US and many stores in Japan. They've eliminated plastic from their supply chain, and use banana fiber and elephant dung paper instead of conventional paper.

### About this Entrepreneur for a Change: Brian Linton

Brian is an ocean lover and avid scuba diver, and has turned these passions into a business in 2010. Uncertain as to the effectiveness of making donations to conservation organizations, Brian decided to create a different company – one that would take concrete actions to create change. As such, United By Blue was born. Calling himself the founder and chief trash collector of UBB, Brian stays very connected with the company, working on product development, sales, and overall company direction as UBB grows and develops. Hear Brian tell the story via [YouTube](#).

About Latest Posts



#### Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

Follow me on



**This Wordpress Theme is Powered by Genesis**

# Framework



I've built dozens of custom WordPress websites using both free and premium WordPress themes. If I were going to do it all over again, I would have built every single one on the Genesis Framework.

Genesis Framework is not only easily customizable through Genesis hooks, it's search engine optimized and doesn't break with each core WordPress update. Instead of burning up all my precious entrepreneurial time dealing with never-ending bug fixes, I can now focus on marketing and monetization.

**Find Out More About Genesis Below:**

**==> Why I Recommend the Genesis Framework < ==**



Entrepreneurs F..  
902 likes

Like Page Share

Be the first of your friends to like this



## Get Results

[Schedule a FREE Business Breakthrough Session](#)

[Done for You Digital Marketing Services](#)





## Testimonials

---

“



“

Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



## ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

## JOIN OUR VIP COMMUNITY

Get your FREE Business Changemaker's Toolkit & receive valuable updates, resources and more to help you grow a changemaking business.



JOIN



[About](#) | [Sitemap](#) | [Disclosure](#) | [Privacy Policy](#) | [Contact](#)