

A. Carrotmobbing

Don't boycott! Carrotmob!

Carrotmobbing involves approaching businesses directly to try and encourage them to donate some of their earnings to environmental organisations. People do this by getting the community to buy goods from a company in a small time period to reward a business for making socially responsible changes. The first Carrotmob campaign happened in San Francisco in March 2008 when Brent Schulkin, the founder of Carrotmob went to 23 convenience stores with a plan to transform one of the stores into the most environmentally friendly store in the neighbourhood. He promised to bring a “mob” of customers to these stores to spend money. A store called K & D market had hundreds of new customers in one day and they spent over \$9200. In return the store took 20% of its earnings and spent these on environmentally friendly changes to the store like new eco-friendly lighting.