

Small Business Taking Strides For Climate Change: Pins By Phiri

Pins By Phiri donates a portion from each order it receives to an ocean conservancy trust known as Oceana.



New York City, Jan 4, 2021 ([Issuewire.com](https://www.issuewire.com)) - As a small business owner or entrepreneur, one may be asking themselves: "How much importance should I place on social impact"? In this article, we will look at the importance of social impact for small businesses.

Brands whose products have a positive impact on their customers' lives are in an advantageous position to leverage their purpose. This article will share strategies brands can use to utilize the purpose to grow via social impact. When you are a small business, your digital presence can be quite important as customers sometimes trust recommendations more if they come from real customers and not advertisements. Therefore, your brand needs to be built on the idea that you are making an impact in the community. Social impact, though, is an element that is slightly long-term but it will eventually leave its mark by binding you closer to your customer base.

"In every action, we take as business owners, we must remember that our voice is important. We aren't

just here to provide a service to the consumer but to the world around us. At Pins by Phiri from New York City, New York, United States – we wish to not only provide quality brooch pins and service to the consumer – but also to seek to improve our place in this world." Said Ibrahim Phiri, founder of Pins by Phiri and ocean conservancy philanthropist.

Have you ever wondered what it takes to run a business? The truth is that it takes a significant amount of effort, hustle, and passion for the product being sold. While you need these things to start a business, I feel that there is one area sometimes overlooked in business that doesn't get the recognition it deserves: an impact on society.

There are a million tons of plastic pollution flowing into our oceans from land each year. It's time to clean up our act and protect our blue planet! A portion of profits from every pin set ordered from Pins By Phiri is donated to Oceana in support of its quest to end ocean plastic pollution. Every customer receives an E-card personally from Oceana showing appreciation for purchasing their pin sets. Oceana is an ocean conservancy trust founded in 2001, it has been protecting our seas ever since. The trust works on local, US, and international scales to protect marine life so everyone will have a safe place to fish, swim, and enjoy the ocean.

The Internet has created a whole new set of opportunities for collaboration between businesses, non-profit organizations, and private citizens. Social impact marketing is one such example where business social responsibility initiatives make it win-win for both parties involved. Hopefully, these tips were found to be somewhat insightful.

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