

Sustainability Intern at Planet Renu

Dzurko.6

Background:

This Summer and Fall I have been Interning with a eco-business called Planet Renu. The company sells a wide array of eco-friendly alternatives and products for consumers who want to be more aware of their impact .



About Planet Renu;

Planet Renu's tagline is "eco-friendly products good for you and the planet", but mission behind the company is to educate and inspire people to make small changes in their lives and in turn have a large impact on the earth. With the Planet Blog and Social Media Planet Renu highlights environmental news in the U.S. and abroad as well as provide funny and informational videos and tips on what we can all do to be more environmentally friendly-such as being aware of the resources your use, recycling, composting, looking at your water usage and using eco-friendly products.

On The Job:

My role as a sustainability intern grew through my time at Planet Renu but I was in charge of;

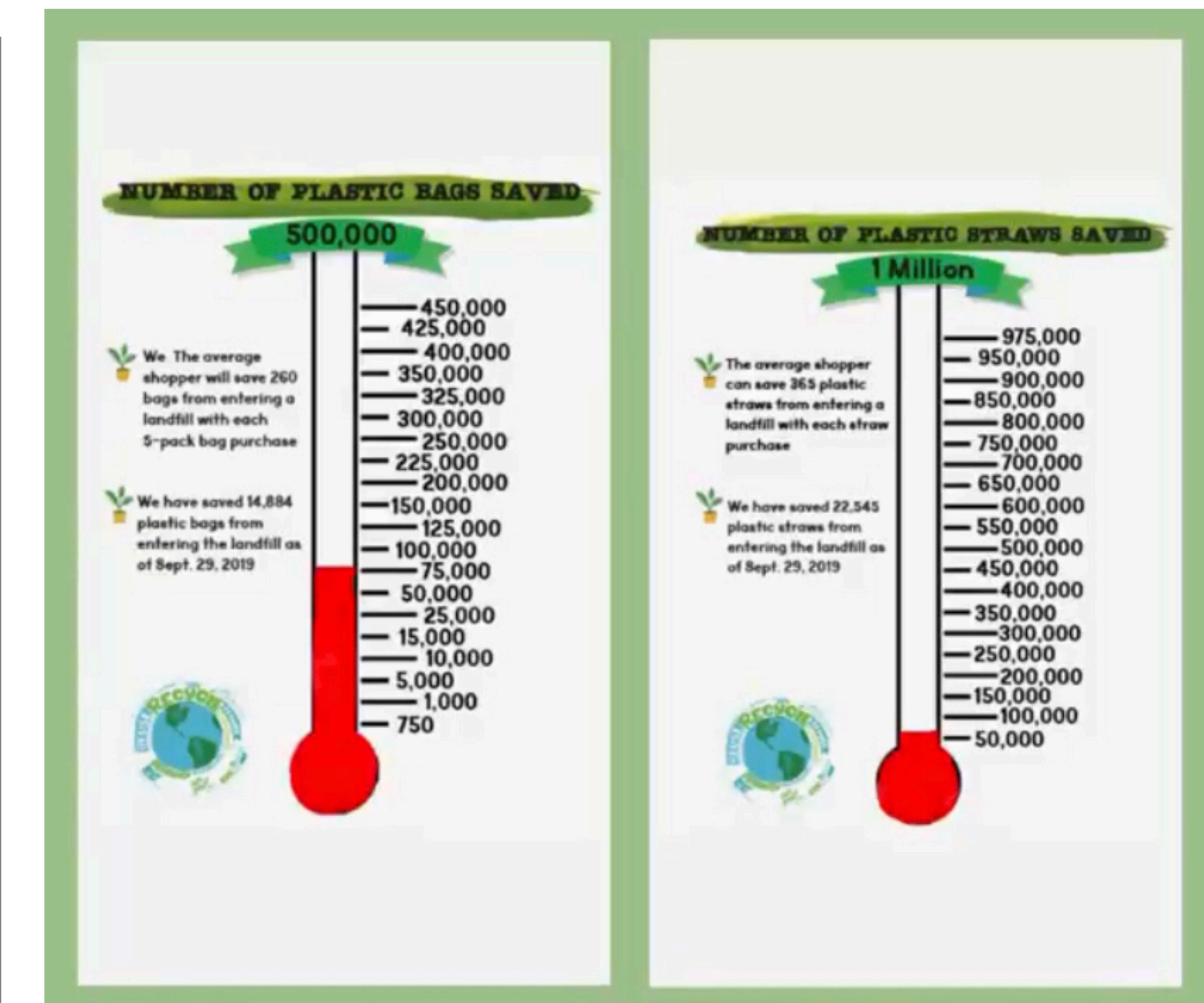
- Social Media- instagram, TiktTok Facebook, Pinterest
- Research on environmental news
- Product research
- Monthly Newsletters
- Marketing
- Outreach
- Weekly meetings
- Occasional shipping, inventory, and pop up shop work



Accomplishments:

Throughout my time at Planet Renu we have been able to make a lot of progress for the company but also some big impact outside of the business too.

- Planet Renu was Featured in a Magazine called Edible East Bay
- Planet Renu has been able to start selling sustainable products on amazon
- We have partnered with a series of influencers to spread the word on sustainability
- Partnered with Cafeteria Culture to educate schools about Micro plastics
- We are currently in the works of making a new pop up shop
- Our Follower base has grown on instagram and TikTok
- Planet Renu has started a new eco-friendly Clothing line
- We have been able to start sell sustainable corporate gifts



Reflection

My time interning has been extremely beneficial and I have been able to learn a lot about how businesses and sustainability mix. This has also led me to realize the kind of work I want to do with my EEDS major. I have become well versed on how to engage audiences through social media as a business and I have learn a great deal about the behind the scenes work that goes into running a business that is eco-friendly. I have come to the conclusion that as I continue with my degree, I want to start focusing on potentially creating my own eco-business and help other companies with becoming more eco-friendly as well. I think all student should take part in a internship before they graduate because it opened my eyes to what life is like outside of school. Regardless of whether the internship is what I want to do post graduation, I now have a clear idea of the work ethic needed and how the sustainable business field works.