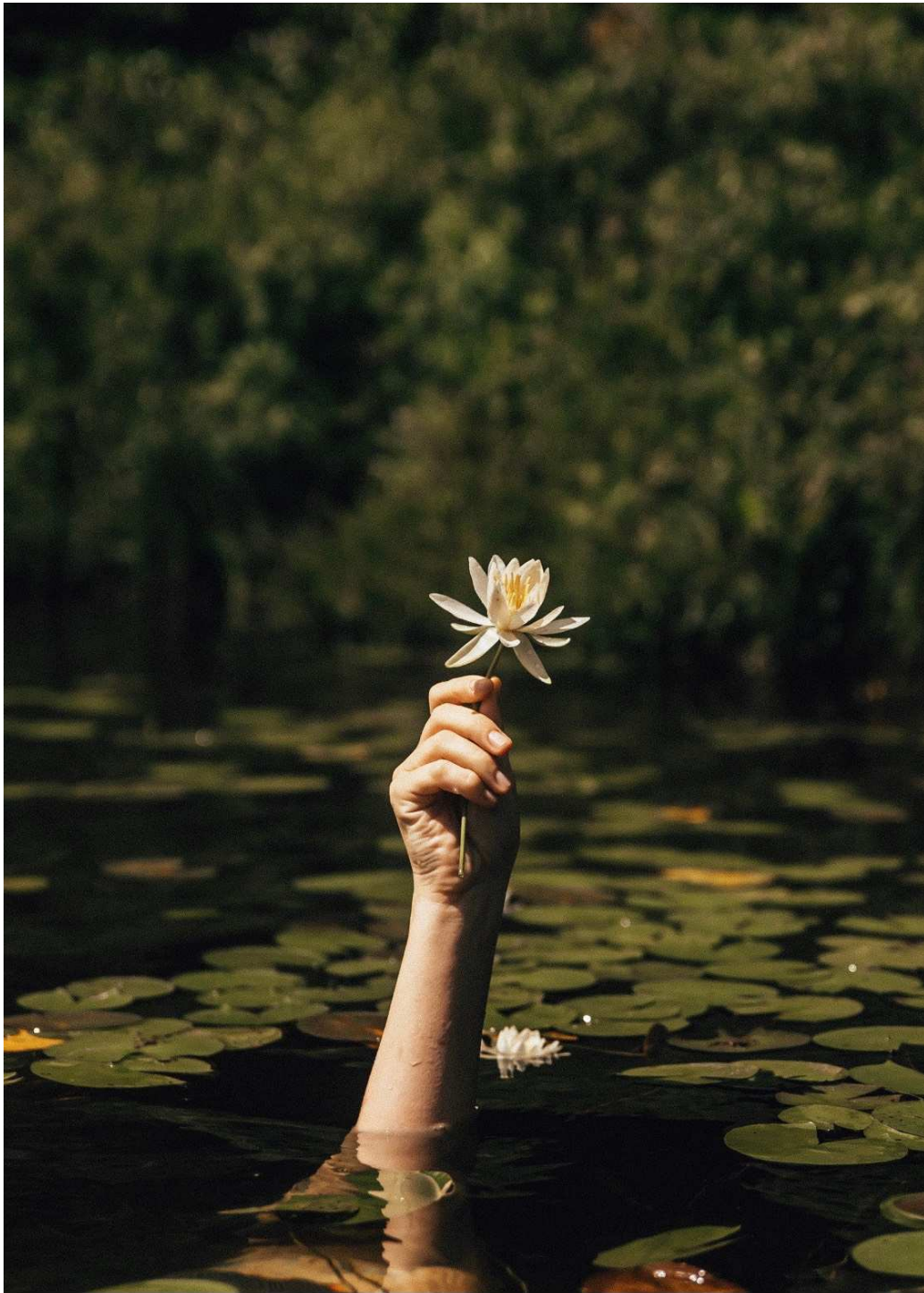


M U D I T A

M A G A Z I N E



VOL. 1, ISSUE 3

SUMMER 2021

M U D I T A

M A G A Z I N E

"It's not what you look at that
matters, it's what you see."
-Henry David Thoreau



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THE MUDITA TEAM



STEPHANIE KRUBSACK

Co-Founder

Favorite flower: Lilacs

Longer days create a greater opportunity to catch more sunrises and sunsets, to become more connected to nature. I enjoy spending time camping, kayaking, and taking road trips, spending as much time as possible outdoors. Another favorite pastime is supporting local organic producers at farmers markets and creating new healthy recipes for backyard parties and dinners.



EMILY PORTER

Co-Founder

Favorite flower: Passion Flower

Summer invites a kind of freedom that only warm nights and balmy mornings can spark. During the warm summer months I love to invite heart opening asanas more into my practice to keep an open mind for adventures. Summer is the time to explore, travel and create adventures that will last a lifetime.



ZOE BRAUN

Managing Partner

Favorite flower: Orchids

The warmer weather and longer days in summer bring me more energy and motivation to get outside. On the nice sunny days, I look forward to going to parks and beaches or backyard cookouts and restaurant patios. But I also love the feeling of standing out in warm rain, and the ironic peace and tranquility I find in thunderstorms.

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Dear Reader,

As we enter into the season of more sunshine, warmer weather, longer days, farmers markets and gardening, we're enjoying watching everything come into full bloom, to decorate the landscape with beautiful colors and scents. Summer provides opportunities to explore new avenues through travel, new hobbies, and more opportunities to become connected with nature.

We proudly announce that this is Mudita Magazine's fourth issue! We want to thank each and every one of you, our readers, sponsors, stockists, interviewees, artists, writers, and photographers for making each publication possible! This collaborative magazine is just as much yours as it is ours.

We are now at a complete set of issues, one for each season. We feel this is a fitting way to celebrate the experience and process of creating a community to truly live in Mudita and where it has led us. The Summer 2021 issue may be our best issue yet, with articles that provide you with the knowledge and tools to live a healthier and more sustainable life. We tap into the rich culture of cacao and yoga, stunning artwork and photography, healthy lifestyle articles and recipes, mental health articles and resources, sound healing, and articles on sustainable living through reducing your carbon footprint and becoming a conscious consumer.

We plan to throw our energy into sharing this issue, to provide opportunities for anyone that wants to save and cherish the goodness found in the publication, and send each of you a heartfelt thank you for supporting us during this journey.

Sending love,

The Mudita Team

Handwritten signature of Stephanie in black ink.Handwritten signature of Emily in black ink.Handwritten signature of Zoe in black ink.

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PROACTIVE CONSUMERS SUPPORT BUSINESSES THAT ADDRESS SYSTEMIC INEQUALITIES & BUSINESS OWNED BY UNDERREPRESENTED INDIVIDUALS

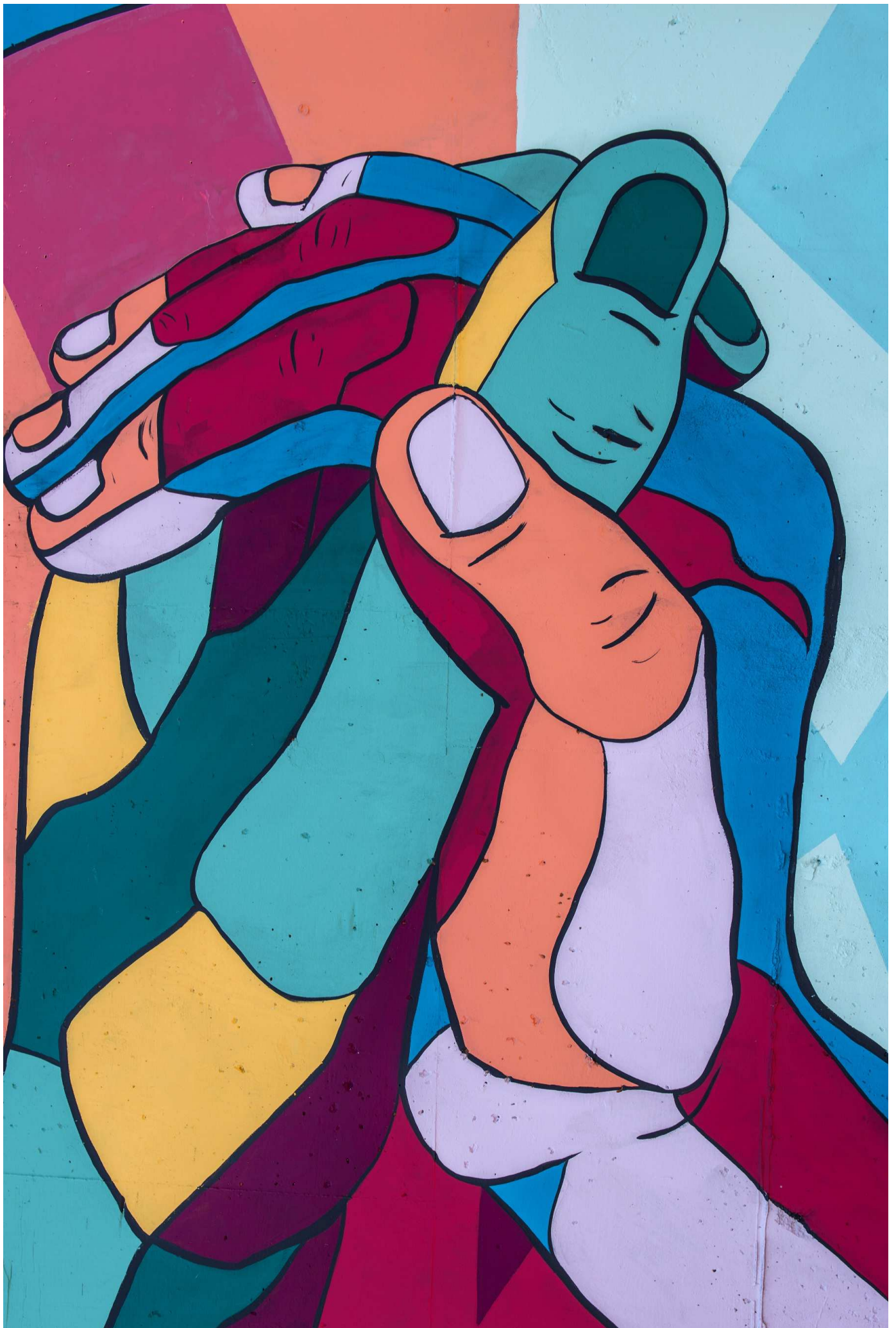
by Angelina “Lina” Godinez and Lisa Geason-Bauer,
Evolution Marketing, LLC; artwork by Tim Mossholder

According to the United Nations Human Rights Office of the High Commissioner, “**Extreme inequalities are the defining issue of our time....** Rising inequalities are undercutting development progress, frustrating poverty eradication, and producing social, political and economic instability.” *Evolution Marketing is one of many leaders in the Certified B Corporation® movement of “people that are using business as a force for good,” presenting businesses with a real opportunity right now to adopt the framework of the U.N.’s Sustainable Development Goals (SDGs) to address extreme inequalities.*

For those not familiar with the 17 SDGs, they are unique in that they are interconnected and interdependent – meaning that in order for countries, governments, NGOs, and businesses to **address global human rights and the extreme inequalities that exist, we also have to address the social, environmental, and economic imbalances.** Underpinning the SDGs are 169 targets that were created as a blueprint to help stakeholders implement equitable systems that benefit all humankind. Historically, systems of inequality have manifested in several forms, acting as “disproportionate threats to the enjoyment of several human rights ... including the right to equality and non-discrimination, the right to life, the right to health, right to an adequate standard of living, and cultural rights” according to United Nations experts in the 2021 Special Procedures of the Human Rights Council.

As the COVID-19 pandemic continues to challenge normalcy worldwide, now is the opportunity for change. Regarded as a pivotal year, 2020 shook up our normalized structures, exposing unseen and ignored flaws, and forcing system-level change.

1 Integrating Human Rights into the Post-2015 Development Agenda: Addressing inequalities and discrimination in the SDGs



Globally, we faced not only a pandemic but expanded demands for racial and gender equity as stakeholders renewed the call for companies to demonstrate transparency and accountability for their social and environmental impacts.

Existing social and racial inequalities continue to produce disproportionate social and environmental harms to marginalized communities. One of the ways systemic racism continues to be reinforced is through environmental racism, a term that civil rights leader Benjamin Chavis explained as “the racial discrimination in environmental policymaking, the enforcement of regulations and laws, the deliberate targeting of communities of color for toxic waste facilities, the official sanctioning of the life-threatening presence of poisons and pollutants in our communities, and the history of excluding people of color from leadership of the ecology movements.” These injustices block the progression of both environmental and social sustainability and pose serious threats to the right to and quality of life for all. Movements for gender, racial, and environmental justice have emerged in response.

Stakeholders Pressure Business:

Businesses are feeling pressure from their external stakeholders to address and solve economic, social, and environmental inequalities. This is an overwhelming task, but the SDG blueprint offers guidance and a clear path for businesses to follow. Businesses are facing a choice: they can join the global movement by operating within the framework of the SDGs or gamble their profitability and future success on inaction. **We as consumers have the capability to determine businesses’ success and longevity. We as stakeholders should be holding businesses accountable for their impacts, and supporting those who value diversity, equity, and sustainable standards of operation -- both through brand boosting and the power of purchases.**

Prior to 2020, many companies had made statements about their need to support diverse suppliers and adopt ethical procurement practices as part of their commitment to external corporate social responsibility. With the resurgence of the Black Lives Matter movement came an increased demand by the “public” - consumers,

employees, and investors - about these corporation's actual number of BIPOC suppliers. Initiatives such as [The Black Dollar Index](#) were formed to hold corporations accountable to their Black stakeholders and address systems of racial inequality.

Provided in this article are concrete, practical resources for consumers to navigate their purchasing decisions and identify businesses owned by underrepresented groups to buy from. These resources are intended to equip consumers to be conscious, purposeful agents of change by directing support to businesses that are addressing and combating systems of inequality. Our voice is our dollar, and we can speak through our sourcing. We source every day, for all our daily wants and needs, through our goods and services-- so let's reward strategic, (environmentally and socially) sustainable businesses and support businesses owned by individuals from underrepresented groups as our suppliers.

This graphic shares examples of different directories to search for small businesses owned by individuals from underrepresented groups.

U.S. Black Chambers, Inc.- National

<https://usblackchamber.org/usbc-chambers>

AA Chamber of Commerce of WI- Local

<http://aaccwisconsin.chambermaster.com/list/>

National LGBT Chamber of Commerce- National

<https://www.nglcc.org/>

Women's Business Enterprise National Council- National

<https://www.wbenc.org/>

U.S. Hispanic Chamber of Commerce- National

<https://www.usbcc.com/>

Hispanic Chamber of Commerce of WI- Local

<https://hccw.org/>

Conscious consumers can support businesses owned by Black and Indigenous People of Color, women, and LGBTQ + individuals. Because of the systems of inequalities under which our institutions operate, these individuals generally do not have equal opportunity and access to capital, markets, and sales channels. That is why as consumers it is crucial that we intentionally direct our support to these businesses. There are a variety of resources consumers can utilize to find BIPOC-, women-, and LGBTQIA+- owned businesses in addition to businesses who are proactive in adopting the SDG layout; we will highlight several efficient, easy-to-access resources and

The Black Dollar Index

Formed to hold corporations accountable to their Black stakeholders and address systems of racial inequality.



[HTTPS://BLACKDOLLARINDEX.COM/](https://blackdollarindex.com/)

Black Business Green Book

Color Of Change's Black Business Green Book is an online black-owned business where you can find Black businesses to patronize, as well as resources that will help you join the fight to get Black entrepreneurs the protections and relief they are owed.



[HTTPS://WWW.BLACKBUSINESSGREENBOOK.COM/](https://www.blackbusinessgreenbook.com/)

Green America's Minority-Owned Green Businesses

Directory

Minority-owned green businesses help build a prosperous and diverse green economy. All businesses listed are certified by Green America for their social and environmental stewardship.



[HTTPS://WWW.GREENAMERICA.ORG/GBN/MINORITY-OWNED-GREEN-BUSINESSES](https://www.greenamerica.org/gbn/minority-owned-green-businesses)

Ecolabel Index

Ecolabel Index is the largest global directory of ecolabels, currently tracking 455 ecolabels in 199 countries, and 25 industry sectors.



[HTTPS://ECOLABELINDEX.COM](https://ecolabelindex.com)

1% For the Planet

Businesses and Individual members pledge to donate at least 1% of their sales/earnings yearly to environmental nonprofits.



[HTTPS://DIRECTORIES.ONEPERCENTFORTHEPLANET.ORG/](https://directories.onepercentfortheplanet.org/)

Certified B Corporation®

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.



[HTTPS://BCORPORATION.NET/DIRECTORY](https://bcorporation.net/directory)

Chez Nous

Offers a global listing of BIPOC-, women-, LGBTQIA-owned businesses to choose from. The website updates with new listings every week crowdsourced by consumers and other business owners.



[HTTPS://CHEZNOUSGUIDE.COM/](https://cheznousguide.com/)

EatOkra

EatOkra is a Black-owned restaurant directory app that features thousands of eateries all over the country. You can use it if you'd like to support local black businesses, or maybe just find a new favorite place to eat.



[HTTPS://WWW.EATOKRA.COM/](https://www.eatokra.com/)

tools consumers can employ when choosing where to source from.

Resources & Tools for Proactive Consumers

A handful of websites, apps, and organizations have taken the initiative to help consumers filter for BIPOC-, women-, and LGBTQ+-owned/inclusive businesses. Google, a major search engine, has added features that allow businesses to identify as Black-owned, Women-Led, and/or LGBTQ+ friendly in Google Maps and Search listings to help bring support to these underrepresented businesses. Third-party certifications serve as verification to businesses' claims, actions, and impacts within the social and environmental realms.

The chart on the left displays other resources and directories to identify these businesses.

Closing:

As a women-owned small business operating in a socially and environmentally responsible manner, we are choosing to be proactive with our dollars. We have operated our business for over a decade with the belief that government and nonprofits cannot solely be responsible for addressing global social problems and inequalities --we believe that business should also provide solutions. We are consciously striving to support other women-, BIPOC-, and LGBTQ+-owned businesses' products and services. We have intentionally aligned our business practices to the SDGs and are actively educating other business and community leaders about how they too can be people who are "using business as a force for good in the world." Join us in co-creating a more equitable and just world for all as responsible, strategic consumers. ■



Article written by Evolution Marketing team members (spring semester 2021) Sustainability Marketing & Communications Intern Angelina "Lina" Godinez and company President Lisa Geason-Bauer. As a women-owned Certified B Corporation® that works at the intersection of sustainability consulting and marketing communications, we believe in the "power" of education and the positive impact educational awareness can have.

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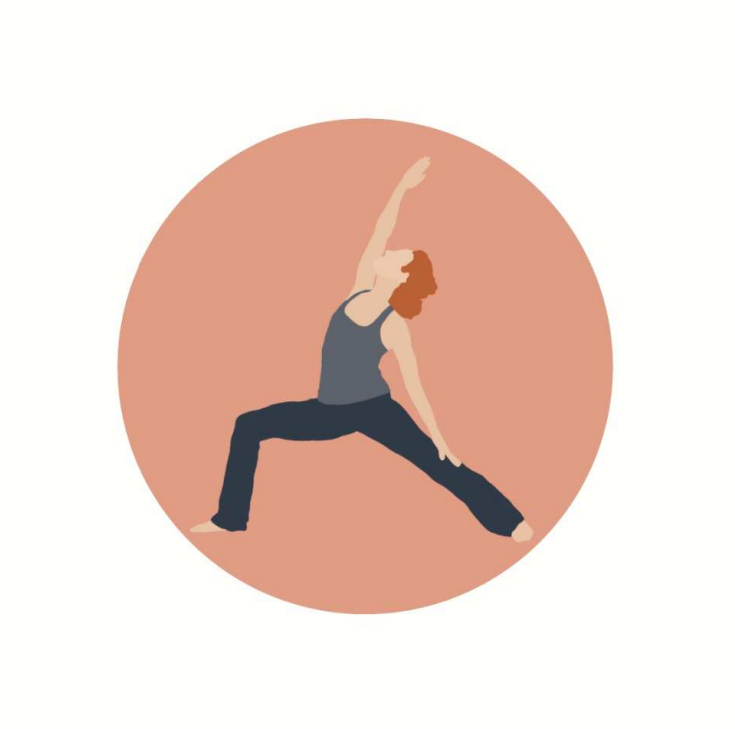
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- Black stem
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- Wing-like leaflets



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taking delight in the happiness of others



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