SUMMER INTERNSHIP: DESCRIPTION, ROLE OF INTERN, OBJECTIVES, TASKS:

LittleFootprint® Lighting is a woman owned small business based in Santa Cruz. We manufacture the HeronLED® Personal Task Light, a VERY sustainably made LED desk lamp made in the USA from recycled e-waste. We’re looking for new ways to create win-win scenarios where we are able to sell our product to consumers looking for high quality, very sustainable products while benefitting non-profit organizations that are working for the environment. Our idea is to allow approved organizations such as UCSC’s Education for Sustainable Living Program, the Green Campus Program, or others to raise money for their organizations by selling our desk lamps and receiving a percentage of each sale, which would be donated to their organization. **Interns will be involved in planning and implementing the program on campus.** Benefits to interns include:

- Gaining knowledge and understanding of the following:
  - Exposure to sustainable manufacturing
  - Ethical green marketing (how to NOT greenwash),
  - Environmental and economic benefits of LED lighting

- Getting marketable experience in
  - Marketing research
  - Marketing communications
  - Community outreach, sales

**OVERALL OBJECTIVE OF SUMMER INTERNSHIP:** By end of internship period, have actionable plan in place for launch of pilot fundraising program on UCSC campus in the fall.

**TASKS:**
- Identify potential beneficiary organizations (for example, Green Campus)
- Meet with and bring on board appropriate beneficiary organization(s) that have been identified
- Create plan to recruit and train members of the organization on how to fundraise through desk-lamp sales
- Plan campaign launch

**Prerequisites:**
- Strong desire to learn how businesses can do well while doing good things for community and environment and to make that happen.
- Awareness of or involvement in one or more “green” groups
- Excellent written and oral communications skills including presentations to groups
- Ability to take initiative and work independently