

Newsletter  
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Issue #2



Free Legal Help for Climate Change Innovators

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### Founders

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### Green Fact of the Month

The average American uses 80-100 gallons of water a day—mostly showering and flushing toilets. Consider shorter showers and low-flow toilets and shower heads to reduce your usage.

## Founders' Note

Happy birthday, Green Pro Bono! It was only a year ago that my co-founders and I launched the only non-profit initiative in the nation helping climate change-driven organizations and social entrepreneurs obtain free legal help. Since then, we and our staff of volunteer professionals have connected about 20 cutting edge social enterprises with free attorneys.

We're now eager to take Green Pro Bono to the next level and expand our reach nationally. Securing the resources needed to do this will not be easy, and so I am asking for your financial support. We're a lean operation with a big impact, so you can trust that a donation to Green Pro Bono is money well spent. As a thank you, we will happily promote your business, your name, or your mission to our broad network of clients, attorneys, and volunteers. Please consider making a donation online at [www.greenprobono.org/donate.cfm](http://www.greenprobono.org/donate.cfm). Any gift you can offer will be greatly appreciated.

It's been such an exciting year, and none of it would be possible without your support. I can't wait to see what we can accomplish together in 2011.

**Nancy Reiner**  
*Co-Founder*  
*Green Pro Bono*

## Feature Story

### Client Spotlight: Fosfo gets a boost from Green Pro Bono

**Fosfo** (formerly Citizens Market) is a new non-profit developing a smartphone app that will empower consumers to make eco-friendly choices. Fosfo users will be able to scan product barcodes with their smartphones to immediately access crowdsourced information concerning the environmental practices of a product's manufacturer. Fosfo **Executive Director Stéphane de Messières** describes the information provided as "very much like user-generated reviews on Amazon or Yelp, but instead of talking about service or product quality, we talk about environmental behavior." Green Pro Bono was excited to match Fosfo with legal assistance that helped them get off the ground. We recently caught up with Stéphane to get his thoughts on his experience with GPB.

#### **What legal issues did you face? How were they different from more conventional startups?**

We had a very unique set of legal challenges because the information we're providing is crowdsourced. The biggest hurdle was writing our Terms of Use (TOU).

*(article continues on page 2)*

## Client Spotlight: Fosfo

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*“Our [Green Pro Bono] attorneys didn’t just focus narrowly on our legal issues, but looked at our business as a whole.”*

We needed to use the TOU to make it clear that we aren’t verifying the accuracy of our user-generated reviews and that users should take them with a grain of salt.

### **How did you hear about GPB?**

We were at a fundraiser for Echoing Green. We were fortunate to receive an Echoing Green Fellowship that allowed us to start working on Fosfo full-time, and we were at the fundraiser talking about our product. Nancy [Reiner] introduced herself after my talk. She told us about Green Pro Bono and asked if we needed help finding legal assistance. It was perfect—we’d been looking very hard, and then Nancy came along and quickly connected us with exactly what we needed.

### **How did your GPB attorney help you to advance your business?**

We weren’t just assigned one attorney, but a team, and they were fantastic. Our attorneys didn’t just focus narrowly on our legal issues, but looked at our business as a whole. One very significant contribution was helping us realize we didn’t just need one TOU, but rather different ones for different groups—one for our users, another for volunteers, and another for programmers using our open source code. Thinking in terms of different user groups was something we hadn’t considered before, and it has given us a lot of clarity in moving the business forward.

To learn more about Fosfo, visit their website at [www.fosfo.org](http://www.fosfo.org). To inquire about working with Green Pro Bono to find free legal help for your startup, visit [www.greenprobono.org](http://www.greenprobono.org).

## After the SOTU: answering the President’s call

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*“What [Obama is] calling for—though he may not realize it yet—is a national mobilization that engages every American in every aspect of our energy use.”*

In his recent State of the Union address, President Obama offered an ambitious challenge: generate 80% of our nation’s electricity from clean sources by 2035. As SmartPower president Brian Keane noted in [an editorial for the Huffington Post](#), “[w]hat he’s suggesting is a sea change in the way Americans have used energy for generations. What he’s calling for—though he may not realize it yet—is a national mobilization that engages every American in every aspect of our energy use.” In other words, this is not a goal that can be reached by government action alone; everyone will have to chip in.

We at Green Pro Bono are energized by the President’s challenge and are proud to be playing our part. By helping climate change-driven organizations and entrepreneurs get the legal help they need, we’re empowering small groups and businesses to potentially do big things for our environment.

If you’d like to join Green Pro Bono in answering the President’s call by volunteering your time, money, or ideas, please visit our website at [www.greenprobono.org](http://www.greenprobono.org). Together we can achieve 80% by 2035!

## News You Can Use

Mobilize.org co-founder and Green Pro Bono volunteer Marlee Cowen offers her thoughts on how organizations like GPB empower Millennials to change their world. <http://tinyurl.com/4gotkd6>

Joshua Green discusses the loss of momentum for climate change legislation in *The Atlantic*. <http://tinyurl.com/6kvauat>

*Sci-Tech Today* highlights state efforts to curb climate change in the absence of federal legislation. <http://tinyurl.com/6zrvqdf>