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Mia Roberts (20) Secures \$150k investment to help launch Enviromates.earth at Web Summit Vancouver 2025 to Unite Brands, Consumers, and Environmental Projects

VANCOUVER, CANADA —**Mia Roberts**, co-founder of tech platform **Enviromates.earth**, is excited to announce she has secured \$150k of investment to help launch Enviromates.earth at this year's **Vancouver Web Summit**.

Inspired by the **Earthshot Prize** and her personal journey working on environmental initiatives, Mia identified a critical gap in the market: despite growing interest from consumers and companies to engage in sustainability, there was no unified platform to connect all the key stakeholders. **Enviromates.earth** was developed to bridge this gap and help energise the environmental movement on a global scale.

“Watching the Earthshot Prize, it struck me that to truly succeed, every ‘Earthshot’ needs an ‘Earthsling’—a system to propel it forward,” said Mia Roberts.

“Today, we have the knowledge to restore nature, reduce waste, clean our air, and fight climate change but the market remains fragmented. Despite the desire of brands and consumers to get involved, environmental projects struggle for visibility, and only a small percentage of these initiatives on platforms like GoFundMe achieve their funding goals. We’re here to change that.”, said Simon Roberts

Enviromates.earth is designed to remove barriers to collaboration by streamlining key processes, including team-building, logistics, and an innovative built-in funding model. It offers an all-in-one solution for project creators while empowering brands to seamlessly integrate **corporate social responsibility (CSR)** into their consumer engagement strategies. The platform aims to scale environmental projects globally by facilitating collaboration between all stakeholders.

“It’s the platform I wish I had when I was managing my own environmental projects,” Mia explained. “Enviromates helps environmental projects build the right team, promote your project to brands and consumers, and secure the necessary funding—all in one place.”



During its Beta phase, **Enviromates.earth** successfully focused on attracting environmental projects from around the world to join its mission. Environmental projects will be drawn to its ability to save considerable time as well as accessing a community to sustain projects over the long term, a key requirement if we are going to help repair our planet.

The platform will also appeal to forward-thinking brands and organizations that want a streamlined, effective way to engage with sustainability efforts while amplifying their CSR initiatives to eco conscious consumers and be part of a circular advertising economy that directly supports the environment.

"We're making environmental crowdfunding simple, fast, and rewarding for everyone. Brands now have a powerful new way to collaborate with impactful projects, engage their customers, and help expand the global reach of these crucial initiatives," said Mia.

The **Enviromates.earth** App is now available exclusively on the **Apple App Store**, with a full release on **Google Play** slated for May 2025.

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About Enviromates.earth

Founded in London, **Enviromates.earth** mission is to create a global platform that connects environmentalists, brands, and individuals, breaking down barriers to collaboration and integrating funding to help scale impactful environmental projects. The platform addresses the common challenges faced by environmental initiatives—building a team, managing logistics, securing funding, and providing ongoing support—while giving brands and consumers an easier way to get involved and create sustainable change.

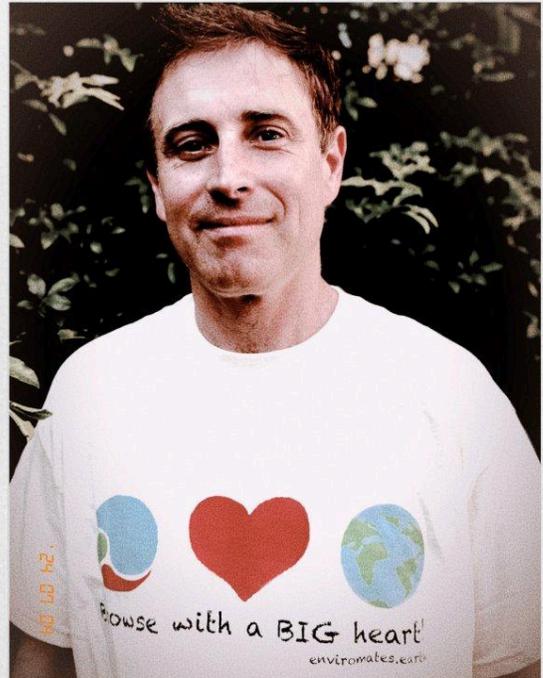
The company is currently seeking **\$250,000** in funding to support its full launch in 2025

Media Photos



Help repair our planet

Mia Roberts



Browse with a BIG heart!

Simon Roberts

Explainer Videos of App for different audiences :

[Environmental Creators](#)

[Brands and Organisations](#)

[Advertisers](#)

[Consumers](#)

Benefits and Supporting Statistics of Enviromates

Brands and Organisations

- Join genuine impact efforts (No greenwashing!)
- Engage with influential, eco-conscious consumers
- Non invasive circular sustainable advertising directly supporting environment
- A better alternative to carbon credit offsetting
- Eco-shopping assistant boosts sales and reduces companies launching products that will not sell
- Stand out in Google search results
- Track environmental impact for CSR

Supporting Statistics

- 51% of European firms are hesitant to invest in carbon credits, reflecting skepticism about their effectiveness in genuinely contributing to sustainability goals
- 82% of consumers believe it's important that brands provide transparent information about their sustainability practices (Harvard Law)
- 70% of consumers are willing to pay more for sustainable products (Harvard Law)
- 65% of millennials want to work for companies with an environmental purpose (Kornferry Report)
- 71% of leaders believe that the importance of ESG will continue to grow in relation to corporate performance (State of Corporate ESG)
- 3% of U.S. consumers had purchased any carbon credits in 2023 (BCG Report)

Environmental Creators

- All-in-one platform that saves time and money
- From team-building to repeat funding
- Regular income streams accessible
- Built-in exposure and support
- Showcase success and empower replication
- Build both virtual and physical community

Supporting Statistics

- 40% of grassroots environmental projects cite a lack of administrative support as a key challenge to manage finances, reporting and outreach to secure long-term success. (MIT Sloan)
- Only 20% of grassroots environmental projects successfully scale beyond their original scope due to lack of funding, capacity and support. (NCPR)

Consumers / Influencers

- Earn passive income to support projects
- Join an environmental action movement
- Transparent peer-to-peer ecosystem
- Sense of purpose and wellbeing
- Non-invasive advertising (earn to interact)
- Fast browsing and consumer privacy

Supporting Statistics

- 81% of Gen Z respondents expressed a desire to contribute to environmental activism (WEF)
- 55% of Gen Z only use mobile devices to access the internet (Shopify Study)
- 64% of European consumers consider themselves as eco-conscious consumers (Euromonitor Report)
- 79% of consumers in the US and Europe consider sustainability important factor when making purchasing decisions” McKinsey & Company (2023)
- 51% of consumers unsubscribe from or block brands that overuse invasive advertising (New Digital Age)
- 66% of consumers consider most digital ads irrelevant to their interests (New Digital Age)
- 9x CTR of Native ads than banner ads, largely because they are less intrusive and align more closely with user expectations on mobile platforms