

Our three-year plan

2025: Build the Movement

Launch platform and social channels

Partner with 10+ businesses and personalities

Start global eco-challenges

2026: Build the Movement

Grow to 500,000 participants under #Sostotheworld

Collaborate with 30+ businesses and influencers

Host global events and contests

2027: Expand and Engage

Showcase measurable sustainability results

Inspire industries and leaders to go green

Establish #SOS as a leading eco-movement