

Sustainable Creighton Swag Guide

A RESOURCE TO HELP REDUCE THE ENVIRONMENTAL IMPACTS OF GIVEAWAYS



Consider Sustainability

Creighton University departments, divisions, and student organizations purchase large amounts of giveaway items (swag) to distribute at events and for promotional purposes. Unfortunately, lower cost, easy to replicate items often end up in the the landfill. The **Sustainable Creighton Swag Guide** is intended to serve as your resource to help your team be more mindful of the environmental impacts of swag and to help reduce your impact by making intentional, Eco-friendly decisions around giveaways.

Why Should We Care

Caring for our common home is part of Creighton's Catholic, Jesuit identity and mission. Making more sustainable choices when considering swag is one way to care for creation and support the Sustainable Creighton Initiative goal to reduce waste. Every act matters. **Local acts, global impacts.**

"Purchasing is always a moral ---- not simply economic --- act." ...Pope Benedict XVI, 2009 encyclical *Caritas in Veritate*

Before buying swag consider three questions

Is the giveaway item essential?

- Will the swag enhance the experience for the recipient?
- Does the swag connect to the purpose of your event or office promotion?

Is the giveaway item useful?

- Are there lots of this item already on campus or in the community?
- Are you likely to find this item hiding in a drawer or ending up in the landfill?

Is the giveaway item durable?

- Will people use the item more than once?
- Do you expect the item to remain useful after a couple uses? Or is it anticipated to break, rip or wear out?

If purchasing swag please consider

- Items that are locally or regionally produced and do not have to ship from far away.
BONUS: It supports the local economy.
- Items from Fair Trade or B Corporations (Consider reviewing vendors from the Catholic Ethical Purchasing Alliance, for example)
- Items that are made from recycled materials such as 100% recycled plastic or cotton or rapidly renewable materials such as bamboo.
- Items that can promote a sustainable lifestyle! (sewing kit, Swedish dishcloth, laundry detergent sheets, bar shampoo, utensil kit).

Alternatives to traditional giveaways

- A meaningful experience on campus, in the community or online, rather than a giveaway.
- Voucher for a free meal at the dining hall or another local dining option.
- An "upcycled" make-and-take project.
- Donation to a cause rather than giveaways.
- Have table centerpieces serve double duty as the giveaway for one randomly selected person at each table.
- Rather than giving everyone the same item, have a variety of swag on a table and let attendees select an item they want and will use.

If you decide swag is necessary, consider skipping the individual giveaways. Rather than giving something to each attendee, randomly select a few lucky winners!