



Sustainable SWAG Guide

A Quick Guide for Ethical Purchasing

Top 6 Things to Consider Before You Buy



PRODUCTION FACILITY

Sustainability certified buildings
Zero-waste & low pollution
Locally sourced materials & end destination location



PRODUCTION PROCESS

Up-cycled & recycled materials
Low-environmental impacts
Humane working conditions
No virgin materials



PRODUCT CHOICES

Plastic alternatives
Extended-life & multiple-use functionality Based on NEED
End-of-life alternatives to landfill



DEMEANOR

Products that encourage and enable the user to adopt a sustainable behavior change



DURABILITY

Displaces single use items
People actually use it
It is built to last



DISPOSAL

Easily dispose of once it has exceeded its lifespan or the user no longer wants it?
There are opportunities to repurpose, re-gift it, & recycle it

Sustainability can play a huge role in the numerous events hosted on the Auraria Campus and help the ASCP and your departments become better stewards for the environment! Giveaways and door prizes are a mainstay of many events but many of these items are low-quality, shipped overseas, come wrapped in plastic, and are often thrown away by the recipient if the item isn't useful in the long term. We developed this guide to help address this issue and the large environmental impacts of our giveaway or swag choices

Before ordering: Consider, do we really need a giveaway? Are they any old items we should get rid of first? If giveaways are necessary (it's okay, sometimes they are!) then there are a variety of things to consider to ensure they are responsibly sourced and minimize their environmental footprint.

Be sure to follow the ASCP's **Top 6 things to Consider Before You Buy**

	Certifications										Desired Values						
	FairTrade	B-Corps	BPI Certified	Green America	1% for the Planet	Global Organic Textile Standard	Organic Trade Association	CA Prop 65 Compliant	Woman Owned	Child Labor Free	Humane Farm Conditions	Locally Sourced	Recycled Material	Environmentally Responsible	Reduced/Renewable Energy	Organic Product Lines	Carbon Neutral/Offsets Available
Custom Earth				x			x				x	x					x
Eco Imprints				x					x	x	x		x				
Eco Marketing Solutions					x							x		x	x		
Eco Promotions		x	x	x				x	x	x	x	x	x	x	x		
Everest Tee	x					x	x			x		x	x	x			
Onno				x		x	x			x							x
To-Go-Ware		x				x				x		x					
4imprint				x						x		x					

How to Choose a Distributor

You can use the list of ASCP vetted companies below as a jump start to identify common characteristics of ethical swag but be sure to check with your institution to ensure that you are purchasing within the procurement policy guidelines.

(View the sites here: [MSU Denver](#), [CU Denver](#), [CCD](#))

Questions? Contact us at greenevents@ahec.edu
www.sustainableauraria.org/sustainable-swag-guide

