“Sustainable Swag” Guide

Planning a giveaway? Follow this handy flowchart to find out how you can source your items responsibly.

**Phase 1**

Does giving away swag serve a purpose?

- **NO**
  - OUTCOME 1: If it doesn’t serve a purpose, then save some money (and resources)!

- **YES**
  - Could the purpose be met another way?

  - **YES**
    - OUTCOME 2: Consider giving an experience, a service, gift cards, photo ops, etc.

  - **NO**

**Phase 2**

Let’s think about a potential item. Is it useful, wanted, reusable, AND durable?

- **NO**
  - If it’s not useful, wanted, reusable, and durable, it will likely end up in the trash. And nobody wants that.

- **YES**

Do most people already own enough of these items to have their needs met?

- **YES**
  - Well, it was a great thought. Back to the drawing board.

- **NO**

**Phase 3**

Let’s think about the materials. Is the item made from renewable materials or recycled content? Are any of the materials organic or Fair Trade certified?

- **NO**

- **YES**

Is the item manufactured and shipped relatively locally? The less distance it has to travel, the better.

- **NO**

- **YES**

Does the manufacturer or vendor have published commitments to sustainable practices, such as respecting workers’ rights and using renewable energy?

- **NO**

- **YES**

Is the item shipped in minimal packaging and/or is the packaging reusable or recyclable?

- **NO**

- **YES**

**Outcome 3:** Order away!

Let’s look into other vendors. 1 or 2 “no” answers in Phase III aren’t the end of the world, but the more “yes” answers we can find, the better.