



TACKLE



Practice to be assessed and included in the Guidelines

Number/code: OM/PR2

Title: SUSTAINABLE PROMOTIONAL PRODUCTS

Guidelines section:

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management
		<input type="checkbox"/>	<i>Context of the event</i>
		<input type="checkbox"/>	<i>Event</i>
		<input type="checkbox"/>	<i>Stadium management</i>
		<input checked="" type="checkbox"/>	<i>Procurement</i>
		<input type="checkbox"/>	<i>Mobility and logistics</i>

Description:

Advertising and the dissemination of information also involves distribution promotional objects. If used, it is better to utilize useful objects. It is possible, moreover, to adopt promotional gadgets which are more respectful of the environment through their technology (e.g. rather than battery calculator, prefer a solar calculator ...), their composition (for objects made of wood, prefer wood from managed forests sustainably, FSC, PEFC; products using recycled materials: www.produits-recycles.com; www.remarkable.co.uk) or their manufacturing process. Products can also be interesting by the questions they elicit and the answers they bring (e.g. games of awakening and awareness on the environment for example), or messages they convey (certified textiles European Ecolabel or from fair trade, foods derived from Organic Farming...), T-shirts meeting the requirements of the European Ecolabel www.eco-label.com.

Environmental benefits

Avoid promotional products or choosing environment friendly promotional products helps to lower the overall negative externalities of the event, it can also help prevent waste and ensure that what is distributed as promotional item of the event is reusable and recyclable.

For instance, the Green build EXPO of 2010 improved signage sustainability: graphics produced for Greenbuild declined by 39% between 2009 and 2010, with 22,786 fewer square feet of signage material used. 81% of graphics met sustainable procurement criteria for signage, jumping from 65% in 2009. In addition, graphics available for reuse improved to 59% of the total produced in 2010, an increase of 36% over 2009.

Economic benefits:

It pushes the demand for green products stimulating this market to grow.

Applicability and replicability potential

It should be always applied.

1) **Source**

[France Guidelines for Sustainable Communication](#) (p. 33)

[Green Build Expo](#)

[GRI Events Supplement Guide](#) (p. 21)