

## POLICY

<b>Policy Title</b>	Sustainable Swag
<b>Policy Holder</b>	
<b>Policy Approver(s)</b>	
<b>Related Policies</b>	Sustainability Policy Procurement Policy
<b>Related Procedures</b>	Sustainable Swag Procedure
<b>Appendices</b>	
<b>Storage Location</b>	Website - <a href="https://www.confederationcollege.ca/policies-and-procedures">https://www.confederationcollege.ca/policies-and-procedures</a>
<b>Effective Date</b>	June 17, 2024
<b>Next Review Date</b>	June 17. 2027

### Purpose

The purpose of this policy is to provide guidance to anyone purchasing promotional products or swag at Confederation College. This policy sets out the types of products that can be purchased as swag and given away by Confederation College.

The global promotional products industry is valued at over \$20 billion and continues to grow. Promotional items are often bought in high volumes and tend to be low cost and low quality from unsustainable manufacturing practices. This policy illustrates Confederation College's commitment to sustainable approaches to promoting ourselves, both environmentally and economically.

### Scope

This policy applies to anyone from the Confederation College community that purchases promotional products and gifts that are given to people or organizations to advertise and promote Confederation College. These items will be referred to as swag. This policy is applicable for all Confederation College provided swag items, whether branded or unbranded.

### Definitions

#### Swag

Any promotional products and gifts that are given to people or organizations to advertise and promote Confederation College. Swag can be branded or unbranded. Swag includes physical items, experiences, virtual items, and edible items. Individual swag is a swag item that is purchased in bulk and provided to a large number of people.

### **Sustainability**

Meeting the needs of the present without compromising the ability of future generations to meet their needs; environmental, economic, and social dimensions. (Our Common Future, Report of the World Commission on Environment Development)

### **Branded**

Products that include the logo and/or name of Confederation College on them.

### **Local Source**

Swag that is purchased from places that are located within Confederation College's catchment area. Includes the following cities and surrounding areas Thunder Bay, Dryden, Greenstone, Kenora, Marathon, Fort Frances, Red Lake, and Sioux Lookout.

### **Social Value**

Measures the positive value businesses create for the economy, communities, and society that they serve. (<https://socialvalueportal.com/resources/what-is-social-value/>)

### **Compliance with Bill S-211**

All purchases require us to be compliant with Bill S-211 the *Fighting Against Forced Labour and Child Labour in Supply Chains Act*. For questions, please contact Purchasing.

## **Governing Laws and Regulations**

N/A

## **Policy Statements**

### **1. General Principles**

- 1.1. Swag provided to the College community or public must be a sustainable swag option, as defined in this policy and associated procedure. This applies to all swag, whether it is unbranded or branded by Confederation College.

- 1.2. Individual swag should only be given out under specific circumstances as defined in the procedure. Alternatives to individual swag should be utilized in most circumstances, such as prize draws for larger prizes or experiences.
- 1.3. All swag purchases will consider the material the product is made of, environmental costs (such as transportation and packaging materials), durability, and disposal.

## 2. Swag Procurement Criteria

- 2.1. Individual swag and larger value prizes that are physical items are considered sustainable when they meet all the following criteria:
  - 2.1.1. Meets a need for users and users will understand how the item works.
  - 2.1.2. Can be reused, is durable, relevant, and will remain useful over time.
  - 2.1.3. Supports the user to participate in a sustainable lifestyle.
  - 2.1.4. Builds affinity with the College’s brand and supports sustainability.
- 2.2. Any swag that is a physical item should take the following criteria into consideration, however these criteria are not required:
  - 2.2.1. Can be procured from a local source or an item that supports a local charity or organization.
  - 2.2.2. The item procured offers social value, such as supporting non-profits, social enterprises, diverse suppliers, etc.
- 2.3. Larger value prizes that are experiences are considered sustainable and do not need to meet the criteria defined in section 2.1, but the experience must be student appropriate.
- 2.4. Edible swag options can be sustainable when considerations are taken for the following criteria:
  - 2.4.1. Packaging is recyclable, compostable, or biodegradable.
  - 2.4.2. Product is sourced ethically (ie. Fair Trade certified).
  - 2.4.3. Builds affinity with the College’s brand and supports sustainability.

## Non-Compliance

Any staff procuring swag should consult with their immediate supervisor if they have questions about swag procurement and appropriate sustainable options. Lack of compliance can negatively influence the College’s sustainability goals.

## Revision History

Version	Change	Author	Date of Change
Original	New		
