

PROCEDURE

Procedure Title	Sustainable Swag
Procedure Holder	
Procedure Approver(s)	
Related Policies	Sustainability Policy Procurement Policy Sustainable Swag Policy
Related Procedures	
Appendices	
Storage Location	Website - https://www.confederationcollege.ca/policies-and-procedures
Effective Date	
Next Review Date	

Purpose

The purpose of this procedure is to provide guidelines to anyone purchasing swag at Confederation College. This procedure sets out the process to determine if swag is required for an event and the best type of swag that adheres to the criteria outlined in the Sustainable Swag Policy and the sustainability goals of Confederation College.

Scope

This procedure 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 procedure is applicable to 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, Sioux Lookout, and Wawa.

Social Value

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

Greenwashing

The process of conveying a false impression or misleading information about how a company's products are environmentally sound. Consists of an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly or have a greater positive environmental impact than what is true.

(<https://www.investopedia.com/terms/g/greenwashing.asp>)

Governing Laws and Regulations

N/A

Procedure Statements

1. Determine Swag Need

- 1.1. Avoid individual swag and provide draws for larger value prizes if an attraction to an event, display, or cause is needed.
- 1.2. Individual swag will only be deemed necessary if all the following criteria can be met:
 - 1.2.1. Swag will draw more attention to a display or cause and will actively engage participants in conversation about Confederation College.

- 1.2.2. Swag is being provided to students or perspective students and the swag is promoting a specific aspect, initiative, or program of Confederation.
- 1.2.3. The swag can be reused in the future if not all items are initially given away.
- 1.2.4. The item will meet all the purchasing requirements described in section 2.2.
- 1.2.5. A larger value prize draw will not be effective enough to reach the target audience.
- 1.3. Connect with Communications and Marketing to ensure swag brand consistency and to determine if any swag items are in stock.

2. Using Individual Swag

- 2.1. Individual swag procured must meet the sustainability criteria outlined in the Swag Procurement Policy and the criteria listed in section 1.2.
- 2.2. Individual swag must meet the following criteria, determine this information through research or discussions with a vendor:
 - 2.2.1. The product is durable and will last for a long period of time. The product has reviews or testimonies that support these features.
 - 2.2.2. The product is relevant, useful, and in demand for the target audience.
 - 2.2.3. Products made in Ontario and Canada will be prioritized over products from other countries. Products made within North America take priority over overseas produced products.
 - 2.2.4. The product is available in bulk.
 - 2.2.5. The product is shipped in recyclable, biodegradable, or compostable material.
 - 2.2.6. The product avoids excessive packaging and does not come individually wrapped or the product has the option to not come individually wrapped.
 - 2.2.7. The product supports the user to participate in a sustainable lifestyle and builds affinity with the College's brand and sustainability goals.
- 2.3. The swag market is saturated with certain products, this can vary by location. Determine if the swag market is saturated with specific items and do not purchase these items.
- 2.4. Greenwashing is common in the swag market. Be aware of claims about a product being "green", "eco", or "environmentally friendly". Research a product to ensure these claims are true and investigate customer reviews and experiences.

3. Examples of Swag Options

- 3.1. The following examples are not an exhaustive list and are provided as examples that could be procured as swag.

3.2. Larger Value Prizes

3.2.1. Experiential Opportunities, such as:

- 3.2.1.1. Concert Tickets
- 3.2.1.2. Community Event Passes
- 3.2.1.3. Dining Experiences
- 3.2.2. Donation to Charity
- 3.2.3. Bicycle
- 3.2.4. Technology
- 3.2.5. Gift Basket with Local Items or Apparel
- 3.2.6. Credit for Campus Food Services

3.3. Individual Swag Options

- 3.3.1. Reusable cutlery set
- 3.3.2. Apparel and Outerwear
- 3.3.3. Edible Items (food items such as chocolate, mints, cookies, apples, etc.)
- 3.3.4. Coffee
- 3.3.5. Metal Straws
- 3.3.6. Metal Water Bottle
- 3.3.7. Metal Coffee Mug
- 3.3.8. Seed Packets (of native species; do not use invasive species)
- 3.3.9. Pens or writing instruments (made from sustainable materials)
- 3.3.10. Wool Dryer Balls
- 3.3.11. Swedish Dishcloths
- 3.3.12. Lapel Pins
- 3.3.13. Notepads
- 3.3.14. Metal mint boxes
- 3.3.15. Reusable produce bag

4. Certifications to Look for in Swag Items

Apparel



Writing Instruments and materials



Food and Beverage



Non-Compliance

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

Revision History

Version	Change	Author	Date of Change
Original	New		