

LET'S GET REAL ABOUT

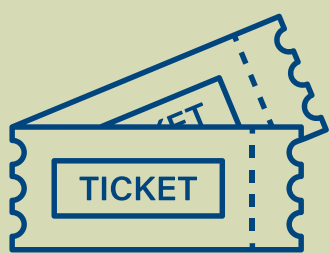
SWAG

The US generates around 300 million tons of waste a year. That's about 5 pounds a person a day!

The good news is your event doesn't have to contribute to this trend by following these tips!



ONE LARGE RAFFLE PRIZE



Eliminate swag and offer a large raffle prize instead.

FOOD

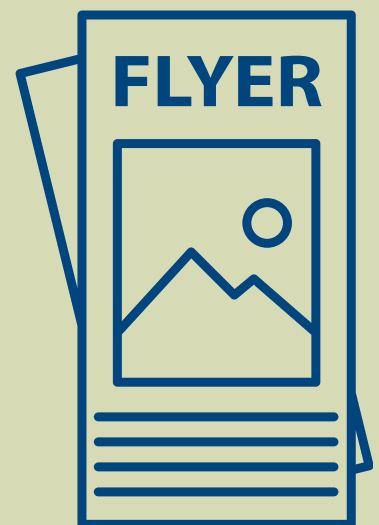
We get it, people like free stuff, handing out food can produce minimal waste, like cookies, candy, or fruit.



RETHINK THOSE FLYERS

Reduce paper waste by:

- Create a QR code to scan for an electronic flyer
- Promote signing up for your social media accounts
- Print flyer on seed coated paper to plant later



MAKE IT FUNCTIONAL

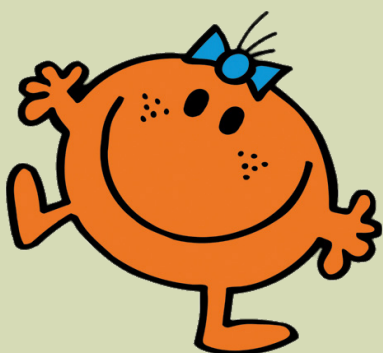
If you must hand out swag, make it something attendees can use, try to think of items that people may not have, like a tool or a school supply.

BE TIMELESS

Extend the life of event items by not adding a date to swag, t-shirts, and decorations.

HAVE FUN!

We think swag will increase attendance but nothing brings people to events more than a fun atmosphere. Play music, spruce up your event space with reusable decorations, or have event staff dress up in a theme!



Explore the [Zero Waste Events Guide](#) to learn more!