Sustainability is a University-wide initiative and everyone has a part to play in this effort, including you! As a student organization you have an opportunity to promote sustainability by modeling practices which support environmental and social responsibility. This document is designed to help student organizations integrate sustainability into their organization’s events, meetings and workplace habits.

Sustainability explores the dynamic interconnections among environmental (planet), social (people) and economic systems (prosperity) in order to meet the needs of the present without compromising the ability of future generations to meet their own needs.

With an overarching goal to establish a carbon neutral university by 2037, Elon’s sustainability commitments focus on: reducing greenhouse gas emissions, conserving resources and educating the community.
PROMOTING YOUR ORGANIZATION

You need to get your message out there, why not put it on items that are sourced, made and can be disposed of in environmentally and socially responsible ways?

DETAILS TO CONSIDER

• **Purpose.** Does the item itself contribute to sustainability?
• **Waste.** Avoid purchasing one-time use items. Try to purchase items that are recyclable or compostable.
• **Country of origin.** Purchasing items made in the US not only supports the economy but typically ensures higher environmental and labor standards than items made in developing countries.
• **Operation principles.** Try to find companies that address sustainability on their website or are third-party certified. e.g. B Corp, Green Plus, Green Certification, etc.
• **Materials:**
  - Reusable, recyclable or compostable
  - Made from repurposed or recycled content
  - Made from certified organic or naturally grown materials
  - Made from renewable materials
  - Made with materials that do not degrade when recycled (e.g. metal as opposed to plastic)
  - BPA free plastic

STEPs TO ORDERING MERCHANDISE

1. Look for products that are sourced, made and can be disposed of in more socially and environmentally responsible ways. See ‘Details to Consider’
2. Review website of company that makes the product. Many companies will have a section on their website about sustainable qualities in the merchandise and sustainable practices.
3. If you cannot find the information you are looking for, ask the vendor to identify as many of the criteria as possible. It can be helpful to work with a company that specializes in identifying promotional items. They can collect this information from multiple vendors and thus get you a product with the most qualities.

BUYING T-SHIRTS

Purchasing 100 or more t-shirts? Consider purchasing from a third-party certified company (e.g., B corp) located in the Carolinas.

Don’t need enough t-shirts to get bulk pricing? See if another organization on campus is interested in the same color as you and do a bulk order!
PROMOTIONAL ITEMS

Qualities to look for...

1. Bags
   - Reduces the use of plastic bags

2. Pens
   - Made from recycled materials
   - Recyclable

3. T-Shirts
   - Organic cotton, grown & milled in the Carolinas
   - Made in Burlington, NC
   - Water-based ink

4. Mugs
   - Stainless steel liner
   - BPA free plastic
   - Printed in the US

5. Shower Timers
   - Promotes water conservation
   - Corporate office in Texas

6. Frisbees
   - Made with 100% recycled material
   - Made in the U.S.
   - Recyclable

7. Solar Chargers
   - Promotes renewable energy use

8. Pins
   - Made in the US
   - 30% recycled steel
   - 10% post-consumer paper
   - Lead-free ink

9. Cutlery
   - BPA free
   - Promotes waste reduction

10. Water Bottles
    - Stainless steel
    - BPA free plastic
Students are encouraged to use alternative media to promote events.

DIGITAL SIGNAGE IN MOSELEY
Instructions for digital ads can be found on the Moseley Center homepage and should be submitted to moseleyads@elon.edu.

TABLE TENTS
Table tent ads can be submitted to Elon’s Dining Services online or by calling (336)278-5333. These must be submitted Tuesday at 5p.m. the week before you want to see the ad on the tables.

GET SOCIAL
Utilize digital and in-person forms of advertising such as social media or Moseley Tables. Organizations that focus on a topic related to sustainability can send a representative to the Sustainability Council & increase collaboration among different organizations. Email sustainability@elon.edu for more info.

ONLINE EVENT CALENDARS
Post your event on the E-Net Calendar and the Sustainability Events Calendar. This calendar features all events related to sustainability at Elon. To list your organization’s event send the; event title, time, date, location, sponsor and 2-3 sentence description to sustainability@elon.edu.

PENDULUM ADS
Email pendulumadvertising@elon.edu or call (336)-278-7247 to learn more about the rates, sizes and requirements for print ads. There are discount rates for students, campus organizations and non-profit organizations. Ads must be submitted by 5p.m. on the Monday before publication.

WHEN PRINTING IS NECESSARY
• If printing is necessary, print on paper with recycled content.
• When printing via Elon Print Services 100% recycled content paper can be requested at no charge.
• To reduce paper use, try printing half or quarter sheets.
• Also please remember to remove and recycle flyers after your event.
LOCATION

• Consider holding your meetings/events in LEED certified buildings or in rooms with a lot of daylight, making overhead lighting unnecessary.

• Having events or meetings outside is even better! The Academic Pavilion makes for an excellent location.

• Turn off all lights and electronic equipment after the meeting or event is finished.

WASTE

• Provide recycling and compost bins in addition to trash receptacles.

• If you have a student space, keep reusable service ware and storage containers for when you have meetings/events with food.

• Encourage participants to bring their own mugs and napkins if drinks and snacks will be served.

• Encourage people to take home leftover food or donate unopened items to the local food bank.

• Always strive to have zero landfill waste events.

FOOD

Consider the following options:

• Locally grown/produced food whenever possible, and label them as such

• Organic foods

• Fair Trade products, such as coffee, chocolate, and tea

• Avoid individually packaged products such as single-serve chips bags or beverages

• Provide reusable or compostable kitchenware

• Use cloth tablecloths instead of plastic

• Use cloth napkins if possible, or paper napkins with recycled content
THANK YOU
for supporting
PEOPLE, PLANET & PROSPERITY

We Are Here

Everything that supports us is
HERE

Water
People
Food
Ecosystems
Air

Resources

ELON UNIVERSITY
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