

Sustainable Goodies Guide

Goodies are a key tool for promoting a project, but they can also have a significant environmental impact. This guide aims to help project representatives make more responsible choices when it comes to goodies, reducing their carbon footprint and favouring sustainable alternatives.

What is a Sustainable Goodie?

A sustainable goodie is a promotional item designed to minimise its environmental impact while maximising its usefulness and lifespan.

Examples of Sustainable Goodies

Here are some ideas suitable for pitching events:

- **Pens and pencils made from recycled or biodegradable materials:** Practical and eco-friendly.
- **Seed paper bookmarks:** Transform into plants once used.
- **Handmade solid soaps with compostable packaging:** An original and zero-waste alternative.
- **Organic and locally sourced snacks:** With clear communication about their origin and minimalist packaging.

Tips for Choosing Sustainable Goodies

- **Prioritise usefulness:** A useless goodie will quickly be discarded. Choose practical items that participants will keep, ensuring a lasting impact.
- **Favour quality:** A sustainable product should be designed to withstand wear and remain functional in the long term.
- **Limit quantities:** Set a reasonable limit, such as around a hundred goodies, to avoid waste. A limited edition can also create a sense of exclusivity and desirability.
- **Optimise personalisation:** Choose eco-friendly markings such as solvent-free inks or laser engraving.

Sustainability Criteria

- **Recycled, recyclable, and biodegradable materials:** Organic cotton, recycled plastic, biodegradable materials like bamboo or cornstarch.
- **Choosing the right suppliers:** Work with partners who integrate CSR efforts into their production.
- **Reduced carbon footprint:** Prioritise lightweight, compact items designed with low-emission processes.
- **Labels and certifications:** Opt for recognised labels ensuring responsible production: FSC (paper and wood), GOTS (organic cotton), Fair Trade (ethical trade), OEKO-TEX (textiles free from harmful substances).
- **Optimised transport and logistics:** Choose suppliers close to your workplace and minimise excess packaging.

What Not to Do

- **Disposable goodies:** Avoid single-use plastic or low-quality items that will quickly be thrown away.
- **Overproduction:** Producing in excess leads to waste. It's better to limit the quantity and target recipients more effectively.
- **Lack of transparency:** Check the origin and production conditions. An untraceable product can harm your project's image.
- **Impractical items:** A fragile, bulky, or useless goodie is likely to be forgotten.

Taking a more responsible approach to choosing goodies is a simple yet effective way to reduce environmental impact while enhancing your project. CARTOON encourages participants to prioritise genuinely useful, ethical, and sustainable items in line with a strong CSR commitment. Now it's your turn to make a difference!