
GO Green Office

GO Green Office TU/e

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Sustainable Promotion Manual



CONTENTS

In order to help you to create sustainable promotion material, we, from the GO Green Office provide you practical tips & tricks to apply them and make sustainable changes in your promotion policy. This manual consists of nine parts.

1. The first chapter, **general**, includes tips on how to promote effectively. **4**
2. The second chapter contains information about **networking** and how that can be done effectively. **6**
3. Then, the third chapter is about the different ways of promoting **digitally**. **7**
4. The fourth chapter explains about **printed material**; **11**
5. and the fifth about what to do with the **waste** of it. **13**
6. Afterward, in chapter six **clothing** is mentioned; **14**
7. where in chapter seven **gifts** including **food and drinks** are discussed. This can especially come in handy during **recruitment events**. **17**
8. In chapter eight, some tips are given about reducing **footprints** **20**
9. Finally, your team or association can receive a **certificate** for promoting sustainability. Information can be found in the last chapter, chapter nine. **21**



GENERAL

General tips on how to reach people in an effective way.



NETWORKING

In order to convince people to take action, networking is very important, here you can find tips on how to do it efficiently.



DIGITAL

How to make use of digital ways to promote, for example, events?



PRINT

What are the options for using printed materials for promotional purposes?



WASTE OF PRINTED MATERIAL

How to reduce the waste of printed promotional material?



CLOTHING

This part gives tips on where to buy clothing and to let you get images and text printed on it.



GIFTS

Here inspiration for sustainable gifts can be found and how to combine it with promotional purposes.



FOOTPRINT

What are the consequences of your event or promotion action?



CERTIFICATE

Here you can find how to receive a certificate for a sustainable promoting association.



GENERAL

“ONCE YOU STOP TRYING TO DO EVERYTHING, YOU CAN REACH ANYTHING”

DETERMINE YOUR TARGET GROUP

One important thing is to let the promotion fit the target group. In that case it will appeal more to the public you like to reach. The narrower the target group the more specific the promotion can be. Moreover, if the target group is very specific, an investigation about what style of promotion material and via which channels or media can be made. For example, think about: What social media channels does the target group use often? Or: What message do I spread if this visual style is used?

MAKE YOUR CONTENT UNIQUE AND VALUABLE

Often, when people see your promotion they are not intentionally looking for it and therefore it's your task to make it stand out so that the person memorizes it and mentions it to his/her social group. Therefore, it should be unique and fit the target group. Also the content should be relevant and helpful for the person who views it. For example, he or she should get something out of it, like tips & tricks or other relevant and valuable information.

Every person has his or her own image of an association. That's because everyone interprets the things they see slightly differently. However, the thing that you, as a promotion creator, can do is create consistency and coherence in the messages you send out. This way the image people have can get more uniformal. This message should always be clear. Ask yourself: What is the goal of this specific promotion? And: What is the Call to Action?

CREATE A STRATEGY

A strategy is key for a coherent story. What do you want your viewers to remember from your promotion? For example, working with themes could be helpful, i.e. internal,

external, tips & tricks, etc. The variety in messages in clear themes communicates that your association, for example, is working on different, but specific things. To conclude: don't try to do everything, because once you stop trying to do everything, you can reach anything!

PERSONALIZE YOUR CONTENT

A clear style is helpful to make people recognize your brand. Therefore your style should be clear and adapted to your target group so it appeals to them. This creates consistency. When a brand image is consistent, people start to recognize it. This is also why it's good to print materials once and reuse them.



NETWORKING

“NETWORKING IS ABOUT PLANTING RELATIONS”

KEEP IN CONTACT WITH YOUR AUDIENCE

Personal connection is important to convince people to come into action, for example, to visit an event. This is important because people can tend to come into action if there is a personal connection. That's because they can be more willing to do something for the sake of the event itself, but also because you convinced them that this way of coming into action is what they want themselves as well.

GET TO KNOW YOU AUDIENCE

Additionally, communicating with people with whom there are already connections can be easier. Therefore networking comes in handy. Personal contact is key. This networking can be in the format of giving a presentation, sending emails, attending events or talking one-to-one. Also, it's important to get to know the person, you want to take action, better. This way, you can adapt your story to the personal values of that person.

BE PRESENT

Another example of networking is giving presentations during lectures. Or walking around on campus and talking to students / employees. Thereby, it's important to adjust your approach based on who you are networking with. This way of promoting can be very time consuming. However, in the long run people will remember you and your impact will be increased.



DIGITAL

“ADAPT TO YOUR TARGET GROUP”

PROMOTE VIA THE TU/E

The TU/e can be used to spread information. Examples are:

- **Hubble** is the living room of the campus, and they are big fans of new initiatives. You can contact them to hang a **poster** in the café and to get your advertisement on the Hubble **screen**. They can be contacted via: info@hubble.cafe
- Files can be shared with the **TU/e** and they can show dia's on their **screens**. However this is limited to larger events and promotional activities. The TU/e can be reached for this via: internetredactie@tue.nl
- **Innovation Space** can be used for recruitment since they have an online and offline **'Wall of Opportunities'**. Student teams can put their vacancies there. This can be done via this [link](#).
- Innovation Space also has a **newsletter** in which teams or associations can promote events or activities. They can be contacted for this by mailing to: innovationspace@tue.nl
- **Cursor** provides an **agenda** in which events and activities can be shared. Anna Merl can be contacted for this via a.merl@student.tue.nl

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- Moreover, **My Future TU/e** also has such an **agenda** in which events and activities can be shared. Dominique Fürst can be contacted for this via d.s.h.furst@student.tue.nl
 - The TU/e has a **calendar** page on their [website](#). A [form](#) can be filled in in order to submit the event.
 - The **TU/e** has an **Instagram** account which can be taken over by, for example, a board member of a student association. You can find them on Instagram via: @tueindhoven. Pascal Appel can be contacted for this via: p.j.a.appel@tue.nl
 - The **Cursor** has a very good reach on the campus to both students and staff. Getting an **article** there is good promotion for a team or association, but make sure that the message is relevant for the target group. One could contact Han Konings (j.l.konings@tue.nl) or walk in their office in Auditorium.
 - For larger events, **Studium Generale** might be an excellent kick-off with a Wednesday **lunch-lecture**. One could contact Gijs van de Sande (g.v.d.sande@tue.nl) or walk in their office in Auditorium.

PROMOTE VIA FONTYS

- **Fontys** has **screens** for promotional purposes too. One can contact Eva Reemst (e.reemst@fontys.nl) in order to get your advertisement on their screens. There are some technical requirements; the file should be .jpg, .ppt, .png, or .gif, and 1360 pixels – 768 pixels (16:9).
- There is room for **posters** at the Fontys too! Each poster needs to have a stamp for permission, you can get them at the reception. Most buildings have space for two or three posters.

GO PAPERLESS

Going paperless would be a good initiative in sustainable promotion since no waste is generated. Choose preferably only digital alternatives to promote. Examples are instagram videos, posts or stories. Flyers can be made to static but they can also be made more dynamic with motion effects.

NAME	DESCRIPTION
Website	Websites can be used to provide general information . Keep in mind that people have to search on purpose to find your website, this means they have to be referred to the website.
LinkedIn	LinkedIn is often used for vacancies and contact with other companies and organizations. Moreover, LinkedIn has an option to create articles . You can read here how to do that.
Facebook	Facebook is helpful to share events with.
Twitter	A lot of municipalities and companies are more active on Twitter
Instagram	Instagram has several options, like creating posts, stories or videos on Instagram TV (IGTV). People often use Instagram as an inspirational social media platform. This means that the visuals are very important.
Screens	Digital flyers can be projected on screens.
Email Marketing	Emails and newsletters can be sent using Mailchimp for a recognizable design and layout.

MAKE USE OF SOCIAL MEDIA

Use social media to promote an event. Also sharing how you incorporated sustainability in your event can make sure the visitors get a positive feeling about the event.

Most social media platforms, like Facebook, Instagram, and LinkedIn provide options to use analytics for your social media. These contain information of i.e. which post gets the most likes / views or from which network the viewers come from. This can be very helpful which people are now being reached.

MAKE USE OF PAID PROMOTIONS

In case the people that are being reached is not the desired target group, paid promotion could come in handy. Paid promotions can be used to reach more people. This means that people who don't follow your account yet will still see your sponsored post, for example in their Instagram feed, Instagram stories or Facebook feed. Paid promotion would be a better option compared to printed material, regarding sustainability.

MAKE USE OF A WEBSITE

It's very important that you can be found on the internet. That's because, if people mention the name of your association or team somewhere and they want to learn more about it, they will probably search on the internet to find clear information about what you do, how and why, so the details. To make sure you are shown at the top of the google results, it's important that the SEO is optimized. Google provides some [tips](#) for that. In case the website is made using WordPress, it will automatically give tips on where and how to improve the SEO and SEA. Therefore, these tips only have to be carried out on software platforms to create websites, like WordPress.

MAKE USE OF BLOGS

Moreover, websites often have blogs. Blogs on websites can be used to share stories. Also, these blogs can be shared in a newsletter for which people can sign themselves up on the website, for example.

MAKE USE OF EMAIL MARKETING

Sharing newsletters with the internal community or to external parties can help to spread, for example, events, blogs or important dates.

ASK FOR HELP

A The contact person in the TU/e for digital promotion is Sacha Claessens. She is a content manager. He can be reached via: socialmedia@tue.nl

For questions about social media, Pascal Appels should be contacted. He is responsible for the social media of the TU/e. The TU/e can be reached via: p.j.a.appel@tue.nl



PRINT

“BE DIFFERENT, PRINT LESS”

HAND OUT SOMETHING THAT LEAVES BEHIND A LASTING IMPRESSION

Think toilet paper instead of flyers, for instance. Yes, it is a bit controversial, but people need toilet paper anyway and you will for sure leave a lasting impression on everyone! There are more controversial things you can hand out. The point of this is not that toilet paper works, but people will remember you if you hand out something useful.

PRINT ON BOTH SIDES

Make sure you put useful information on both sides of the paper instead of printing out more paper with one side printed on.

CREATE A TIMELESS DESIGN

Create a reusable design to avoid overproduction and having to print new promo material every time. Do not mention a date or year, but rather refer to the website for practical information. Use printed materials to promote the event and your organization, but mention the theme online and make use of the screens on campus.

AVOID STICKERS

Stickers are made from vinyl, which is extremely toxic to produce and even more toxic to consume. When a vinyl sticker breaks down, it leaves behind tiny pieces of micro-plastic

that ultimately pollute our land and waterways. Vinyl is commonly used as a nickname for polyvinyl chloride (PVC). It can generally be assumed that a product is made with PVC when the term “vinyl” is used to describe it. However, in chemistry, the term “vinyl” actually has a broader meaning and there are other, non-toxic materials without the addition of chlorine. Therefore, we suggest you to be careful and investigate the material of your stickers before ordering. **Please don't fall for the 'eco-friendly' label without further information or certificate.**

There are a few materials, which can be used instead of PVC. You can choose from paper stickers, PVC-free vinyl, or glue-free stickers - removable without residues, reusable and recyclable (Yupo stickers).

DON'T PRINT TOO MUCH

Print only the quantity you need and don't fall for a quantity discount. Take the size of the target group into account.

THINK ABOUT THE PLACEMENT OF YOUR PROMOTION MATERIAL

Posters and flyers are more traditional means of promotion, but still relevant. Posters can be hanged in buildings and flyers can be distributed on tables, throughout the campus. You can ask study associations, building receptions, and the reception at the sports centre for permission and placement. Careful design is crucial for its effect. Simple and clarifying colours and composition make them more attractive, whereas a striking accent could draw attention. (Be sure to place them strategically instead of randomly, less flyers are more sustainable.)

CHOOSE QUALITY OVER QUANTITY

Consider choosing good quality and sustainable promotion materials over quantity to get your message across in a less wasteful way, while leaving behind a more professional impression.

CHOOSE A SUSTAINABLE PRINT SUPPLIER

Choose a printing company which offers sustainable options, such as non-toxic ink and recycled or FSC certified paper. The Forest Stewardship Council certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. We have collected a few companies, which print in a sustainable way.

NAME	DESCRIPTION	DELIVERY SPECIFICATIONS/ LIMITATIONS	WEBSITE
Print en bind	At printenbind.nl you can choose to print on paper made of agricultural waste .	Standard delivery specifications apply. Files should be submitted in PDF. However, .jpg, .png or .docx files can also be processed.	https://www.printenbind.nl/en
Groenprint	Print any paper-based promotional material on FSC certified / recycled paper . They plant a tree in Uganda for every order.	Standard delivery specifications apply. Files should be submitted in PDF.	https://www.groenprint.nl/
Greengiving	At this company, you can print on growing paper ! Growing paper consists of two thin layers of paper with seeds in between (flower, vegetable or herb.) The seed paper can be printed with your logo, text or your own design.	The growth paper can be printed in full color. It is not possible to print full areas, because stripes may occur. You can upload print files in the following formats: <ul style="list-style-type: none"> ● Vector .AI file ● Vector .EPS file ● Vector .PDF files 	https://www.greengiving.nl/



WASTE OF PRINTED MATERIAL

“ONE MAN'S TRASH IS ANOTHER MAN'S TREASURE”

THINK ABOUT END-OF-LIFE

The leftover of your printed promotional materials should be collected in a centralized location to reduce waste. Make sure you and your target group discards the paper in a recycling bin. Promote a sustainable behavior yourself (remind people to recycle promotional material and separate waste).

PROMOTE WITHOUT WASTE

Observe what people do when you hand them out materials, i.e. flyers. People often throw them away, which potentially harms nature. If you notice someone doing that, you should remind them to use the bins dedicated for paper. Think about a way of distributing your promotional materials without waste. Consider using recyclable materials and make it fun (e.g. eco-friendly plantable paper with seeds)!

IF RECYCLING ISN'T AN OPTION - REUSE, REUSE, REUSE

In the case of vinyl banners, you don't really have an option for recycling. However, you can reuse it for several years if your design is timeless and you store them in a banner tube. This will keep your banner properly rolled and dust free.

WHEN YOUR MATERIAL STOPS BEING USEFUL, TURN IT INTO SOMETHING FUNCTIONAL

Instead of throwing out your promotional material, turn it into something else, something functional and reusable. For example the material of an outdoor banner is waterproof. You can use it to cover the leaky roofs of storage sheds, or turn it into an awning or sun blocker. Banner material also makes incredibly durable tote bags. Old posters and technical drawings can become wrapping paper for Christmas or any other holiday. Get creative!



CLOTHING

“BUY LESS, CHOOSE WELL, MAKE IT LAST”

BUY SECOND HAND CLOTHING

One option for team clothing is to use second hand clothing. These should be multiple of the same items. A store called Ytva often has many of the same t-shirts or jeans jackets for example.

RE-USE CLOTHING

In case the clothing items don't belong to one person they can be re-used by multiple members. In order to be able to re-use the clothing items it can be handy not to put any dates or names on the concerning items. Your committee or team can buy clothing items in a general size to wear during the event day and reuse each year that the event takes place. These items shouldn't be personalized. Additionally personal shirts can be made that can also be worn in daily life.

CREATE VARIETY IN YOUR TEAM OR COMMITTEE CLOTHING

Another idea could be to buy different second hand clothing items and print or stitch the same logo on it. This way, the items differ, in color, for example, but the people can still be seen as belonging together since they wear the same logo.

USE ECO FRIENDLY FIBERS

Natural fabrics, such as cotton, aren't always greener than synthetic fabrics like polyester. The greenest fabrics are made from renewable fibers that are easy to grow or produce. They require limited water and energy to produce, and many are recyclable. The environmental sites [Go Climate Neutral](#) and [Trusted Clothes](#) offer detailed analyses of which fabrics are most eco-friendly. Their top choices include:

NAME	DESCRIPTION
Linen	Linen requires little energy to manufacture. It's also easy to compost or recycle into paper.
Hemp	Hemp also doesn't need much fertilizer or pesticides. And it can be made into a wide variety of fabrics , such as canvas, denim, twill, jersey, and fleece.
Bamboo	Bamboo has both pros and cons as a sustainable fiber. This fast-growing plant uses almost no pesticides . It produces soft fabrics that are easy to care for. However, turning its fibers into fabric often requires toxic chemicals.
Lyocell	This fabric is made from wood pulp , which grows quickly with little water and chemicals. As a bonus, the fabric is naturally wrinkle-resistant , so it's easy to care for.
Alpaca	Alpacas are hardy creatures that don't eat or drink much and can stay healthy without antibiotics. Alpaca wool is more eco-conscious than cashmere, which comes from a type of Asian goat.
Organic Wool	Some sheep farms use toxic pesticides on their pastures or treat the animals with toxic dips. Organic sheep farms avoid these harmful chemicals. They keep both the sheep and pastures healthy by using the animals' manure to nourish the soil.
Silk	This natural fabric is lightweight and durable . At the end of its life, it breaks down naturally. Commonly used for evening wear, it also makes surprisingly warm thermal underwear. Peace silk , also known as vegan silk, is a cruelty-free alternative.

BUY FROM THESE SHOPS

The shops in the table below are sustainable because they make use of products that are bio-based or that are easy to recycle. Moreover, in order to make clothing last for a long time, the quality is important. The products of these brands will last a long time since the materials have a high quality. The quality depends on the thickness of the material as well as the material itself. Quality clothing has hardly any loose threads or crooked stitching. It also has strong seams. Something else to keep an eye on are the seams. There should be no imperfections there. More information about the degree of sustainability in printing and stitching can be found [here](#).

NAME	DESCRIPTION	WEBSITE
Shirts bedrukken	Printing	https://www.shirts-bedrukken.nl/shirts/organic-t-shirts-bedrukken.html
Camaloon	Printing	https://camaloon.nl/t-shirt-bedrukken/bio-katoen-t-shirts
Green Premium	Printing	https://greenpremium.nl/catalogus/duurzame-kleding/duurzame-t-shirts/
Continental Benelux	Printing	https://shop.continentalclothing.nl/
Reklatex	Printing	https://reklatex.nl
Blendomatic	Printing and Stitching	https://www.blendomatic.nl/
Green Giving	Printing	https://www.greengiving.nl/



GIFTS

“ADD VALUE FOR YOUR CONSUMERS, YOUR COMPANY AND SOCIETY”

DONATE OR GIVE WASTE-FREE PRESENTS

The most sustainable gift to give is a donation to an NGO! If you, as an event or association, say that you donated the money normally used for gifts to a good profit, many people will appreciate it more than an item. Another way of saying ‘thank you’ without producing waste is to give virtual vouchers or experiences.

SUSTAINABLE ITEMS

If you would still like to show your gratitude to your members and partners by handing out a present, you can do so in a sustainable way. Give gifts that are useful, good for the environment and/or upcycled. This will show that you care both about the receiver and the environment, leaving a good impression. For instance, you can give plants, useful daily items (shampoo bars, soap, plant-based candles), foods and drinks marked with your logo (edible print on cakes or ‘printed’ fruits).

Read more about sustainable promotional products in [this guide](#), written by Équiterre, a canadian non-profit organization. A summary of their main discussion points:

- Hand out **fewer items** overall
- Exceed consumer expectations: give **experiences** rather than things;
- Choose **creative and durable** designs to increase use, and extend life of physical items;
- Give a signal to the industry by insisting on eco-friendly options. Look for **labels** such as Fair trade, biological, local, FSC certified, Rainforest Alliance, UTZ, etc.

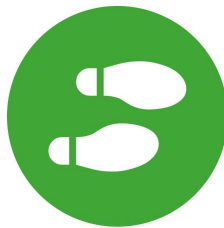
- Help suppliers migrate towards sustainable products by requiring **certifications** for the objects that you buy or by choosing companies that are able to incorporate sustainable practices into their production methods.

SUPPORT LOCAL BUSINESSES

We have collected a few companies, from which you can order personalised sustainable promotional items while supporting local businesses:

NAME	DESCRIPTION	PRINTING/STITCHING
Bedrukt Fruit	Print your logo on fruits	https://bedrukt-fruit.nl/
Greetz	Edible gifts with your own photo	https://www.greetz.nl/chocolade-gebak/foto-en-tekst-cadeaus
Je Eigen Taart	Various cakes with your logo	https://www.jeeigentaart.nl/bedrijfs-taarten
Cake Company	Various cakes with your logo / unique design	https://cakecompany.nl/bedrijven
Cake Picture	Edible photo prints for your homemade cake / chocolate prints	https://www.cakepicture.nl/home
Taart en Dolci	Various cakes with your logo / unique design	https://www.taartendolci.nl/
Greengiving	Eco-friendly promotional gifts	https://www.greengiving.eu/
ShampooBars	Handmade shampoo bars without plastic packaging	https://shampoobars.nl/shop/
Helemaalshea	Handmade shampoo bars without plastic packaging	https://www.helemaalshea.nl/en/
The Happy Soaps	Handmade shampoo bars without plastic packaging	https://thehappysoaps.com/

My Flame	Handmade candles made from vegetable wax (palm, soy)	https://www.myflame.nl/nl/
Brandt Kaarsen	Handmade candles made from vegetable wax (soy)	https://brandtkaarsen.nl/en/
Candle Salon	Handmade candles made from vegetable wax (rapeseed flower)	https://www.candlesalon.com/
The Very Good Candle Company	Handmade candles made from vegetable wax (rapeseed flower)	https://theverygoodcandlecompany.com/
Label My Light	Handmade candles made from vegetable wax (soy)	https://labelmylight.com/



FOOTPRINT

“TAKE YOUR RESPONSIBILITY”

BE AWARE OF YOUR FOOTPRINT

What are actually the consequences of the event? Most often a lot of plastic is being used, this can make the environment polluted. Also for events, often a lot of energy is needed, therefore often non renewable energy is used. This depletes the resources of the earth. Moreover the emissions of the used energy can let the greenhouse gasses increase. Therefore the earth will continue warming up further.

CALCULATE YOUR FOOTPRINT

Keeping this in mind, you can change your event to become more sustainable. To take into account the footprint you leave, it's important to know where the resources for your

promotional activities - products or energy used - come from. In order to know how sustainable your event is you can use [this](#) questionnaire.

COMPENSATE YOUR FOOTPRINT

Don't you want to leave a footprint but is it unavoidable? You can also let your footprint be compensated by sending the remaining money to a company that can compensate it, by, for example, planting trees. An example of a company that does that is [FairClimateFund](#).



CERTIFICATE

“SHOW THE WORLD THAT YOU CARE”

Both, our *Sustainable Promotion Manual* and *Manual for green events* provide you with essential information that can guide you to make your events and association more sustainable. Solutions and recommendations are divided into several different sections; it is up to you to choose which one speaks to you the most. It is also possible for you to apply for the Green Events and Promotion Certificate from the GO Green Office and show your followers that you already made a change!

In order to get a certificate, you only need to fill in a questionnaire. You can reach 3 different levels, and you can step up a level in case you implement a few tips from our *Sustainable Promotion Manual* or *Green Events Manual*. You are free to decide if you apply for a badge for one specific event or your overall promotion strategy.

Once you get a certificate, your logo will be published on our website and we will also promote you on our social media. The questionnaire includes questions about your promotional process and strategy. You can find our Google forms on the [website of GO Green Office](#).

Total score of the assessment is 80 points. Needed points for each badge:



0-35 points



35-60 points



60-80 points

CONCLUSION

We, members of GO Green Office, hope this manual inspired you to promote your organization and events in a more sustainable way. In case of any questions or remarks please don't hesitate to contact us at gogreenoffice@tue.nl. We are happy to help and you can also just contact us for a little brainstorm. We're here to think along!