

# JUST ONE THING

**Title:** SWAG - reduce and provide ecofriendly solutions

**Company/Organization:** Lindt & Sprungli (USA) Inc.

**Type of Organization:** For profit

**Number of Employees:** >100

**Category:** Environment

**Challenge or Opportunity:** Many company events provide "SWAG" items often used once or not at all, becoming waste. Our goal is to challenge this habit, asking if these items are necessary, and offer eco-friendly alternatives. We aim to provide sustainable options to department heads & coordinators, Sales Managers, and event planners, while engaging employees to make responsible choices in clothing, drinkware, and accessories.

**Approach or Solution:** The idea was born to develop an eco-friendly and premium-quality gifting solutions catalog, identifying unique items that delight and working with vendors committed to sustainability. The approach included surveying needs, researching vendors, testing samples, establishing partnerships, and creating a streamlined order process. Communication to relevant individuals of the organization ensures the catalog stays updated and maintained.

**Impact:** All teams are sensitized to ask the question if a SWAG is the right thing to do, or if this can be reduced. If SWAG is in fact needed, there is an ecofriendly option available to choose from. The catalog is yearly refreshed to include even better gifting options, as knowledge and offers of our vendors evolve, and interests change.

This approach is further leveraged - engagement with employees happened through internal newsletter to think sustainably for holiday gifting options.