

Corporate Holiday Gift Giving – Environmental Responsibility Year-Round

The holidays are a time of fun, family, traditions and [gifts](#). During the holiday season many companies show their appreciation to their best customers and employees without concerning themselves with the [environment](#) when giving gifts. The common misconceptions that [green products](#) cost more or are not as attractive as regular products usually causes them not to get considered. But in this time of corporate social responsibility and with the scrutiny the public now puts on companies the need to be environmentally responsible is crucial.

The holiday season in the United States produces 25 percent more waste each year which equals 25 million tons of extra waste. Companies add to this by giving out holiday cards, gift baskets, and awards made from non-environmentally responsible materials. Each Christmas about 2.65 billion cards are sent out; enough to fill one football field 10 stories high. Holiday gifts in the form of food account for much of the 28 billion pounds of edible food wasted each year as well. Companies must stop adding to this waste and embrace environmentally friendly ways of giving gifts.

The average company spends about \$25 per employee so why not make that \$25 go to something environmentally friendly like a refillable bamboo [pen set](#), a [coaster](#) made in the USA from recycled glass, or a [hooded sweatshirt](#) made from certified organic cotton or recycled polyester - the alternatives are endless. Instead of giving a traditional holiday card employers can opt for a [recycled card](#) seeded with plantable flower seeds. This card will then be planted and grow into a beautiful reminder of appreciation. [Awards](#) given at this time of year could be made of rapidly renewable FSC certified bamboo or recycled glasses which are eco-friendly alternatives to wood. When companies begin to realize environmentally friendly holiday gifts as alternatives they will begin to change internally as well as externally.

Promoting products to employees and consumers boasting recycled material made [100% in the United States](#) will only challenge others to do the same. The impact on the environment would be overwhelming. If companies begin to purchase products helping the environment the end result will be the increased awareness of environmentally friendly products and the increase of corporate responsibility during the holidays.

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Sources:

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