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How Colleges are Going Green– Promotional Items, Organic Apparel and More

With the 40th anniversary of Earth Day in our rear view mirror, we need to make sure the emphasis on being “green” does not lose momentum. This trend is especially prevalent on college campuses, and not surprisingly the shift toward sustainability is largely student-directed. While much of the focus is on large-scale efforts to green campuses by decreasing consumption and conserving energy, there are smaller efforts that can also make a big impact.

One of the cornerstones of any college campus is the bookstore – at the very least, they sell books and college gear. However, many are also places for students to congregate, eat and drink.

Here are a few ways some colleges are going green with their college gear, and some tips for those who haven't yet:

Green promotional items:

All colleges have branded promotional items all over campus, both–free and for sale. Imagine the positive impact if every pen and pad of paper emblazoned with the college's logo was eco-friendly. Between faculty, staff, and current and prospective students, this little change would go a long way toward greening the college.

College gear:

The larger the college or university, the higher the demand for branded college gear. Almost any item you can think of can be branded. And all of these items can be made in one or more of the following eco-friendly ways: recycled, reusable, recyclable, energy efficient, organic or biodegradable.

Organic apparel:

One of the most popular branded college gear items, both on campus and off, is apparel. Thanks in large part to the recent push toward going green, there are more eco friendly and organic apparel choices than ever before. Organic apparel such as organic t-shirts and organic hooded sweat shirts bearing a college logo is a great way for students to support their college or university and their commitment to going green at the same time.

Important changes on college campuses are having a big impact on schools toward becoming more eco friendly and sustainable. While the focus is on greening buildings and conserving energy, it is important not to lose sight of the smaller ticket items that can also net big green savings and rewards. By keeping an eco friendly eye on promotional items, college gear and organic apparel in the college bookstores and beyond, colleges can go green in small ways as well as large.

About Eco Promotional Products, Inc.

Eco Promotional Products, Inc. (EPP) is a certified woman owned company providing a full-line of eco friendly promotional products. EPP helps organizations promote their logo, brand and message in a “green” way. All products are made from either recycled, organic, biodegradable, rapidly renewable

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resources, made in the USA or a combination of these qualities. Eco Promotional Products was born out of a passion for the environment, with goals of reducing landfill use, respecting our non-rapidly renewable resources, providing exceptional service at affordable prices and being an active advocate for human rights issues.

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