

Case Study: 353 North Clark

Who: [353 North Clark](#) in Chicago is a 45-story commercial office building. With its vibrant 'green' roofs, gorgeous landscaping fed by harvested rainwater, glittering thermal-glass curtain walls, expansive sunlit interiors and state-of-the-art, high-efficiency infrastructure, 353 North Clark has been one of Chicago's most environmentally advanced structures since it opened in 2009. The building is LEED Platinum - the highest level of distinction awarded by the U.S. Green Building Council (USGBC) for best-in-class building strategies and practices. Only 7% of all LEED-qualifying structures globally have achieved this ultimate sustainability status. LEED-certified buildings cost less to operate, reduce energy and water resources by as much as 40% and ultimately create a healthier environment, both inside and outside, for employees and the community. In 2021, 353 North Clark won the International Outstanding Building of the Year (TOBY®) Awards for the Earth category.

Need: 353 North Clark hosts an annual Earth Day celebration for their corporate tenants to thank them for doing their part in being green. Local experts are on hand to discuss various sustainability initiatives. In 2022, tenants had the opportunity to talk with a beekeeper and recycling experts. Along with continuing education, 353 North Clark management likes to show their appreciation for their tenants with eco-friendly gifts.

Solution: With the help of Eco Promotional Products, 353 North Clark chose two branded eco-friendly items for tenants to enjoy, a reusable jute and cotton tote bag and a wheat straw travel tumbler, both of which reduce plastic consumption. The reusable bags can be used in place of single-use plastic bags and the tumblers are made from an eco-friendly material made from the durable stalk that's left over after wheat harvests. Using wheat straw reduces the amount of plastic needed to manufacture the product. The reusable tote bag also will help tenants save money by avoiding the City of Chicago's bag tax on single-use plastic bags.

