

# • What can SIS Provide?



## Marketing & Advertising Resources

Sustainability Is Sexy supplies every resource you'll need to motivate campus coffee drinkers to choose reusable cups, and ultimately run a successful campaign.

**Posters, flyers,** and **press kits** are available in both print and electronic form. By keeping these resources digital, unnecessary shipping costs and packaging waste can be avoided.

**Reusable coffee cups, T-shirts, barista gear,** and other products are available through SIS. All products are eco-friendly and maintain flexibility in colors and logo for your branding considerations.

## SIS Network

Sustainability Is Sexy offers media support to any group organizing a campaign. Our media resources include: **press releases** and **media contact kits**, and talking points for interviews. An **SIS spokesperson** will also be available for reporters and other media needs.

## Project Plan

The SIS Project Plan is an all-encompassing **instruction manual** for running a successful Sustainability Is Sexy campaign. Found within the plan is:

- High-level campaign **goals** and **objectives**,
- An explanation of the campaign's **strategies**,
- Specific **action steps** that directly tie into the campaign objective, goals and strategies.



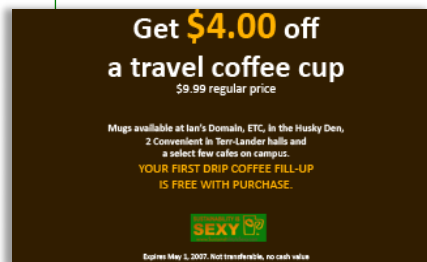
# Sustainability Is Sexy Campaign at The University of Washington



SIS Campaign Posters



SIS Campaign Advertising Materials



SIS Campaign Coupon

## The Project

University of Washington's Department of Housing and Food Services worked together with UW students to motivate campus-coffee drinkers to drink their coffee from reusable coffee cups.

The project team designed educational posters for campus coffee stands, marketed eco-products to the campus community, and hosted a forum featuring eco-themed speakers.

The team also designed strategies to advertise a 10 cent discount the campus offered to coffee-drinkers who brought their own reusable cup, and encouraged press coverage in regional newspapers.

## The Results

The UW Sustainability Is Sexy campaign exceeded all expectations. Overall, reusable cups were used **153,000 times** in 2007 by campus coffee-drinkers, directly saving UW's HFS Department an estimated **\$23,000** in costs.

Additionally, the program helped save an estimated 9 tons of trees from harvesting, 38 thousand gallons of water, and prevented 2,500 lbs of garbage from being delivered to landfills.

UW's Sustainability Is Sexy campaign received positive publicity from regional newspapers, established web publications, and the surrounding campus community. The campaign is now a selling-point to incoming UW freshman during orientations, and marketing materials are still present at campus coffee houses.

# Why Sustainability Is Sexy?



SIS Campaign Organizers

## Our Campaigns Are Student-Developed

Sustainability Is Sexy campaign tactics are designed by college students - for students. Our team's insider knowledge gives SIS campaigns a unique advantage over other marketing and educational campaigns.

Our campaigns rely on communication tools that are effective with students, promote products that are alluring to young adults, and use language that resonates with your campus community.



SIS Campaign Website

## We're Research Driven

The core of Sustainability Is Sexy remains rooted in factual content. Our project website hosts one of the most comprehensive reports on the environmental impact of disposable cups, and the potential for alleviation by reusable cups.

We keep an open dialogue with companies involved in the coffee cup industry and stay up to date on emerging data.

## We're a Proven Success

Sustainability Is Sexy campaigns have helped save a countless amount of trees from being cut down, water from being wasted, and paper cups from ending up in landfills.

Our campaigns have also attracted attention from national coffee house chains and from Former Vice President turned eco-advocate Al Gore.

“We must continue to work together in this effort not only for the future of our children, but also the future of our planet.

Keep up the important work that you are doing.

-Al Gore corresponding with Sustainability Is Sexy