

• Why Sustainability Is Sexy?



SIS in Action

We're Driven by Coffee Consumers

Sustainability Is Sexy campaign plans are designed by coffee fanatics in the coffee community. Our insider knowledge gives SIS a unique advantage when finding attractive products and designing educational marketing materials.

Our message relies on communication tools that are effective with coffee house patrons, promote products that are alluring to hip coffee drinkers, and use language that resonates with the coffee-drinking public.



SIS Website

We're Backed by Research

The core of Sustainability Is Sexy remains rooted in up-to-date 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 and industries involved in the coffee cup industry to stay up to date on emerging data.

We're a Proven Success

Although we're young, Sustainability Is Sexy has partnered with businesses and eco-groups across the country to launch reusable coffee cup campaigns. Our programs have been covered in newspapers, radio interviews, web publications, social media websites, and other media outlets. We're often sought after as a source of information and first-person interviews.

Sustainability Is Sexy has 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



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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 partnered with Sustainability Is Sexy to motivate campus-coffee drinkers to drink their coffee from reusable coffee cups.

The project team designed educational posters for campus coffee stands, marketed promotional 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 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 overhead costs.

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

Sustainability Is Sexy and UW received positive publicity from regional newspapers and established web publications. The campaign is now a feature in orientations for incoming UW freshman students.

• What can SIS Provide?



Guidance and Planning

Reusable coffee cup campaigns are not a new idea. However, most programs end with poor results; neither capturing the potential environmental impact, the financial benefits, the possible media exposure, nor branding opportunities.

When partnering with Sustainability Is Sexy, we'll help you build a **project plan** to successfully run a campaign. We provide a basic plan, and then add on your ideas that fit *your* business goals.

Campaign Resources

A plan is great – but is impossible to complete without resources. Sustainability Is Sexy supplies every campaign resource you'll need to promote reusable cups in your community, and ultimately run a successful campaign.

Plan on selling **reusable coffee cups**? Consumers love our eco-friendly and well-made mugs. Looking for **T-shirts** to outfit your baristas & stock your shelves? Our campaigns design smart, sexy, and sustainably-made shirts. Need **posters** and **flyers**? Our artists have created compelling, engaging, and informative prints. And that's just the tip of the iceberg!

Media Access

Sustainability Is Sexy offers support to promote your project through media outlets. 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. Get ready for more than 15 minutes of fame!

