

PARTICIPATORY SUSTAINABILITY

Upcycling yesterday's promo items
for a sustainable tomorrow.





Introduction

We're changing the game when it comes to sustainability and promotional products.

Introducing a revolutionary concept in the promotional products and experiential marketing game: **Participatory Sustainability**—a creative and innovative approach that empowers brands to give their outdated promotional items a new lease on life.

This energetic concept taps into the creative spirit of brand activation, inviting companies to not only reduce waste but to actively engage their brand's advocates in the transformation of unused merchandise into valuable, upcycled products.

What is Participatory Sustainability?

Participatory Sustainability is our way of disrupting the industry by giving renewed purpose to outdated promotional products and marketing assets through community engagement.

In recent years, sustainability and eco-friendly products have surged from niche to mainstream. The trend toward 'being green' has shaped a growing number of consumer preferences and brand strategies.

As awareness of environmental issues deepens, more consumers are demanding that brands demonstrate responsibility not just in what they sell but in how they operate. This extends to marketing tactics.

But is it enough to select eco-friendly options if many of these items end up going to waste in the end? We don't think so.

Enter Participatory Sustainability as experiential marketing.

Sustainability has become a cornerstone of brand identity and consumer loyalty. But even when brands do everything right, there is almost always unused merch and leftover swag. Add seasonality, rebranding, and updated brand messaging to the mix and we're often left with a pile of retired marketing assets that either sit in storage or go to the landfill. We are committed to helping our partners change this by crafting creative solutions to turn yesterday's marketing materials into a better tomorrow.



The Four Pillars of Participatory Sustainability



1



Community Engagement

Foster a strong connection with your target audience by involving them directly in the upcycling process. This engagement helps to educate your customers on sustainability practices and empowers individuals to take part in environmental stewardship.

2



Brand Responsibility

Demonstrate a commitment to ethical and transparent practices that reflect your commitment to sustainability. This not only builds credibility as an environmental ally, but reinforces the brand's role as a sustainability leader.

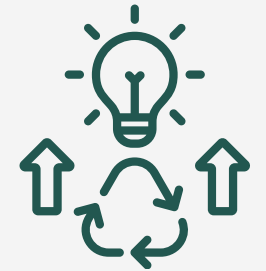
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Impact Reduction

Focus on significantly reducing waste and the carbon footprint of traditional promotional practices. By repurposing materials, companies can avoid the environmental costs of producing new items and decrease landfill waste.

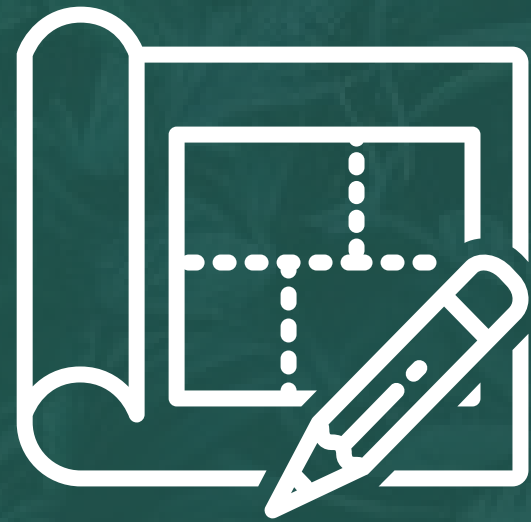
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Innovative Upcycling

Event marketers get the chance to do what they do best and come up with innovative approaches to brand activations – with an environmentally friendly edge. This involves developing unique solutions to upcycle old marketing materials and make them new again.

How to Build a Participatory Sustainability Activation



From Giveaway to Green

Reuse and recycle old giveaway items into something new.



Repurpose for a Purpose

Using retired marketing materials to do good in the world.



Rethink, Reclaim, Relove

Makeover your marketing assets and reuse them.



Brand New Again

Rebranding existing items in place of creating something new.



Elevate & Engage

Involve your brand's community to transform your materials.

Benefits

The benefits of sustainable and eco-conscious business practices are well-known.

Implementing participatory sustainability into your marketing mix offers several compelling additional benefits to brands and companies.

Enhanced Brand Image

Through the high visibility of these initiatives, companies can strengthen their brand image and improve their reputation as an eco-conscious entity. This improved reputation can differentiate a brand in a crowded market, attract positive media attention, and foster goodwill among stakeholders.

Increased Brand Loyalty

These events not only demonstrate a genuine commitment to sustainability but actively involve your customer base that values these practices. This can lead to increased customer retention, strengthen brand advocacy, and attract new customers who are willing to switch brands for ethical reasons.

Dollars & Cents

It goes without saying that there are cost savings to be had by engaging in participatory sustainability activations. In addition to the reduced waste, your budgets will go further when you reuse existing assets.

Long-Term Viability

Demonstrating a commitment to sustainability and involving your customers in these efforts will help future-proof companies and leave lasting impressions with your audience. Your customers can feel good about buying your products and supporting other marketing initiatives because they know you are environmentally responsible.



Interested in exploring
a participatory
sustainability project?
We'd love to hear
from you!

Contact

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