

The Issue: Provision of Door gifts

Current Situation

The use of door gifts as marketing strategies has become so rampant that many event organisers mass produce these goods without taking into account the relevance and overall appeal of the door gift they give out. Many times, organisations would prioritise cost over the value of door gifts they hand out. Examples of typical door gifts that would come to one's mind include lanyards, hand fans, pens.

Many of these freebies are being tossed aside or forgotten about - something that many of us would have been guilty of doing so too. These gifts received by event-goers are not put into good use, as most of them might not be appealing or relevant to them.

Why is this practice unsustainable?

The production, transport and marketing utilise materials and energy that increase greenhouse gas emissions. The gift packaging material used to hold, protect or organise products requires extensive amounts of plastic, paper and other materials, contributing to increases in solid waste production.

Ultimately, the discarding of gifts, especially those that are unwanted or short-lived exacerbates the garbage problem, causing further environmental degradation.

What does a sustainable gift mean?

In terms of gifting, it means something that can be used continuously over a period of time. It can also mean eco-friendly gifts that are biodegradable and made from recycled materials.

What we hope to achieve

The norm of unsustainable bulk-gifting should be abolished and replaced with the healthier practice of presenting more practical items. This not only allows the receiver to put some good use to the gift but channels away excess waste from landfills, bringing a positive impact all-round.

Our Sustainable solutions: Provision of Door gifts

1. ★Practical door gifts

- ❑ Based on our survey results, here is a list of **useful** door gifts that caters to **students' preferences**: [Annex F](#)
 - ❖ This is to minimise wastage from distributing unwanted door gifts.
- ❑ **Refrain** from printing **event year and name** onto the gifts (eg. Open House 2020) unrecycled
- ❑ Students feel more connected with the **school motto** than the event name (eg. Think People, Own Your Xtra)
 - ❖ The gift would not become outdated or irrelevant, preventing leftovers from becoming waste → more cost effective
 - ❖ Can be given out at multiple events

2. ★Only order what you need: Reducing leftover campshirts from HMS CSOP

Current situation:

Number of shirts ordered for each size are based on estimations. Many students did not get a shirt size that fits them. Excess shirts from over-ordering. A different design of camp shirt each year would mean that shirts are not able to be used for the following years CSOP.

Before bulk ordering campshirts ...

- ❑ Create an **online form** to acquire shirt sizes of incoming students upon their enrollment at NP. Do refer to [Annex G](#) for an example.
- ❑ Collate the responses to find out the right quantity and sizes of shirts to be ordered

3. What if there are still leftover shirts?

- ❑ **Reduce**. Give out as door gifts during Open House at the HMS Booths.
- ❑ **Repurpose**. Turn these shirts into camp braids that are used for CSOP!

Refer to [Annex H](#) on how to do so.

4. ★If possible... Create a common HMS shirt to be given out at CSOP every year

- ❑ By using the same shirt design every year, we can eliminate the problem of leftover camp shirts going to waste
 - ❖ More cost effective
 - ❖ Save manpower and resources

Annex F

Suggestions of practical door gifts

- ❑ Laptop cases
 - ❖ 15 Inch (one size fits all)
- ❑ Laptop stickers
 - ❖ HMS Identity (eg.Panda)
- ❑ USB cables
 - ❖ 3-way cables
- ❑ Stationery
 - ❖ Pen
 - ❖ Highlighter
 - ❖ Notebook
- ❑ Shirts
 - ❖ Leftover shirts from CSOP
 - ❖ Ngee Ann Shirts
- ❑ E-vouchers
 - ❖ Partner with businesses that can attract students (eg. Starbucks, various bubble tea brands)

CONTINUED NEXT PAGE>>

Annex F

Recommended suppliers



1. Seco Press

❖ Provides customisation design services on a wide range of products

Tel: (65) 6278 7809 / (65) 6794 4983

For more information:

<http://www.secopress.com.sg/Home/Index/index/as/HOME>

✓ **Recycled Notebook + Pen Set**

To get a quotation and for more details, click to find out more:

http://www.secopress.com.sg/Home/Index/detail/id/80/as/Recycled_note_book_pen_set.html

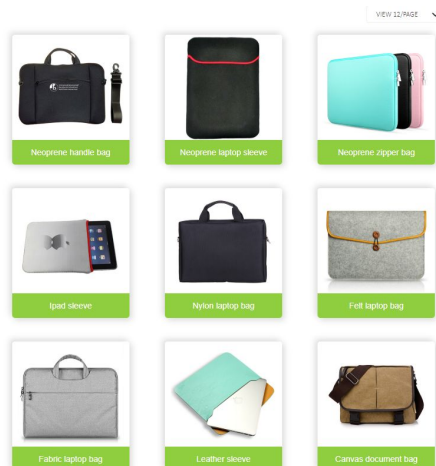


- ❖ **Minimum Order Quantity:** 500
- ❖ Many options for material, thickness, size, shape, binding and packaging

✓ **Laptop Bags**

Click to find out more:

http://www.secopress.com.sg/Home/Index/products/id/77/as/Laptop_Bag.html



❖ **Types:**

Handle Bag, Sleeve Bag, Zipper Bag, Felt Bag

❖ **Materials:**

Neoprene, Nylon, Felt, Fabric, Leather, Canvas

❖ **Size:**

Custom-made (15 inch recommended)

❖ **Printing and Embroidery:**

❖ Silk screen, heat transfer, embroidery

2. Singa Printing

✓ Laptop Stickers

Tel: (65) 3158 2800

For more information:

<https://www.singaprinting.com/custom/stickers/laptop-stickers>

- ❖ Customisable laptop stickers
- ❖ Printed on premium quality vinyl, weatherproof and fade resistant material



Recently ordered Customised Laptop Stickers of our prestigious clients.
All Photos, text and downloadable files in this website are copyright © SingaPrinting 2020

3. Door gift Singapore

✓ Various Eco-friendly Stationery Sets

Tel: (65) 9235 6988

For more information:

<https://doorgiftsingapore.com/product-category/eco-friendly-gifts/>

Annex G

CSOP T-Shirt Sign Up

Enter your name and size to sign up for a T-Shirt.

***Required**

Full Name (as in NRIC) *

Your answer

Student ID (e.g. 10192345A) *

Your answer

Course *

Your answer

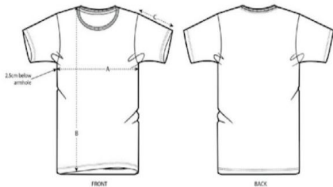
School Email

Your answer

Shirt size *

☐ XXS
☐ XS
☐ S
☐ M
☐ L
☐ XL
☐ XXL

Size Chart



Sizes	XXS	XS	S	M	L	XL	XXL	XXXL
A Half Chest	42.5	45	48	51	54	57	60	63
B Body Length	64.5	67.5	69.5	71.5	73.5	75.5	77.5	79.5
C Sleeve Length	19	19.5	20.5	20.5	21.5	21.5	22.5	23.5

Submit

Annex H

Upcycle leftover camp shirts into camp identity braids used for Orientation Camps! Do refer to either of the videos below for full tutorials:

- 1) <https://www.youtube.com/watch?v=3KR-K3xSYxk>
- 2) Watch from 0:55 to 3:40

<https://www.youtube.com/watch?v=Ylkd5C3LApk>

References

- Biji Biji Ethical Fashion. (2020, February 18). Why It's Time to Stop Unsustainable Corporate Gifts. Retrieved from <https://bijibiji.co/blogs/posts/why-its-time-to-stop-unsustainable-corporate-gifts>
- Contrast. (2018). Size Guide. Retrieved from <https://www.contrast.pt/size-guide>
- Door Gift Singapore. (2016). Eco Friendly Corporate Gifts Singapore. Retrieved from <https://doorgiftsingapore.com/product-category/eco-friendly-gifts/>
- Household Hacker. (2017, May 27). 11 Awesome Life Hacks For Your Dog. [Video] Youtube. Retrieved from <https://www.youtube.com/watch?v=zze3DqVNHu0>
- IPL. (n.d.). Door Gift Literature Review. Retrieved from <https://www.ipl.org/essay/Door-Gift-Literature-Review-FKPBSCY3RJ4DR>
- Lasco, R.D. Can gift-giving harm the planet? Inquirer.net. Retrieved from <https://opinion.inquirer.net/126072/can-gift-giving-harm-the-planet>
- SecoPress. (2020). Home. Retrieved from <http://www.secopress.com.sg/Home/Index/index>
- Singa Printing. (2020). Laptop Stickers. Retrieved from <https://www.singaprinting.com/custom/stickers/laptop-stickers>

Upcycled Stuff. (n.d.). Three DIY Dog Toys made from T-shirts. [Video] Retrieved from <https://www.youtube.com/watch?v=YIkd5C3LApk>