




An Upcycling Partnership

November 2022

Rebecca Burstein and Ben Grossman



Bentley is a national leader in business education. We are a community that is committed to making an impact that doesn't just move business forward, but that moves us all forward.

1st

LEED Platinum-
certified
standalone ice
arena in the
country

32

Bentley students
graduated in 2021
with majors or
minors in
sustainability

Since 2008
Bentley has
reduced its carbon
footprint by

70%

23k

lbs of useable
material donated
annually during
spring move out
day

130

tons of waste
composted by
Bentley annually

SwagCycle: Upcycling And Recycling Made Easy

SwagCycle helps companies repurpose, recycle, and donate their obsolete branded merchandise in a sustainable way. Contact us to learn more about our proprietary network of charitable and recycling partners.

Step 1

Assess

SwagCycle work with you to take an inventory of leftover goods at your various locations to determine the best course of action.

Step 2

Confirm Brand Guidelines

We listen closely to understand if your excess items can live on with charitable partners or should be recycled in a responsible way.

Step 3

Landfill Diversion

We will match up your items with the right charity. If your items need to leave the marketplace, we will work with our best-in-class recycling partners to leave the smallest footprint possible.

SwagCycle is a proud portfolio company of www.grossmanmarketing.com, a fourth-generation marketing services firm with a deep history of corporate responsibility.

== Our Impact ==

Since launch, we've worked to build out our charitable and recycling networks and wanted to share some exciting statistics, as of September 30, 2022



1,341,518

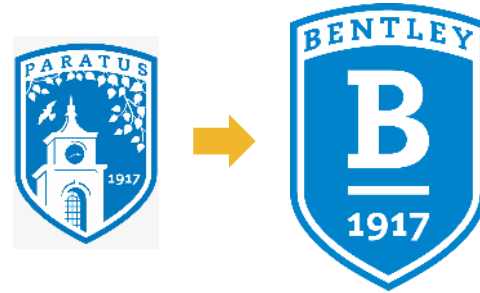
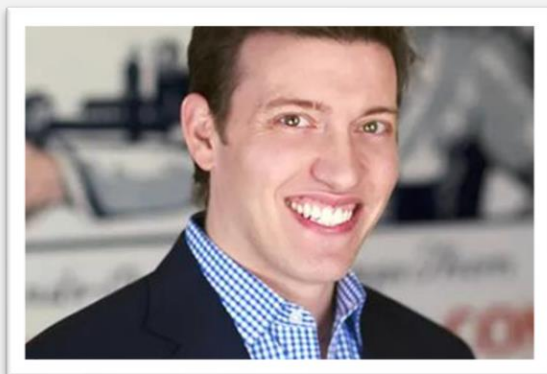
1,341,518 items kept out of landfills

\$2,533,602

Facilitated \$2,533,602 in charitable donations!!

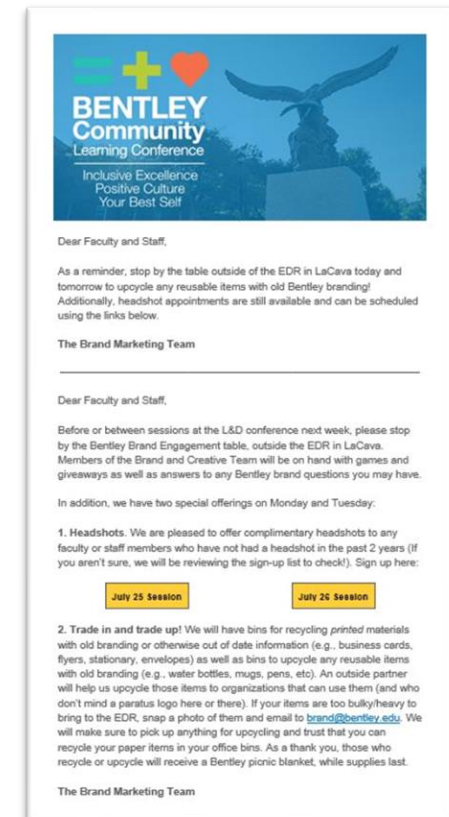
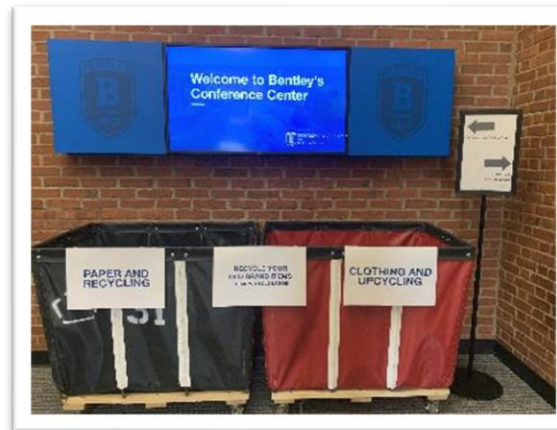
The Problem Turned Partnership

SwagCycle had reached out to Bentley's Office of Sustainability (as Bentley is a customer of Grossman Marketing) and that connection led to a conversation with Bentley Brand and Creative Services.



Pre-COVID, Bentley had undergone a rebrand (new logo, etc). We needed to have our campus partners in admissions, alumni relations, career services stop giving out stuff with old logos but didn't want to see it end up in landfills (or appear wasteful to our students and administrators).

Bentley ran a "Trade In / Trade Up" event at their July Learning & Development Conference. Faculty and Staff were encouraged to bring in items with old branding for marketing to recycling or upcycle. They were rewarded with buttons, stickers or picnic blankets, depending on the size of their donation. The event was promoted via email and social media.



Easy Execution



1

Inventory apparel and promotional items and send list to SwagCycle (work with your facilities teams to recycle paper and other items)

2

SwagCycle will contact their extensive lists of partners to find a match, e.g., someone in need of those types of items in that quantity

3

You and /or SwagCycle connect with the partner to determine drop off / pick up or shipping arrangements, determine valuation and complete tax receipt paperwork

Lessons learned: make it easy on donors and yourself



Have items pre-folded, pre-counted and boxed

Offer incentives to get people to part with their stuff

Supply carts or movers to help people haul their stuff

When possible, find a local partner to avoid shipping costs

Use Goodwill or another donation guide to estimate fair value



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Questions



Thank You

Swagcycle.net | ben@swagcycle.net
Bentley.edu | rburstein@bentley.edu