

# YOUNG CHEMISTS' SUSTAINABILITY GUIDELINES

IT'S THAT EASY!



## ADVERTISING

less printed media

print responsibly  
and with low  
carbon footprint

more digital  
advertising



## EVENTS

avoid waste and  
single-use plastics

"bring-your-own-  
cup"

carbon neutral  
traveling



## SHARE

sustainability  
concepts in your  
institutes,  
networks and  
schools

# YOUNG CHEMISTS' SUSTAINABILITY GUIDELINES

## PART 1 - ADVERTISING



### REDUCE PRINTED MEDIA

Strategic distribution of fewer flyers and posters. Use of recycled paper for printing.



### CARBON NEUTRAL SHIPPING

Pay attention to carbon neutrality when ordering printed media, merch and gifts.



### ONLINE ADVERTISING

Advertising events online has a lot of perks: high reach, less waste, more opportunities.



### USE REGIONAL CHANNELS

Try advertising events regionally through university, newspapers or radio stations.



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## PART 2: EVENTS



### NO SINGLE- USE DISHES

Use multiple-use dishes. Get your own or borrow some from your local student representative organizations.



### AVOID WASTE AND SEPARATE

Try to keep waste at your event to a minimum. If you have waste, deal with it responsibly and separate recyclables.



### "BRING-YOUR- OWN-CUP"-EVENTS

It can often be beneficial to ask attendees to bring their own cup e.g. for hot beverages.



### LECTURE SERIES

Ask regional groups in close proximity to organize a lecture series to reduce travel. Consider streaming events online.

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## PART 3: COMMUNICATION



### CONTACT TO SCHOOLS

Find regional experts for lectures at schools about sustainability or similar topics.



### SPREAD THE WORD

Set a good example and communicate your mission through all channels.



### EXPERIMENTS

Experiments on the topic of sustainability can be interesting and memorable even for the little ones.



### PRESENTATIONS

Use presentations to enlighten interested people how they can contribute even through everyday activities.

