

GREEN TIPS

For Business
involvement in
On Campus
Orientation

As Australia's first carbon neutral university, CSU is a leader in sustainability and is making a significant effort to reduce the carbon footprint across all our campuses. Engaging students to take sustainable steps throughout their time at university starts from day one.

This guide will help you, our valued businesses involved in On Campus Orientation, in supporting CSU's core values and nurturing new students learning of the sustainability message, encouraging them to start out on the right foot on their university adventure.



FLYER FREE

Provide electronic versions of flyers for inclusion in the On Campus Orientation program given to all commencing students.



EMAIL

Email discount vouchers for goods/services, you will have students email addresses for future promotions.



ENTICE

Entice students to your stall with reusable decorations including: pull up banners, flags, signs, marquees. Disregard the balloons!



GAMES

Run a game – guessing competition, Q & A about your organisation and offer one great prize.



GIVEAWAYS

Consider useful recycled giveaways such as: stationery giveaway for donated items.



REUSE

If you do print anything keep it undated so any leftovers can be reused after the Market Day event.



SIGN UP

Encourage students to sign-up for an email mailing list and put them into a draw for one great prize.



SOCIAL MEDIA

Get students to 'like' your Facebook page with prizes available - this will have them as an ongoing audience.



PHOTO OP

Add some theatre to the day and engage students in some photographs for Instagram.



TEACH

Teach students how to run a workshop at your stall or email 'how to tips' for a month after market day to further promote your organisation.



USE THE WEB

Digital promotion can be offered to CSU's online education students for broader engagement.



LESS IS MORE

Try make giveaways practical, reusable and made from sustainable materials. No excess packaging and plastic bags!

For more information on how to run a more sustainable event visit

<https://www.csu.edu.au/sustainability/publications>



Charles Sturt
University
Sustainability



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