GUIDES

**Product Safety, Social & Environmental Best Practices**
This guide will provide you with direction and clarity in assessing and meeting product safety, social and environmental compliance challenges with self-assessment tools, best practices, checklists and frequently asked questions.

**A Green Guide**
Green is not a trend. Green is not a fad. The earth's resources are limited and it is up to everyone to preserve and protect them.

**Product Safety and Social Responsibility Presentation**
Learn more about international labor standards and environmental and social expectations with this comprehensive presentation.

ARTICLES

**Taking Green Into The Black**
Since the explosion of the eco-friendly movement just a few years ago, the call for green items in the promotional products industry is heard more loudly than ever.

**Green Without Trying**
Industry marketers are reevaluating existing products and finding “green” gold.

**California Transparency In Supply Chain Regulations**
California has put new regulations in place designed to combat slavery and human trafficking.

**Straight To The Source**
A distributor committed to ethical sourcing shares how she helps eco-conscious brands stay true to their cause.

**Talking Trash**
A promotional products buyer and waste-resource manager shares her buying strategy and preferences.

**Environmental Lessons For Dummies**
Suppliers throughout the industry are now using what some say is the ultimate eco-material.

**Raising The Bar On Corporate Social Responsibility**
These days it’s common to visit a company’s website and read something about its commitment to corporate social responsibility. But what does corporate social responsibility—CSR for short—mean anyway?

LIVE AND ONLINE EDUCATION

**Going Green Guidance Webinar**
1.0 MAS/CAS
What is green? Join Anne Lardner-Stone and Julia Wright, MAS in a 60-minute webinar that will define green and review the federal regulations regarding green marketing claims.
**PPAI Product Safety Summit**
Explore the product-safety, green and social compliance issues currently impacting the promotional products industry, as well business implications and challenges associated with compliance.

**PPAI CODE OF CONDUCT**
The PPAI Code of Product Responsibility Conduct is the tangible presentation of what you are doing to meet the expectations of the end buyer for product safety, social and environmental assurances. It is a statement of principles. It is what a supplier would hand to a distributor and what a distributor would hand to an end buyer when an end buyer expresses those expectations. *It is your commitment.*

*Contact Anne Lardner-Stone at AnneL@ppai.org for more information.*