

## PROBLEM

Conference swag - flimsy totes, leaky pens, “reusable water bottles” - causes a variety of harms and produces little to no value

## SOLUTION

Vendors and conferences band together to limit/prohibit swag

## BENEFITS

- ✓ Cut our carbon footprint
- ✓ Reduce waste
- ✓ Refocus conferences on relationship building and learning



# #gagtheswag



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## Pledge

**Option 1:** We will not provide/accept conference swag and we ask that the conferences we support ban conference swag

**Option 2:** We pledge to only provide/accept environmentally and socially responsible, 100% recyclable swag and ask that the conferences we attend require this

## Organizers

**Ann Björk**, Founder, Virtual Intelligence  
**Anna McGrane**, Cofounder, PacerPro  
**Clare Godson**, Executive Director, aosphere  
**Heather McAuliffe**, KM Manager, MoFo  
**Shruti Cognny**, CEO, KnomAI

*\*Law firm employees are expressing their own opinions - not those of their organizations*