

SINGAPORE'S

# SUSTAINABLE GIFT-GUIDE

The Modern Switch and susGain have teamed up to bring you an eco-gift guide that lives up to traditional expectations and also goes easy on our world's resources.

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*body ♥ planet*

x



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# Festive cheer with gifts that spread joy while being kind to our planet



The festive season marks a time of celebration, reuniting with loved ones, giving thanks, and sharing abundance. With more families wanting to spread a little extra cheer this holiday, you might be wondering **how you can celebrate in a mindful way**. Finding the perfect gift for your partner, colleague, nephew or sister might sound daunting when you're trying to keep things eco-friendly.

## FRET NOT, WE'VE GOT YOU COVERED!

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An "eco-friendly Christmas" may sound a bit like a killjoy for some, but it really doesn't have to be. As the world embarks on new beginnings, this too could present a time to expand our creative potential, modernise old traditions and tune in with our planet's wishes.

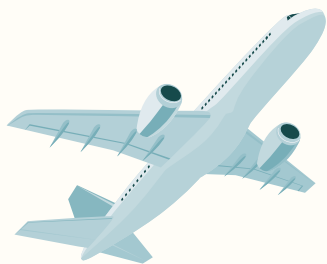


# The hard facts about our Christmas consumption



## EXPENDITURE

Singaporeans set aside nearly **20% of their monthly income** to shop over the festive season, spending an average of S\$769.<sup>1</sup>



## CARBON EMISSION

In just over three days of festivities, the average Brit will create the same level of carbon emissions as they would on a flight from London to Los Angeles.<sup>2</sup>



## GIFTS

In 2019, Australians were estimated to have **wasted AU\$400 million on 10 million unwanted gifts** which were discarded and likely ended up in landfills.<sup>3</sup>

<sup>1</sup> <https://www.channelnewsasia.com/commentary/festive-shopping-retail-therapy-repair-damaged-self-esteem-worth-916036>

<sup>2</sup> <https://www.housebeautiful.com/uk/lifestyle/shopping/g25616166/sustainable-christmas/>

<sup>3</sup> <https://www.smh.com.au/money/saving/christmas-waste-revealed-in-400m-of-unwanted-gifts-20191118-p53bnv.html>



# Why do we gift?

Gifting is a universal way for us to show our **gratitude and appreciation**. It is a way to demonstrate our friendship and bond with people we care about. We feel an emotional lift when we have found the right gift for the right person and witnessing the receiver's satisfaction makes us feel appreciated and validated.



## WHAT IS CONSCIOUS GIFTING?

The act of gifting consciously is more than finding a gift with a low carbon footprint and eco-friendly packaging. It is about **being considerate not only to the people in our immediate surrounding, but also our larger society and planet.**



# susGain's vetted list of conscious brands



To help you navigate the complexity of sustainability and easily identify brands that are aligned with your values, susGain has developed a **simple framework with 8 badges**.



All brands featured on the susGain app have demonstrated their verifiable contribution towards the badges they have been awarded (ie. reducing waste, supporting local communities, reducing carbon footprint, organic ingredients etc). You can **filter by badges** to make sustainable gifting so much easier, eliminating any “eco-ambiguity” and fuss to source and find authentic eco gifts.

**Download, save and share this curated gift guide** with your friends and family members looking to make an impact with their gifting choices.

You can also **earn cashback and a matching donation** to any of 11 local charities with your purchase via the susGain app.





# For Her

For more details and to shop, simply click on the box (links only accessible from mobile device)



**CLEAN BEAUTY  
WORKSHOP  
\$200 - FAWN LABS**



**BENTO BAGS  
\$10 - MINIMIZE**



**NOSTALGIA SPRAY ON  
PERFUME \$32 - SOL+**



**MY FAIR LADY  
BLOOMING TEA  
\$28 - PETALE TEA**



**KITCHEN BUNDLE  
\$75 - BRIGHT GREEN**



**CAKE SOAP + BODY  
POLISH \$42.50 -  
CLEAN FOLK'S CLUB**



**COLD PRESSED  
JUICE PACK  
\$49.90 - ANTIDOTE**



**LEATHER PURSEBOOK  
\$34 - MORI**



**KASAI RING  
\$1,029 - SCEONA**

# For Him

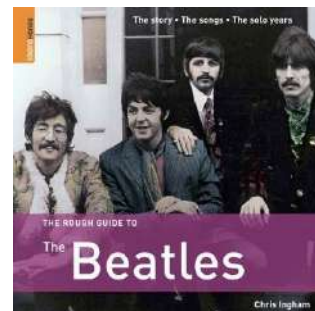
For more details and to shop, simply click on the box (links only accessible from mobile device)



**LEATHER BACKPACK**  
**\$380 - KMANA**



**MEN'S SLIDES**  
**\$65 - INDOSOLE**



**SECONDHAND BOOKS**  
**\$7 - THRYFT**



**CUTTING BOARD**  
**\$42 - MONKEY LOOT**



**COMPOSTER KIT \$70 -**  
**THE GREEN COLLECTIVE**



**PERSONALIZED BEER**  
**BOTTLES - \$120**  
**TROUBLE BREWING**



**LEATHER CARDHOLDER**  
**\$55 - MAVERICK MADE**



**SHORT SLEEVE SHIRT**  
**\$69 - ANERDSTORE**



**COMPOSTABLE**  
**COFFEE CAPSULE**  
**\$35 - NO HARM DONE**



# For Family

For more details and to shop, simply click on the box (links only accessible from mobile device)



**MICROGREEN GIFT PACK**  
**\$35 - URBAN SPROUTZ**



**DOG COLLAR**  
**\$35 - PURNAMA**



**WOODEN WORLD MAP**  
**\$130 - SAGE AND FERN**



**WATER LILY POP BUNDLE**  
**\$25 - ZENKO SUPERFOODS**



**PLANTABLE CANDLES**  
**\$32 - PASS IT ON**



**FAMILY SOAP & SLIME WORKSHOP - FROM \$120 - SOAPRISE**



**DIFFUSER BUNDLE**  
**\$148 - HYUUGA**



**SET OF LUNCH BOXES**  
**\$35.90 - ZERO YERO**



**ECO DETERGENT SHEETS**  
**\$26.90 - MUNDO**



Find all brands on susGain

**EARN CASHBACK & A CHARITY DONATION FOR YOUR PURCHASE!**

**WWW.SUSGAIN.COM**



# For Kids

For more details and to shop, simply click on the box (links only accessible from mobile device)



**I LOVE MY MOTHER  
EARTH BOOK SET  
\$40 - DINOSTAURY**



**REUSABLE DOODLE MATS  
\$9 - YOUR SUSTAINABLE  
STORE**



**REWRITABLE  
FLASHCARDS  
\$26 - MORI**



**PLAYDOUGH STAMPS  
\$28 - A HOPPING BUNNY**



**POLO RALPH LAUREN  
PINK SHIRT  
\$18 - FUMBLES&JUMBLES**



**M&P SOAP MAKING  
CLASS  
\$50 - SUGAR AND SPICE**



**THE KARANG GUNI  
TRAIL BOARD GAME  
\$29.90 - THE ECO-  
STATEMENT**



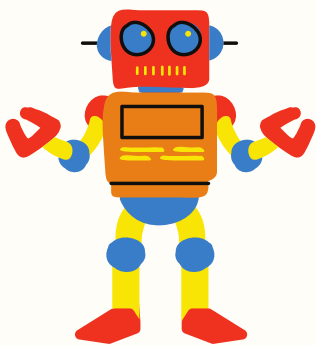
**BABY CLOTHES  
SUBSCRIPTION  
\$49 - GROKINDER**



**BIJ MINI PLANTABLE  
COLOUR PENCILS  
\$18 - LEFT-HANDESIGN**

# Kids & Toys

## ..what to consider



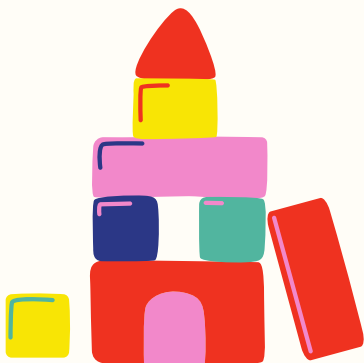
### LONGEVITY OF TOYS

- Did you know, **90% of all kids' toys are made from plastic**. Within 3 months of receiving these toys, as much as 40% are broken and ready for the landfill.



### LESS IS MORE

- Kids are naturally good at playing.
- Research shows that kids own an average of 238 toys, but **play with less than 5% of them!**



### CULTIVATE CREATIVITY

- Having fewer toys helps kids develop their **creativity, imagination, and resourcefulness**.
- Opt for a few **open-ended multi-purpose toys** made of good quality or **gift "experiences"** rather than items.

# For Teens

For more details and to shop, simply click on the box (links only accessible from mobile device)



**GAME RENTAL**  
**\$6/DAY - LENDOR**



**ICE CREAM VOUCHERS**  
**\$5+ - KIND KONES**



**SUNGLASSES**  
**\$134 - TRUTH AND ALL**



**SIGNATURE MANICURE**  
**\$35 - THE NAIL SOCIAL**



**CRAFT AND UPCYCLING**  
**WORKSHOPS**  
**\$79 - MUTAWEAR**



**UDARA LAPTOP SLEEVE**  
**\$50 - JAVA ECO**  
**PROJECT**



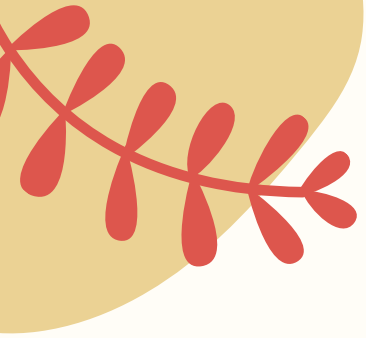
**TERRAZZO-STYLE**  
**COASTER WORKSHOP**  
**\$68 - CHOKMAH**



**TRAVEL MAT 3MM 68IN,**  
**MIDNIGHT BLUE FOR YOGA**  
**\$98 - TOUCH THE TOES**



**COLOUR DUO LASH**  
**ADHESIVE EYELINER BUNDLE**  
**\$48 - REFLEXX.ME**



# Set yourself up for eco-gifting success!

- **PLAN** - Make time to organise and think about what you want to buy. E.g. Make one bulk order from your favourite online store to save on delivery costs and emissions.
- **CONSIDER** - Ask your friends and family what they need, this eliminates unwanted gifts. E.g. Check with your nephew's parents if he will enjoy a second-hand book before making an unnecessary purchase.
- **PREPARE** - Panic buying leads to unwanted purchases, that end up in landfills. E.g. Set out an afternoon to make a list of all the people you want to gift, write down some gift ideas, and then go shopping.
- **QUALITY** - Will this gift last and/or is there a more sustainable alternative? E.g. Open-ended gifts like building bricks or board games can be enjoyed many times over whilst an action figure might only be a short-term interest. Toys with flimsy edges or require batteries don't always have the longevity of more consciously produced gifts.
- **LOOK FOR TRUSTED LABELS** - Seek out independent certifications of authenticity e.g. Organic (GOTS), Fairtrade, Forest Stewardship Council (FSC), Better Cotton Initiative (BCI), Non-GMO, Cruelty-Free, etc. E.g. Platforms like susGain feature their partner brands' verified sustainable best practices with badges.
- **BUDGET** - Some ethical-, eco- and sustainable gifts may cost more than high street brands, consider if going smaller with a bigger impact feels good for you. On the flip side, the gift of time spent together or making something homemade doesn't have to cost you anything and may in many cases be the best gift to share.
- **PRESENTATION** - Think about how you want to wrap, address, and present your gift. E.g. Use your children's old artwork as gift wrap or instead of shiny gift tags, label directly onto your gift wrap.
- **IT'S NEW TO ME!** - Not all gifts have to be brand new. Books, toys, accessories, etc; hunting for the perfect pre-loved piece might be much more thoughtful than clicking the "buy now" button on the next e-commerce platform.





## Gifts below \$20!

- **Potted plants**
- **Framed photographs and artwork**
- **“Secret Santa”.** Opting to purchase one meaningful gift vs many smaller gifts is. A great way to eliminate any unwanted presents.
- **Vouchers.** Especially in situations where you are unsure about what the person you are giving to would appreciate (ie. "secret santa" at office), opt for a gift card, voucher or cash. It increases the chance of the recipient getting something useful to them.
- **Homemade treats** stored in a mason jar and wrapped in a tea towel.



## Gifting Experiences

- **Support causes:** Find 11 local charities on susGain. Read up about their mission and programmes. Also explore giving.sg for many more local causes to support.
- **Gifting time together:** musical tickets, an afternoon in a waterpark, a pottery class, a romantic dinner etc..

Here a few workshops you can find on susGain:

- **Chokmah:** Jesmonite ware
- **Sugar & Spice, Soaprise:** Soap & Essential Oils
- **UrbanSproutz:** Microgreens
- **Fawnlabs:** Skincare



## More conscious gift wrapping ideas:

### Use less of:

- Glitter and metallic Christmas wrapping – they shed microplastics
- Ribbon – cannot be recycled
- Sticky tape – cannot be recycled

### Instead, opt for:

- Natural twine
- Tea towels
- Newspaper
- Brown virgin craft paper
- Children's artwork
- Painting or decorating the packaging box
- Plantables – stationery that can be planted
- Reusable gift bags



Thank you for helping us make sustainable gifting mainstream.

If you find the tips and ideas in this guide useful, **share them with your friends and family.** This little action will help us collectively make a difference during this festive season.

Watch this space for **our next article on sustainable Christmas tree options!**

For more sustainable day-to-day alternatives, visit **The Modern Switch's & susGain's** social media accounts and blogs featuring weekly switches that support a lighter load on your body and the planet.

<https://www.themodernswitch.com>

<https://www.susgain.com/blog>

**THIS GIFT GUIDE IS BROUGHT TO YOU BY:**

the modern switch

*body ♥ planet*

The Modern Switch is a sustainability consultancy founded by Melissa, who is on a mission to lighten her footprint in a modern but convenient way and share her wins and discoveries with her community.

[WWW.THEMODERNSWITCH.COM](http://WWW.THEMODERNSWITCH.COM)



susGain

susGain is a social enterprise on a mission to better connect the different eco and socially conscious stakeholders in Singapore to accelerate the change towards a more sustainable nation.

[WWW.SUSGAIN.COM](http://WWW.SUSGAIN.COM)



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