

# GREEN EVENTS GUIDE

01

## EVENT PROMOTION

1. Digital promotion: college calendar, e-invites, social media & email
2. If printing is necessary: use recycled paper, print double sided, consider quarter sheet flyers.
3. Large-scale posters are printed/mounted on cardboard, not foam core
4. Banners should be durable and intended for year-to-year use



02

## FOOD AND CATERING

1. Use Green Catering Guide
2. If using outside vendor:
  - a. choose a local restaurant over a food truck
  - b. offer a plant-forward menu
  - c. purchase seasonal, local, organic produce
  - d. purchase free range or humanely raised meats and dairy
  - e. use fair trade products like coffee, bananas, chocolate
  - f. purchase party sized bags of chips, candy, etc. instead of individually wrapped
3. Serve food on reusable, communal platters
4. Offer food that doesn't require plates or silverware, such as hors d'oeuvres
5. Encourage guests to bring reusable cups, utensils, plates, take-out containers, etc.
6. Request pitchers for drinks rather than bottled options
  - a. if individual drinks are a must, choose aluminum cans over plastic
7. Offer bulk containers for condiments rather than individually wrapped options
8. Ask guests to RSVP to minimize food waste
9. Donate leftover food

03

## GIVEAWAYS

1. Only have giveaways if they serve a purpose
2. Ensure they're made from sustainable materials: cloth, bamboo, glass, etc.
3. Items are long-lasting: 3+ years of use without need for replacement. Skip printing the year and/or event name
4. Apparel is made from organic and/or recycled content materials





04

## DECORATIONS

1. Use reusable materials: nametags, centerpieces, etc.
2. Skip single-use items: balloons, plastic tablecloths, etc.



05

## WASTE

1. Coordinate composting for your event with the Office of Sustainability
2. Arrive early to ensure waste bins are appropriately placed and labeled
3. Show guests where each item should be disposed
4. Save take-out containers for future use (at home, in your office, for people to take leftovers home, etc.)

06

## TRANSPORTATION

1. Consider locations near public transportation
2. Provide directions, listing public transit routes first
3. Offer virtual participation
4. Encourage walking, biking, skateboarding to the event



07

## VENUE

1. Choose an outdoor location or one with good natural light to reduce electricity use
2. Going off campus? Look for LEED certified buildings



08

## ADDITIONAL RESOURCES

1. Waste sorting signage
2. Full Green Events Guide
3. List of Sustainable External Caterers
4. Green Disposable Dishware
5. Helpful Contacts
  - a. Sustainability Coordinator: Hayley Berliner



# Before the Event

Complete?

## Venue

☐

Event is outdoors or in a room with good natural lighting

☐

If off-campus, venue is LEED certified or committed to sustainability

☐

Minimize excess travel by allowing remote participation

☐

Encourage alternative travel, i.e. walking, biking, public transit

☐

Coordinate composting services for food waste

Complete?

## Promotion

☐

Promote digitally through EMS, social media, email, digital signage

☐

Use word of mouth and ask campus partners to spread the word

☐

If printing, use recycled content paper, and print double sided

☐

Banners should be durable and intended for multi-year use

Complete?

## Food and Catering

☐

Use Chartwells to cater, follow [Green Catering Guide](#)

☐

If using outside vendor, check out [Sustainable External Caterers List](#)

☐

Choose a plant forward menu with seasonal, local, organic produce

☐

Choose food that doesn't require utensils or plates, like hors d'oeuvres

☐

Ask guests to bring their own reusable utensils, mugs, tumblers, etc.

☐

Request pitchers for drinks instead of individual bottles

☐

Ask guests to RSVP to minimize food waste



# During the Event

Complete?

## Decorations

☐

Use reusable nametags, collect them at end of event

☐

Use reusable centerpieces, or items guests can take home (i.e. fruit)

☐

Skip the balloons

☐

Skip plastic tablecloths, request linens

Complete?

## Giveaways

☐

Only give out items that serve a purpose or function

☐

Items are made from sustainable materials (i.e. cloth, bamboo, glass)

☐

Items are long-lasting (not dated, can be used for 3+ years)

☐

Apparel is made with organic and/or recycled-content materials

Complete?

## Waste Management

☐

Waste bins are appropriately placed and labeled - [signage here](#)

☐

Welcome guests and indicate where each item should be disposed

☐

Consider having a volunteer help guests sort their waste

Complete?

## Discussion

☐

Explain the sustainable efforts made at the event

☐

Encourage guests to participate by composting, recycling, etc.

☐

Ask for feedback on how the event could be more sustainable



# After the Event

Complete?

## Decorations & Giveaways

☐

Collect nametags and other reusable decorations

☐

Encourage guests to take home anything you can't reuse

☐

Make sure guests know their giveaways are sustainably made

☐

Encourage guests to only take giveaways if they will use them

Complete?

## Food and Catering

☐

Encourage guests to take home leftover food

☐

Donate any remaining leftover food

☐

Take note of how much leftover food there was to inform future ordering

☐

Keep any take-out containers to use again

Complete?

## Waste Management

☐

As people leave, ensure they are disposing of waste appropriately

☐

Take note of what was wasted, consider what you can change for your next event to reduce waste

☐

Properly dispose of any remaining waste

Complete?

## Miscellaneous

☐

Collect promotional materials for reuse

☐

Gather all leftover materials for reuse

☐

Consider how to make your next event more sustainable based on what you learned from this event



# Sustainability benefits of the actions outlined in this guide

## Energy

Natural light means not having to use as much or any electricity

Public transportation, walking, and biking reduces emissions from individual cars

Ordering food from Chartwells or a local restaurant also reduces emissions from cars

LEED certified buildings have sustainable operations, so it takes less energy to heat/cool them, light them, etc.

Food trucks emit quite a bit of carbon dioxide traveling to campus, and running the entire time they are here.

## Waste

Food makes up 30-40% of the waste in landfills. Composting prevents food from ending up in a landfill, and reuses it for good

Remember the 3 R's? Reduce, Reuse, & Recycle. They are listed in order of importance. Only purchase things you need and will use, make sure you can reuse them time and again, and the last resort is to recycle them.

Recycling is an important way to reduce landfill waste. But make sure to **ONLY** recycle what is actually recyclable. Any trash that ends up in the recycling contaminates the whole bin which then has to be thrown out. If you're unsure where an item goes, **ALWAYS** throw it out.

When purchasing items for your event, look for those made out of recycled materials. Not only are they better for the environment, but you are supporting the recycling industry which only survives if people use the recycled goods.



# Sustainability benefits of the actions outlined in this guide

## Food

Animal agriculture is one of the biggest contributors to climate change, deforestation, and more. Offering plant forward meals significantly reduces your event's impact on the environment

Locally grown food has a lower carbon footprint because it isn't traveling as far to get to you. It's also more likely to have been produced sustainably compared to mass produced food.

Food waste is a massive contributor to climate change as decomposing food releases methane, a greenhouse gas 30-100 times more potent than CO<sub>2</sub>. Reduce your food waste by only ordering what can be eaten. Anything leftover should be taken home or donated. The last resort is composting.

Food is a large source of waste. Serving food buffet style instead of in individual containers cuts back on this waste. This includes using saltshakers instead of packets, for example. Serving hors d'oeuvres that don't require plates also cuts back on waste.

Encourage your guests to bring their own reusable dishware and silverware to cut back on waste, even if you're using compostable plates. If you can use china for your event, that's the best option.

Pitchers for drinks, even if using disposable cups, is preferable to single serve bottles or cans. Plastic is made from petroleum (a.k.a. gas) and only 7% of plastic ever created has been recycled. Aluminum cans are endlessly recyclable, and therefore preferable to plastic, but still require plenty of energy to recycle them. Stay away from individual options whenever possible.