



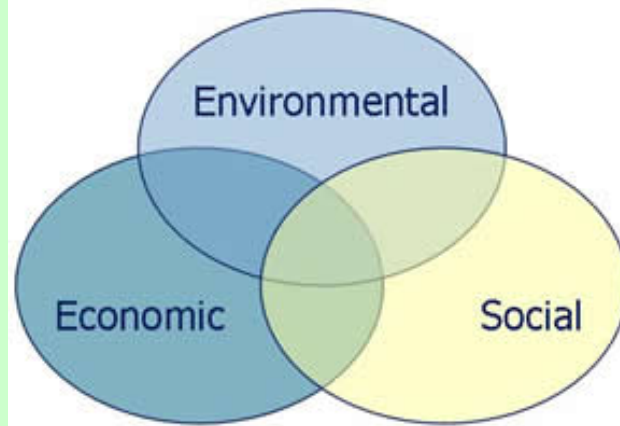
# How to Green Your Events



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# What does sustainability involve?



- Informed human behavior which seeks to minimize environmental impact.
- Measure success according to the **triple bottom line**: economic, environmental and social.

## Major areas include:

- Energy efficiency and conservation
- Renewable energy
- Water conservation
- Alternative transportation
- Green dining
- Waste reduction and recycling
- Green buildings
- Environmentally preferred purchasing

# What are elements of environmentally responsible events?

Example: In 2004 the Coalition for Environmentally Responsible Conventions worked with the Republican and Democratic Parties to:

- cut and offset carbon emissions which cause climate change
- decrease waste
- encourage public transportation and low emissions vehicles, and
- promote environmentally preferable products and services.

# Site Selection

*Where are you going to hold your event?*

- Does the facility have recycling available for event attendees?
- Is the site conveniently accessible via public transportation and other forms of non-car transportation?



Suffolk University has a recycling program is easy to access without a car!

# Transportation

## *How are attendees going to get to your event?*

As an event planner, make it easy for attendees to get to your event via:

- Public Transportation: Within 5 minute walk. Provide detailed directions to attendees.
- Biking: Let people know where they can lock up their bikes; if showers are available, let people know.
- Walking: Provide information about nearby landmarks or pleasant walking routes.
- Carpooling: Encourage it; promote an existing rideshare website or set up a system to facilitate carpooling.
- Virtual presence: Can people access the event online instead of traveling to it?

Mention that parking is limited and the event is seeking to reduce its impact on the environment. Ask people to avoid single-rider car transportation (including taxis), if possible.



# Marketing and Communications

*Strategize how you can promote your event with minimal environmental impact*

- Prepare an environmental policy for the meeting, share it with all involved parties: management, suppliers, delegates, presenters, and exhibitors.
- Keep track of your specific greening initiatives and keep campus and local media in the loop.
- Use the Internet and email lists to promote the event.



# Recycling

*Where is stuff going to go once people are done with it?*

*As an event planner, help ensure recycling is part of your event!*

- **In advance:** Work with Facilities and Catering to ensure that recycling will be conveniently located for attendees.
- **Day of:** Before your event starts, check that recycling is next to trash cans. Contact Facilities if recycling receptacles are needed. If receptacles are full, ask cleaning staff person to empty them before the event starts.
- Recyclable:
  - **Empty glass/metal/plastic** (including black plastic plates and cups used at many Suffolk events)
  - **Paper**
  - **Cardboard**
- Do not place in recycling bins: Food, Liquid, Napkins, Wrappers, Styrofoam, Pizza boxes



# Food – Part 1

## Reducing food waste

### Be prepared:

- In case you end up with extra food, don't let food go to waste:
  - Make arrangements to donate to a specific local shelter or food bank.
  - Be prepared with containers so volunteers or others can take food with them.
  - Have a few extra plastic platters ready so you can share extra food with others by placing it in a nearby high-traffic area (i.e. lounge, lobby, classroom full of students).

**Order less!** If 100 people are expected, order food and drink for 80 or less. (You will most likely still end up with extra.)



Plan carefully to avoid ending up with excessive leftovers and wasted food

# Food – Part 2

## Choosing wisely

### Arrange with Caterer to have:

- Cloth instead of paper napkins, and reusable plates, cups, and silverware
- Recycled-content and/or recyclable materials (if disposable rather than reusable serveware is used)
- Reusable dishes for condiments/sugar/cream, rather than individual packets
- Drinking water served in pitchers instead of small plastic bottles
- Locally grown, organic food, and seasonal foods whenever possible
- Fair trade tea and coffee
- Little or no meat (meat production requires far more resources than the production of vegetarian food products).

Sodexo, the catering company Suffolk contracts, is willing to work with you to make your event more environmentally responsible. If you choose another company, make sure that they are too.

# Giveaways

Will people keep, use, and benefit from the item?

If the items will most likely get thrown away or sit around collecting dust, don't buy them!



If you *are* going to purchase giveaways, choose ones with recycled content and ones that help your event attendees reduce their environmental impact.

If you use reusable nametags, be sure to have a system for collecting them.



# Environmentally Preferred Purchasing

Before you purchase supplies, consider if there is an environmentally preferred alternative. Visit [www.greenseal.org](http://www.greenseal.org).

Examples:

- Choose paper with recycled content (made from paper) instead of virgin paper (made from trees)
- Choose folders and other materials with recycled content
- Choose items that can be used over and over
- Choose plants people can take home with them instead of balloons
- Purchase biodegradable pens instead of plastic ones

**ORDER LESS! USE LESS!**

# Communications & Presentations

Help attendees use less by making information available online and reduce papers, booklets, packets, folders. This will save natural resources, time, and money.

- Enable attendees to access materials online. Make a small number of hard copies or just have 2 at the sign-in table for people to see.
- Use multimedia instead of hard copies (i.e. slideshows, videos, webcasts).
- Ask presenters to minimize paper hand-outs.
- Use fewer pages for anything that will be printed:
  - Limit white space
  - Photocopy double-sided
  - Make flyers ½ sheet instead of 1 full sheet

*And have copies printed on recycled paper!*



# Offsets

Offset the energy use at your event by making a contribution to the New England Wind Fund. This will go toward 100% New England clean energy projects that support the local economy and protect our health. This is also a good PR opportunity.

Contribution level based on event size:

- Small: \$25
- Medium: \$50
- Large: \$100 and above

To learn more or purchase an offset for your event, visit:

<http://www.newenglandwind.org/wind/membership.event.php>.



# How to start making your conference greener today!

- Formulate Conference Environmental Policy
  1. Learn from what others have done. Use *existing* conference environmental policies as a starting point
  2. Determine what *your conference* is willing to do to reduce environmental impact
  3. Determine what you want to encourage your *attendees* to do to reduce their environmental impact
  4. Post policy on website and publicize to presenters, registrants, and media outlets

[Click here for a sample Conference Environmental Policy](#)

# Add to these ideas!

Discuss with your planning team additional ideas for reducing waste and fostering environmental responsibility.

Share your ideas by emailing  
[recycle@suffolk.edu](mailto:recycle@suffolk.edu).

# Resources

- BlueGreen Meetings: <http://www.bluegreenmeetings.org/HostsAndPlanners/>
- Coalition for Environmentally Responsible Conventions: <http://www.cerc04.org>
- Convention Industry Council's Green Meetings Report: [http://www.conventionindustry.org/projects/green\\_meetings\\_report.pdf](http://www.conventionindustry.org/projects/green_meetings_report.pdf)
- EPA: <http://www.epa.gov/epp/pubs/meet/greenmeetings.htm>
- Greening Check List-Meeting Logistics: [www.uwsp.edu/cnr/neeap/programs/LCDW/Greening\\_Checklist.pdf](http://www.uwsp.edu/cnr/neeap/programs/LCDW/Greening_Checklist.pdf)
- New England Wind Fund: <http://www.newenglandwind.org/wind/membership.event.php>
- Suffolk Recycling: [www.suffolk.edu/recycling](http://www.suffolk.edu/recycling)
- Suffolk Sustainability: [www.suffolk.edu/sustainability](http://www.suffolk.edu/sustainability)

For additional assistance, email [recycle@suffolk.edu](mailto:recycle@suffolk.edu).