



GREENING EVENTS

IMPLEMENTATION GUIDE



**A Project of the
ASU Sustainable
Cities Network
Steering Committee:**

*City of Avondale
City of Chandler
City of Flagstaff
City of Glendale
Maricopa County
City of Mesa
City of Peoria
City of Phoenix
City of Scottsdale
City of Tempe
City of Tucson*



GREENING EVENTS

IMPLEMENTATION GUIDE

WELCOME



TO THE GREENING EVENTS IMPLEMENTATION GUIDE

This Guide was made possible through a collaboration of the cities of Phoenix, Mesa, and Glendale via the Sustainable Cities Network's (SCN) Steering Committee, a unit of the Julie Ann Wrigley Global Institute of Sustainability at Arizona State University.



The Sustainable Cities Network is a vehicle and convener for Arizona communities to share knowledge and coordinate efforts to understand and solve sustainability problems. The Network provides practitioners with knowledge, resources, and innovations to accelerate the valley and state toward national leadership in sustainability. Through the Network, municipal partners collaborate to streamline city operations, advance solar energy, mitigate the urban heat island, design sustainable neighborhoods, and conserve water in a changing climate. Working together, Network partners are making sustainability a core value in city planning, policy, and operations.

Find more information at sustainablecities.asu.edu or email sustainablecities@asu.edu.

This Guide is a starting point for those involved with producing events and does not reflect the full menu of programs and activities of the collaboration of cities via the Sustainable Cities Network (SCN).

Thank you to the SCN Steering Committee Member Communities for their vision, ideas and support of the creation of this Guide.



ABOUT

This guide was developed in partnership with several Arizona communities via the Sustainable Cities Network (SCN). It is intended to guide event planners in the process of hosting sustainable events in a cost-effective manner. Using this guide, events will produce less waste, increase sustainability knowledge, and lower the event's environmental impact, as well as increase local interest and exposure for the event. For the purposes of this guide, the terms "Sustainable Event" and "Green Event" are used interchangeably.

The Greening Events Guide contains sustainability actions suitable for public and private events, varying from green procurement methods to waste management. This guide includes actions to support the following green initiatives:

- **CARBON NEUTRALITY**
- **MATERIALS MANAGEMENT**
- **EDUCATION**
- **SOCIAL ETHICS**
- **PARTNERSHIPS**

If your event meets the Greening Events Criteria listed within this guide, it may qualify to be a Sustainable Event. Describe your event and established goals by submitting the Greening Events Application and Post-Event Evaluation to sustainablecities@asu.edu. A representative from SCN will confirm your application and answer any questions you might have.

1

CRITERIA

- Develop a Materials Management Plan that reduces waste generated by the event and diverts waste from the landfill.
- Set targets for food and water, transportation, energy, education efforts, marketing and public relations activities. Implement actions to achieve targets.
- Hold a Green Event information session with all staff working at the event.

2

BENEFITS

By incorporating Green practices, your community and/or organization can realize many important benefits:

- Reduce waste and diverts recyclable materials from landfills.
- Lower costs.
- Provide an opportunity for further event exposure at sustainablecities.asu.edu.
- Bolster event attendance.
- Show environmental leadership.
- Expand the market for sustainable commodities.
- Create green job opportunities.

3

OBJECTIVES

This Guide was created to help your community and/or organization with Green Event:

- Planning
- Education
- Measurement
- Recognition



KEY ACTIONS

When planning your Green Event, consider the following key actions before, during, and after your event to ensure it is a success.



1 :: PRE-EVENT

- Create an in-house Green Committee to help plan, organize, and implement your Green Event.
- Meet with your stakeholders, event owners, site owners, vendors and contractors to let them know your Green Event goals. Invite their input and advise them of any green expectations and requirements.
- Select contractors and vendors that are committed to and specialize in sustainable practices. If you are unsure of a vendor's services, consider surveying them in advance about their sustainable practices and previous successes.
- Designate roles for volunteers, such as bin guards, waste collectors, etc.
- Train staff and volunteers - properly trained staff, vendors and volunteers are important to the overall success of greening your event.
- Use the Guide to describe key activities contributing to reducing the environmental impact of your event.
- Develop a Materials Management Plan that incorporates specific waste prevention and waste reduction goals.
- Promote your Green Event Goals and outline how your event is "Going Green" in your communication materials. Let attendees know what they can do to help! Most will be eager to participate and help!

2 :: EVENT DAY

- Implement the Green Event Plan.
- Have volunteers and/or event planner(s) identify and provide directions and signage to recycling stations and other green equipment, like water fountains and bike racks, to exhibitors and event attendees.
- Provide clear signage with instructions on proper material sorting at every recycling station to help educate attendees.
- Have educational Green Event Ambassadors (volunteers) assist guests with proper material sorting at recycling stations to avoid contamination and ensure recycling goals are met.
- Require vendors to reduce waste by incentivizing the use of reusable drinking containers by event attendees.

3 :: POST EVENT

- Meet with your stakeholders, event owners, site owners, vendors, contractors and your in-house Green Committee to discuss the achievements of the Green Event Goals. Invite feedback on how targets can be better reached at future events.
- Document performance and outcomes of the event to determine whether Green Event Goals were met. This assessment acts as a guide for planning future Green Events.
- Assess your Materials Management Plan and measure success.

PROGRAM TARGETS

As a guideline, a future certification system will evaluate events based on a point system. Although still under development, the point system may include targets similar to the following. We welcome your feedback on this scoring system in your post-event evaluation.

GREENING EVENTS :: POINTS AND ACHIEVEMENT LEVELS

REGISTERED GREEN EVENT	:: 30-39 POINTS
SILVER GREEN EVENT	:: 40-49 POINTS
GOLD GREEN EVENT	:: 50-59 POINTS
PLATINUM GREEN EVENT	:: 60+ POINTS



SUSTAINABLE EVENT APPLICATION FORM



EVENT INFORMATION

Event Name:

Event Start Date:

Event End Date:

Start Time:

End Time:

Event Address:

City/State/Zip:

Location Name:

Estimated Attendance:

Will the event be held on city property?

Brief Description of Event:

COORDINATOR INFORMATION

Agency/Org Name:

Address:

City/State/Zip:

Contact Name:

Email:

Mobile Phone:

PROPERTY OWNER INFORMATION

Property Owner Name:

Address:

City/State/Zip:

Contact Name:

Email:

Mobile Phone:

DISCRETIONARY ACTIONS

**+1 POINT
FOR EACH
ACTION
ACHIEVED**

Use the following list of actions to determine points planned and achieved to find out your event's Greening Events Guide Level.

CATEGORY 1 :: MATERIALS MANAGEMENT

PLANNED	ACHIEVED	
<input type="checkbox"/>	<input type="checkbox"/>	REDUCE OR ELIMINATE WASTE
<input type="checkbox"/>	<input type="checkbox"/>	Communicate sustainable efforts, requirements, and suggestions to vendors
<input type="checkbox"/>	<input type="checkbox"/>	Pair landfill bins with recycle and/or compost bins
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that all bins have appropriate informational signage/labels, including pictures when applicable
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that event vendors and staff are aware of the location of the nearest recycling station and landfill bins
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that all printing materials are a minimum of 30% post-consumer content, double-sided, and processed chlorine-free
<input type="checkbox"/>	<input type="checkbox"/>	Use washable, recyclable, or compostable (if composting services are available) products and serveware
<input type="checkbox"/>	<input type="checkbox"/>	Use unbleached, recycled content, and/or chlorine-free paper products (such as coffee filters and napkins)
<input type="checkbox"/>	<input type="checkbox"/>	Pair large beverage-serving dispensers with reusable containers
<input type="checkbox"/>	<input type="checkbox"/>	Use pump containers for condiments rather than small or individual packets
<input type="checkbox"/>	<input type="checkbox"/>	Assign staff/volunteers to act as "educational bin attendants/Ambassadors" to monitor recycling and composting stations
<input type="checkbox"/>	<input type="checkbox"/>	Use of single-use disposable products (plastic cups, polystyrene, or Styrofoam food containers, straws, and plastic stirring sticks) is avoided by organizers, vendors, or attendees
<input type="checkbox"/>	<input type="checkbox"/>	Use tablecloths and/or cloth napkins instead of disposable paper products
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable and/or responsibly-sourced centerpieces/decorations
<input type="checkbox"/>	<input type="checkbox"/>	Donate food leftovers to local nonprofit/food bank
<input type="checkbox"/>	<input type="checkbox"/>	Purchase supplies in bulk
<input type="checkbox"/>	<input type="checkbox"/>	Use items from previous events and plan to reuse items at future events
<input type="checkbox"/>	<input type="checkbox"/>	WASTE REDUCTION TOTAL (count of items above; +1 point for each action)

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CATEGORY 1 :: MATERIALS MANAGEMENT

PLANNED ACHIEVED

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ENCOURAGE WASTE DIVERSION

Place recycling, compost, and trash containers adjacently and mark with appropriate signage

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Repurpose non-traditionally recycled materials (such as vinyl, cork, foam core board, and wine bottles)

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Coordinate for pre-consumer food scrap recycling

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Provide for post-consumer food scrap recycling

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Provide and service cigarette recycling containers

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Donate event materials that are not planned for reuse at future events

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Achieved 50% waste reduction

--	--

Achieved 75% waste reduction

--	--

Achieved greater than 90% waste reduction

--	--

WASTE DIVERSION TOTAL (count of items above; +1 point for each action)

PLANNED ACHIEVED

--	--

OTHER ACTIONS THAT SUPPORT WASTE MANAGEMENT PLANS:

Borrow, rent, or second-hand purchase event supplies

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Use local materials

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Waste Innovation (describe below)

Examples:

- *A scale is placed underneath trash, recycling, and compost bins to demonstrate to attendees the waste generated at the event*
- *Composting demonstrations are held on-site*
- *Event has blue bag recycling to properly dispose of soft plastics*

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OTHER WASTE MANAGEMENT TOTAL (count of items above; +1 point for each action)

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TOTAL MATERIALS MANAGEMENT TOTAL

(Waste Reduction + Waste Diversion + Other Waste Management)

+1 POINT

WASTE MANAGEMENT INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:

CATEGORY 2 :: EDUCATIONAL EFFORTS

PLANNED ACHIEVED

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PRE-EVENT ACTIVITIES

Meet with stakeholders, event owners, site owners, vendors, and contractors to let them know Green Event Goals. Invite their input and advise them of any green expectations and requirements

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Share event sustainability efforts with attendees in pre-event literature, signage, announcements, and media

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Inform attendees and request their help in meeting recycling and event sustainability goals

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Involve catering staff and vendors in sustainability efforts/planning

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Ensure that event planning staff communicates the sustainability goals or objectives to staff/volunteers, and clearly assigns sustainability duties to staff/volunteers

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Require event staff to attend a sustainability training session

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Advertise, promote, and market event to a diverse audience

PLANNED ACHIEVED

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DAY OF EVENT ACTIVITIES

Offer event information in different languages; at a minimum, in Spanish

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Display and define sustainability terms and concepts in a comprehensible manner at the event

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Engage attendees in sustainable activities/demonstrations, such as waste and/or recycling demonstrations, composting talks, or hands-on activities



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CATEGORY 2 :: EDUCATIONAL EFFORTS

PLANNED ACHIEVED

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POST-EVENT EVALUATION

Complete post-event evaluation form

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Recognize sustainability efforts by staff and vendors

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Share performance metrics with stakeholders, staff, volunteers, and attendees

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Meet with stakeholders to determine whether goals were met. Invite feedback from stakeholders, staff, volunteers, and attendees on how targets can be better reached in subsequent iterations of the event. Feedback is collected promptly following the event

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Education Innovation (describe below)

Examples:

- A section about the event's sustainability initiatives is included among event materials, such as the agenda or intro PowerPoint
- Event staff/volunteers participate in deciding the sustainability initiatives to be undertaken during the event
- Event attendees are quizzed on their knowledge of event sustainability

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EDUCATIONAL EFFORTS TOTAL (count of items above; +1 point for each action)

+1 POINT

EDUCATION INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



CATEGORY 3 :: FOOD & WATER

PLANNED	ACHIEVED	
<input type="checkbox"/>	<input type="checkbox"/>	FOOD AND MENU CHOICES
<input type="checkbox"/>	<input type="checkbox"/>	Make bulk water taps available
<input type="checkbox"/>	<input type="checkbox"/>	Encourage event attendees to bring their own refillable beverage container
<input type="checkbox"/>	<input type="checkbox"/>	Provide vegetarian and vegan options
<input type="checkbox"/>	<input type="checkbox"/>	Print menus on recycled/environmentally friendly paper, or provide digitally on a screen or on a reusable white or chalk board
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable, recyclable, or compostable serving trays
<input type="checkbox"/>	<input type="checkbox"/>	Establish the exact number of participants when confirming numbers for pre-planned meals in order to avoid waste
<input type="checkbox"/>	<input type="checkbox"/>	Educate attendees about sustainable food practices when serving food. This can be done by appropriate signage, menu notes, or by food servers
<input type="checkbox"/>	<input type="checkbox"/>	Use vendors that are committed to sustainability practices
<input type="checkbox"/>	<input type="checkbox"/>	Use Fair Trade, Direct Trade, Rainforest Alliance, or organic products
<input type="checkbox"/>	<input type="checkbox"/>	Use local food materials and ingredients
<input type="checkbox"/>	<input type="checkbox"/>	Use seasonal produce and materials
<input type="checkbox"/>	<input type="checkbox"/>	Choose sustainable seafood, free-range chicken, and/or grass-fed beef if serving non-vegetarian options
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that caterers/food service providers are partnered with a local charity or food bank to collect leftover food



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CATEGORY 3 :: FOOD & WATER

PLANNED ACHIEVED

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WATER AND BEVERAGES

Reduce or eliminate bottled water sales or giveaways. Provide alternative sources of water (e.g., from bulk water taps)

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Monitor water stations to reduce wasted water

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Ensure that open-air events channel runoff water from taps to appropriate points, or is caught in containers, for the resulting graywater to be reused or disposed of responsibly

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Food and Water Innovation

Examples:

- Vendors offer discounts when attendees use a reusable container for their food/drink rather than a disposable one
- Materials can be returned to food/beverage vendors for reuse or proper disposal
- Caterers or chefs are present at the event to provide information about food sourcing to attendees

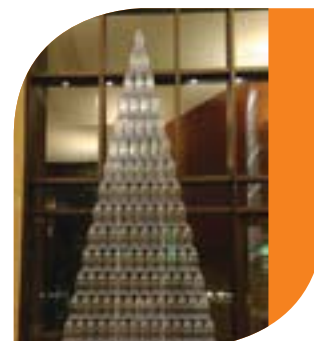
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FOOD & WATER TOTAL (count of items above; +1 point for each action)

+1 POINT

FOOD & WATER INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



CATEGORY 4 :: TRANSPORTATION AND ENERGY

PLANNED ACHIEVED

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TRANSPORTATION CHOICES

Encourage event attendees to use Light Rail, bus, bikes, bike share, walking, ride share, and other alternative methods of transportation

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Provide attendees with information on alternative transit including timetables, maps, and routes to the event

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Ensure that alternative methods of transportation are within walking distance of the venue (maximum of one mile)

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Provide bike racks/bike parking

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Provide bike valet service

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Allocate vehicle parking areas that were created with the least damage to the natural environment, dust-proofing compliance, etc.

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Coordinate event site to be half a mile from a major transportation hub, such as the Light Rail



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CATEGORY 4 :: TRANSPORTATION AND ENERGY

PLANNED ACHIEVED

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INFRASTRUCTURE, ENERGY AND OTHER AMENITIES

Construct infrastructure or art for the event with reusable or recycled materials

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Use energy-efficient lighting (ex: LED lightbulbs)

--	--

Procure energy-efficient and lower power-consuming equipment (e.g., those certified by Energy Star or similar programs)

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Provide solar-powered recharge stations

--	--

Power the event by renewable energy sources

--	--

Use alternative fuels for generators

--	--

Attendees, organizers, and/or vendors contribute to carbon offset. Purchase of carbon offsets can be offered to attendees or by organizers/vendors based on estimated impacts

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Donate infrastructure or store it for reuse after the event

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Transportation Innovation (describe below)

Examples:

- *Track rental equipment mileage*
- *Partner with a taxi or rideshare service to coordinate carpooling for the event*
- *Host event at a venue with electric vehicle charging stations*
- *Rent solar generators to power the event*

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TRANSPORTATION AND ENERGY TOTAL

(count of items above; +1 point for each action)

+1 POINT

TRANSPORTATION INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



CATEGORY 5 :: MARKETING AND PR: *Printing and Promotional Products*

PLANNED	ACHIEVED	MARKETING AND PUBLIC RELATIONS
<input type="checkbox"/>	<input type="checkbox"/>	Eliminate or reduce unnecessary handouts
<input type="checkbox"/>	<input type="checkbox"/>	Provide printed materials by request only and as double-sided when applicable
<input type="checkbox"/>	<input type="checkbox"/>	Post event maps, guides, agendas, programs, etc online or distribute electronically prior to the event
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that invitations, pre-registration, confirmations, and guest correspondence is done electronically
<input type="checkbox"/>	<input type="checkbox"/>	Use electronic tickets sent via email as entry for the event. Include a reminder that printed tickets/RSVP are not required for entry
<input type="checkbox"/>	<input type="checkbox"/>	Reuse nametags, supplies, artwork, and decorations from previous events
<input type="checkbox"/>	<input type="checkbox"/>	Print materials on 100% recycled-content paper
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable event signage, posters, and banners
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that printed materials are made with vegetable-based ink
<input type="checkbox"/>	<input type="checkbox"/>	Use name badges that are made from recycled materials
<input type="checkbox"/>	<input type="checkbox"/>	Guarantee that promotional products are made from recycled or recyclable materials
<input type="checkbox"/>	<input type="checkbox"/>	Provide only gifts, favors, and promotional materials that are not one-use or disposable; or, do not provide gifts, favors, or promotional materials
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that gifts, favors, T-shirts, or other manufactured promotional items are/were made using sustainable materials
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that gifts, favors, T-shirts, or other manufactured promotional items are/were made using verifiable labor practices
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that promotional products primarily consist of natural materials



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CATEGORY 5 :: MARKETING AND PR: *Printing and Promotional Products*

PLANNED ACHIEVED

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Use signage and electronic media to inform participants about event sustainability practices and initiatives

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Collect badges/nametags at the end of the event to be reused or recycled

--	--

Provide only locally-made gifts or favors

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Purchase promotional products from a local Farmer's Market, artist cooperative, or other local business/artisan

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Marketing and PR Innovation (describe below)

Examples:

- *Event tickets, agenda, and information is coordinated through a mobile app*
- *Trivia contest about event sustainability is held*
- *Sustainability successes are sent out in all event follow-up materials*

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MARKETING & PR TOTAL (count of items above; +1 point for each action)

+1 POINT

MARKETING AND PR INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



POST- EVENT EVALUATION



Please fill out the form below after your event to track which goals were achieved.

Greening Events Guide Target and Tracking information to be submitted to sustainablecities@asu.edu.

- Waste Management Plan
- Communication Log with vendors
- Examples of educational outreach
- Examples of marketing messaging and inclusion in PR efforts

Overview of Sustainability Efforts by Categories:

	PLANNED POINTS	ACHIEVED POINTS
Category 1: Materials Management Total (page 9)	<input type="text"/>	<input type="text"/>
Category 2: Education Efforts Total (page 11)	<input type="text"/>	<input type="text"/>
Category 3: Food and Water Management Total (page 13)	<input type="text"/>	<input type="text"/>
Category 4: Transportation and Energy Total (page 15)	<input type="text"/>	<input type="text"/>
Category 5: Marketing and PR Total (page 17)	<input type="text"/>	<input type="text"/>

TOTAL POINTS ACHIEVED

CONGRATULATIONS! Based on your Total Points Achieved and additional actions, you have achieved a Greening Events Level of **(Check which applies):**

- REGISTERED GREEN EVENT** :: 30-39 POINTS
- SILVER GREEN EVENT** :: 40-49 POINTS
- GOLD GREEN EVENT** :: 50-59 POINTS
- PLATINUM GREEN EVENT** :: 60+ POINTS

EVENT WASTE DIVERSION % ACHIEVED, IF KNOWN (example: 70%):