

GREEN

EVENT

PLANNING



BEREA COLLEGE GREEN LIVING WORKSHOP

Sponsored by the Berea College and Sodexo Sustainability Coordinators



WORKSHOP OVERVIEW

- ① **Location & Operation**
- ① **Communication & Publicity**
- ① **Transportation**
- ① **Sustainable Dining**
- ① **Reduce, Reuse, Recycle**
- ① **Education & Engagement**
- ① **Other Information**



LOCATION & OPERATION

⦿ On-Campus?

⦿ Off-Campus?

⦿ International?

⦿ Site Selection

- ⦿ Research “green cities” & other sustainable sites
- ⦿ Support local services & suppliers when possible
- ⦿ Provide free exhibit space for local groups
- ⦿ Utilize local environmental resources
- ⦿ Give back to the host community





LOCATION & OPERATION



⊙ Event Venue/Accommodations

- ⊙ Seek energy- & water-efficient facilities
- ⊙ Schedule daytime events and use natural light
- ⊙ Ensure that recycling is available and visible
- ⊙ Ask about green purchasing practices
- ⊙ Select multiple locations within walkable distance from one another
- ⊙ Choose/recommend hotels that offer minimum services such as:
 - ⊙ In-house recycling of basic materials
 - ⊙ Re-use programs for linens and towels





COMMUNICATION & PUBLICITY



- ⊙ Plan via telephone and email when possible
- ⊙ Offer online registration/RSVP and downloads
- ⊙ Use paper sparingly for correspondence and publicity
- ⊙ Use 100% post-consumer recycled content and print 2-sided
- ⊙ Use postcards/brochures with self-mailer panels
- ⊙ Ensure that recycling bins are accessible/clearly labeled
- ⊙ Place receptacles for collecting unwanted materials
- ⊙ Print banners and posters without dates so they can be reused





TRANSPORTATION



Encourage participants to car pool with others from their area



Offer tips for maximizing fuel-efficiency



Provide information about carbon offsets



SUSTAINABLE DINING





SUSTAINABLE DINING





REDUCE * REUSE * RECYCLE

Reduce


- Use electronic media per whenever possible
- Limit the use of disposable containers
- Ask presenters/exhibitors to minimize printed materials and packaging for shipping
- Maximize fuel-efficiency with transportation

Reuse

- Produce reusable signage from recycled materials
- Collect and reuse nametag holders and other program materials
- Offer reusable mugs/bottles for use at the event and at home

Recycle

- Collect recyclable materials in well-placed/-labeled bins throughout
- Print on 100% post-consumer paper when necessary
- Seek program materials made from recycled materials when possible
- Collect and compost food waste



EDUCATION & ENGAGEMENT

- ⦿ Model sustainability in administration, program materials, waste management, and social interactions
- ⦿ Inform participants about what you're doing, why, and how they can help in advance and throughout the event
- ⦿ Choose SWAG (“Suff We All Get”) made from recycled and/or recyclable materials
- ⦿ Ensure a comfortable indoor environment for program activities
- ⦿ Provide visibility & accessibility to outdoor green spaces
- ⦿ Build in adequate downtime for participants
- ⦿ Request feedback to assess effectiveness and invite suggestions for future improvements





OTHER INFORMATION

- ⦿ Want to learn more?
 - ⦿ Additional Green Event planning guides from other organizations are available in Tammy's network folder
 - ⦿ Other resources and links are printed in the workshop booklet
 - ⦿ Share best practices and new ideas with others
 - ⦿ Learn from mistakes and ...
 - ⦿ Celebrate work well done!

