



# ARIZONA GREENING EVENTS



GUIDE FOR SCHOOLS



A PROJECT OF THE


**ASU** Sustainable Cities  
Network  
Arizona State University





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GUIDE FOR SCHOOLS



## WELCOME



### TO THE ARIZONA GREENING EVENTS GUIDE FOR SCHOOLS

Taking inspiration from the Greening Events Implementation Guide by Arizona State University (ASU) Sustainable Cities Network Steering Committee (SCN), this extended version was consciously designed by **STUDENTS FOR STUDENTS** to change how school events and activities can be held as well as support our mission to embed sustainability on our campuses and in our communities, make better choices and live more sustainable.

With its use, students will take on actions in five major categories that focus on lowering environmental impacts to help green your events:

- > Waste Management
- > Food & Beverage
- > Transportation
- > Promotion & Fundraising
- > Venue & Décor

This is not a complete guide to every aspect of green event planning but we believe these categories and action items are where the biggest differences in reducing carbon footprints and becoming more sustainable could be made. For students, this is one way our power as consumers matter.

Thank you to our supporters for your vision, ideas and help in the of the creation of this Guide for Schools.

Find more information at [sustainablecities.asu.edu](https://sustainablecities.asu.edu) or email [sustainablecities@asu.edu](mailto:sustainablecities@asu.edu).

Enjoy your new guide!





# WELCOME



## TO THE ARIZONA GREENING EVENTS GUIDE FOR SCHOOLS

### From the Office of Arizona State Superintendent

Our state faces a myriad of environmental challenges from climate change to water management, and students can play not just a part, but a vital role in addressing them. The *Student Council Sustainability Officers Program* is a proven model to give students the tools, and the creative space to create solutions for their schools for the sustainability issues they feel are most important. With the leadership of Darice Ellis, and the entire City of Phoenix staff, we believe that students should seize this opportunity. Sustainability is becoming an increasingly important job in our future economy, and the lessons learned and experienced gained in this program will provide students the background to be our future leaders. Sustainability connects to all parts of our lives, and we hope whether a student is passionate about sports, fashion, or water, they learn how they can become part of the solution.



**SUPERINTENDENT OF PUBLIC INSTRUCTION, KATHY HOFFMAN**



### From the City of Phoenix Mayor

Students who learn these principles now are the same people who will change — and improve — the trajectory of our communities and our world. Sustainability should be a core focus in our schools, and the *Student Council Sustainability Officers Program* is a powerful way to integrate these ideas. By empowering students to develop and implement solutions to reduce waste and create healthier school environments, the program fosters creativity, problem solving, and professionalism. The Greening Events Guide for Schools, developed by and for students, lays out

tangible strategies to cut waste at sporting and other school events. With the practical tools and understanding of the sustainability issues we face, the students in and impacted by the program will play crucial roles in the effort to create a healthy and sustainable future.

**MAYOR KATE GALLEGO**

# ABOUT



## WHAT IS SUSTAINABILITY?

If something is **SUSTAINABLE**, it means that we could keep using or doing it for a long time. Sustainability is using resources in such a way that they will continue to be available for our future.

## QUICK FACTS

According to the United States Environmental Protection Agency (EPA) in 2018:

- 92.4 million tons of waste was generated in the US. That breaks down to every person in the US creating about 4.9 pounds of waste a day.
- The average car generated 4.6 metric tons of carbon dioxide per year.
- 35.7 millions tons of plastic was generated in the US while only 3 million tons of plastic was recycled.

## WHAT CAN YOU DO?

Use this **Guide for Schools** to start making changes on your school campus. Specifically, it will help with ideas on how you can “green” school events like Homecoming, Prom, sports and club events, etc. and make them more sustainable. Take inspiration from the action items listed, but also feel free to design your own! Use the **INNOVATION SPACE** at the end of each category to earn points for your creativity.

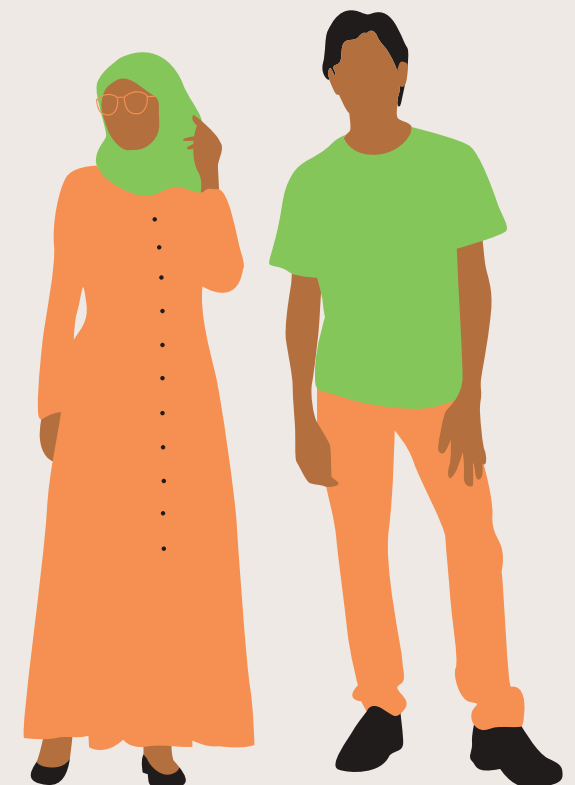
### REMEMBER:

**Acquiring a greener mindset means acquiring less!**

## A Note for Rural and Community Schools:

This Guide for Schools was designed with a focus on urban schools and not all action items will work for your school especially if you’re located in a “rural area” or are a “community school.” You are encouraged to use the **INNOVATION SPACE** at the end of each section to create action items that work for your unique school communities. There is also a Rural and Community School Bonus Points section at the end of this Guide to help address things everyone can do.

**Let's keep the planet safe from climate change and waste!**



# ABOUT

## CRITERIA

- Complete tasks that mitigate waste and emissions that would be generated by the event.
- Set goals for key areas of your events such as: food and water, transportation, education efforts, and marketing.
- Hold a Green Event information session with clubs and classmates working towards the event.

## BENEFITS

- By incorporating green practices, your school can realize many important benefits:
- Reduce waste and divert recyclable materials from landfills.
- Lower costs from non-reusable items.
- Provide an opportunity for further school event exposure at [sustainablecities.asu.edu](https://sustainablecities.asu.edu).
- Bolster event attendance.
- Show environmental leadership.
- Expand the market for sustainable commodities.
- Create green practice opportunities.

## OBJECTIVES

This guide was created to help your school community with **Green Event**:

- Planning
- Community Education
- Measure Progress
- Reflection



# KEY ACTIONS

When planning your Green Event, consider the following key actions before and after your event to ensure it is a success. These actions are suggestions to get your ideas flowing, not every action will apply to every event.

## BEFORE THE EVENT

- Create a Green Committee to help plan, organize, and implement your Green Event.
- Meet with your stakeholders, event owners, and vendors to let them know your Green Event goals. Invite their input and advise them of any green expectations and requirements.
- Select event collaborators that support sustainable practices.
- Designate roles for volunteers, such as bin guards, waste collectors, etc.
- Use the Guide to describe key activities contributing to reducing the environmental impact of your event.
- Incorporate specific waste prevention and waste reduction goals.
- Promote your Green Event Goals and outline how your event is "Going Green". Let attendees know what they can do to help!
- Require vendors to reduce waste by providing reusable drinking containers, cups, and silverware.



## AFTER THE EVENT

- Meet with your stakeholders and high school collaborators to discuss the achievements of the Green Event Goals with the clubs/students that closely participated. 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 measure of success and submit to the Sustainable Cities Network.

Before the event is different than after the event





# STEPS FOR PLANNING YOUR GREEN EVENT

1. Designate one school faculty/staff member to take on the role of “Sustainability Officer.” This individual will be the official point of contact between the student event planning team and the Sustainable Cities Network.
2. Read through the Guide and reflect on which sustainability objectives are planned’ for each category. Contact the SCN Director [Anne.Reichman@asu.edu](mailto:Anne.Reichman@asu.edu) to schedule a meeting for initial guidance on becoming a Registered Green Event.
3. Prepare for the event using the resources listed under each category and consult the SCN team for support throughout the process.
4. On the day of the event, document sustainability achievements associated with the planned objectives for each category and mark them as ‘achieved’ in the Guide.
5. Complete guide and include documentation of each achieved sustainability objective. A member of SCN team will verify and calculate the event’s total sustainability score and award a certificate based on rank of achievement.

## PROGRAM TARGETS

- ☐ **REGISTERED GREEN EVENT** .....8-14 POINTS
- ☐ **SILVER EVENT** .....15-21 POINTS
- ☐ **GOLD EVENT** .....22-28 POINTS
- ☐ **PLATINUM EVENT** .....29-38 POINTS

Ready? Let’s start greening your event!



## CATEGORY 1 :: WASTE MANAGEMENT

Planned Achieved

|                          |                          |
|--------------------------|--------------------------|
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| <input type="checkbox"/> | <input type="checkbox"/> |

### REDUCTION

- Avoid supplying single-use disposable products
- Purchase reusable supplies in bulk to be reused at future events
- Communicate waste reduction goals to vendors, volunteers, and attendants
- Place scales under trash cans to illustrate the impact of waste

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

### DIVERSION

- Provide clearly labeled recycling and compost bins for every trash can
- Put up signage about what is recyclable in your area
- Donate leftover food/supplies to a local food bank or nonprofit
- Designate a “sustainability ambassador” to monitor recycling stations and educate attendants

TOTAL PLANNED \_\_\_\_\_ TOTAL ACHIEVED \_\_\_\_\_

1-5  
POINTS

### INNOVATION SPACE

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

How else will you lower the waste impact of your event?

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WASTE MANAGEMENT TOTAL \_\_\_\_\_

### RESOURCES

- > [Composting Signage](#)
- > [Phoenix Recycling Guide](#)
- > [Recycling Signage](#)



Let’s keep waste out of Arizona’s landfills!





CATEGORY 2 :: FOOD & BEVERAGE

Planned Achieved

FOOD & DRINKS

- ☐ ☐ Choose sustainable food products such as products that are locally sourced, organic, fair trade, etc.
- ☐ ☐ Partner with vendors that are committed to sustainable practices
- ☐ ☐ Eliminate sale of food/drinks with disposable packaging
- ☐ ☐ Provide vegan and vegetarian options
- ☐ ☐ Make bulk water taps available
- ☐ ☐ Estimate event attendance through RSVPs to avoid food waste

SUPPLIES

- ☐ ☐ Provide digital menus via QR code or a chalk/whiteboard
- ☐ ☐ Offer discounts for attendees with reusable food/drink containers
- ☐ ☐ Use reusable, recyclable, or compostable serving ware and napkins
- ☐ ☐ Educate attendees about sustainable food practices through signage
- ☐ ☐ Donate unused supplies to local charitable organizations or save for use at another event

TOTAL PLANNED TOTAL ACHIEVED

INNOVATION SPACE

How else will you lower the food & beverage impact of your event?

FOOD & BEVERAGE TOTAL

RESOURCES

- > [AZ Farmers Markets Map](#)
- > [Food Bank Network](#)
- > [Sustainable Catering](#)

Look for local, seasonal, fair trade, and organic products!



CATEGORY 3 :: TRANSPORTATION

Planned Achieved

PROMOTING GREEN TRANSPORTATION

- ☐ ☐ Incentivize attendees to use alternative methods of transportation (eg. Light Rail, bus, bikes, bike share, walking, ride share, carpooling)
- ☐ ☐ Provide attendees with information on alternative transit including timetables, maps, and routes to the event

ACCOMMODATIONS

- ☐ ☐ Ensure that alternative methods of transportation are within walking distance of the venue (maximum of one half mile)
- ☐ ☐ Provide bike racks, bike parking , or a bike valet service
- ☐ ☐ Host the event at venue that has electric vehicle chargers

TOTAL PLANNED TOTAL ACHIEVED

INNOVATION SPACE

How else will you lower the transportation impact of your event?

TRANSPORTATION TOTAL

RESOURCES

- > [E=Scooter Program](#)
- > [Public Transit Trip Planner](#)



Biking and walking are great for the environment and your health!





CATEGORY 4 :: PROMOTIONS & FUNDRAISING

Planned Achieved

MARKETING

- ☐ ☐ Use online platforms and social media to promote the event instead of physical fliers
- ☐ ☐ Create an incentive for students to share or “repost” the event online
- ☐ ☐ Create physical event signage using recycled materials
- ☐ ☐ Save physical marketing signage to reuse at future events
- ☐ ☐ Ensure that invitations, pre-registration, confirmations, and guest correspondence is done electronically
- ☐ ☐ Document the sustainability initiatives being carried out to be used as promotional material for future events

FUNDRAISING

- ☐ ☐ Use online platforms to fund raise
- ☐ ☐ Make donors aware of the sustainable mission of the event

TOTAL PLANNED \_\_\_\_\_ TOTAL ACHIEVED \_\_\_\_\_

1-5 POINTS

INNOVATION SPACE

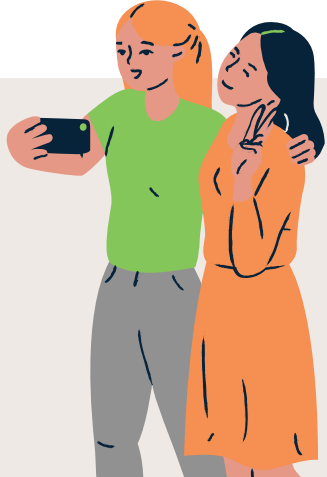
☐ ☐

How else will you lower the promo & fundraising impact of your event?

PROMOTIONS & FUNDRAISING TOTAL \_\_\_\_\_

RESOURCES

- > [Eco-Friendly Paper Products](#)
- > [Social Media Fundraising Guide](#)



Social media is a great tool to get the word out about your event for free!



CATEGORY 5 :: VENUE & DECOR

Planned Achieved

LIGHTING

- ☐ ☐ Use energy-efficient light sources including solar-powered lighting,natural lighting, battery-powered lighting or timed lighting
- ☐ ☐ Turn off unnecessary lighting fixtures immediately after the event is completed

VENUE

- ☐ ☐ Select a venue that has existing sustainable practices in place
- ☐ ☐ Pick a venue that is accessible by public transportation or walkable
- ☐ ☐ Host your event in a certified green building (ex LEED certified, NetZero Energy Building, etc.)

DECOR

- ☐ ☐ Create decorations using recycled or re-purposed materials
- ☐ ☐ Save decorations to reuse at future events
- ☐ ☐ Incorporate sustainability into the decorative theme of the event

TOTAL PLANNED \_\_\_\_\_ TOTAL ACHIEVED \_\_\_\_\_

1-5 POINTS

INNOVATION SPACE

How else will you lower the venue & decor impact of your event?

VENUE & DECOR TOTAL \_\_\_\_\_

RESOURCES

- > [DIY Decoration Ideas](#)
- > [Green Party Goods](#)
- > [Sustainable Venue Tool](#)



Look online to get ideas for eco friendly DIY decorations!





BONUS POINTS :: RURAL SCHOOLS

Planned Achieved

☐☐

Plant trees to offset the environmental impact of your event

☐☐

Start an Environmental Club to help promote sustainability on campus

☐☐

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

☐☐

Use environmentally friendly cleaning products for post event clean up

☐☐

Create a student led recycling plan for your event

☐☐

Work with local vendors to create a sustainability plan for your event

TOTAL PLANNED TOTAL ACHIEVED

1-5 POINTS

INNOVATION SPACE

☐☐

How else will you lower the environmental impact of your event?

BONUS POINT TOTAL

RESOURCES

> Local First Arizona Green Business Directory

> Project Idea Database



POST-EVENT SUSTAINABILITY EVALUATION



Congratulations on hosting your Green Event!

Thank you for being a sustainability leader and advocating for the wellbeing of your local environment and community.

Complete this guide and send it to SCN Director **Anne.Reichman@asu.edu** for your sustainability achievements to be recognized by the Sustainable Cities Network and receive an award certificate based on your total sustainability score:

Overview of Sustainability Efforts by Categories:

Category 1: Waste Management Points

Category 2: Food and Beverage Points

Category 3: Transportation Points

Category 4: Promotion & Fundraising Points

Category 5: Venue & Decor Points

TOTAL POINTS ACHIEVED

PROGRAM TARGETS

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PLATINUM EVENT 29-38 POINTS







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Arizona State University



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