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

The 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 or email sustainablecities@asu.edu.

Enjoy your new guide!
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 million 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 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.

REMEMBER:
Acquiring a greener mindset means acquiring less!
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 sustainablecitiesasu.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.

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• Assess your measure of success and submit to the Sustainable Cities Network.
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 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

**STEPS FOR PLANNING YOUR GREEN EVENT**

1. **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

2. **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

3. **INNOVATION SPACE**
   - How else will you lower the waste impact of your event?

4. **WASTE MANAGEMENT TOTAL _______**

5. **RESOURCES**
   - Composting Signage
   - Phoenix Recycling Guide
   - Recycling Signage

Let’s keep waste out of Arizona’s landfills!
CATEGORY 2 :: FOOD & BEVERAGE

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 _______

category 3 :: TRANSPORTATION

PROMOTING GREEN TRANSPORTATION
- Incentivize attendees to use alternative methods of transportation (e.g., 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 a 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
- AZ Farmers Markets Map
- Food Bank Network
- Sustainable Catering

RESOURCES
- E-Scooter Program
- Public Transit Trip Planner

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

Biking and walking are great for the environment and your health!
**CATEGORY 4 :: PROMOTIONS & FUNDRAISING**

**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 raise funds
- Make donors aware of the sustainable mission of the event

**TOTAL PLANNED _______ TOTAL ACHIEVED _______**

**RESOURCES**
- Eco-Friendly Paper Products
- Social Media Fundraising Guide

**PROMOTIONS & FUNDRAISING TOTAL _______**

**CATEGORY 5 :: VENUE & DECOR**

**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 _______**

**RESOURCES**
- DIY Decoration Ideas
- Green Party Goods
- Sustainable Venue Tool

**VENUE & DECOR TOTAL _______**

**ASU SUSTAINABLE CITIES NETWORK**

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

Look online to get ideas for eco-friendly DIY decorations!
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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RESOURCES

- Local First Arizona Green Business Directory
- Project Idea Database

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 _______

INNOVATION SPACE

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

TOTAL POINTS ACHIEVED

BONUS POINT TOTAL _______