FOUR STEPS FOR SUCCESS

• **Start early** and plan ahead

• **Involve** all stakeholders and share your intentions with everyone involved

• **Do the research**— what kind of companies are you working with?

• **Choose** the right products and endorse the right companies
• Communicate and share your sustainability goals

• Are your partners willing to comply with the sustainability guidelines and goals?

• What are the practices of your potential partners?
PURCHASING STANDARDS

• Quality | Durability | Versatility

• Ethical and local

• Made in the USA or Fair Trade

• Recycled

• Support small/local businesses

• How will recipients use your giveaway and promotional items?
ZERO WASTE EVENTS

• Have everything at your event be recyclable and/or compostable

• Trash talkers and clearly labelled receptacles

• Market as a “zero waste” event and ask attendees to participate
DECORATING

• Order compostable table cloths

• Use natural décor

• Use reusable name cards, chalkboards, and labels

• Post friendly reminders about the sustainability efforts of your event
• Request local, all natural/organic, and fair trade options (esp. coffee and tea); support local farms!

• Vegetarian or sustainable meats

• Offer foods that are tasty and healthy

• Use reusable cutlery/plates or compostable products to serve

• Offer large water dispensers or inform attendees of the nearest hydration station

• NO SINGLE USE WATER BOTTLES
Let attendees know why you’re going green

Limit the amount of printed marketing materials and use post-consumer paper products

Use 1/4 or 1/2 sheets and print with soy based inks

Close the loop! Encourage recipients to recycle
RESOURCES

• A.S. Sustainability Commission/Green Love and GreenFest Committee
  asgreencomm@mail.sdsu.edu
  veeigd@gmail.com
  GreenFest@mail.sdsu.edu

• A.S. Union Programs and Services
  (To request proper waste bins/streamliners)

• The Conservation Fund | Go Zero
  Carrie Gombos
  (703) 908-5808
  cgombos@conservationfund.org