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
• 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
MARKETING

• 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