

GREEN EVENT GUIDELINES | GREEN LOVE

SUSTAINABLE EVENT PLANNING

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



SPONSORS | VENDORS | PARTNERS

- 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

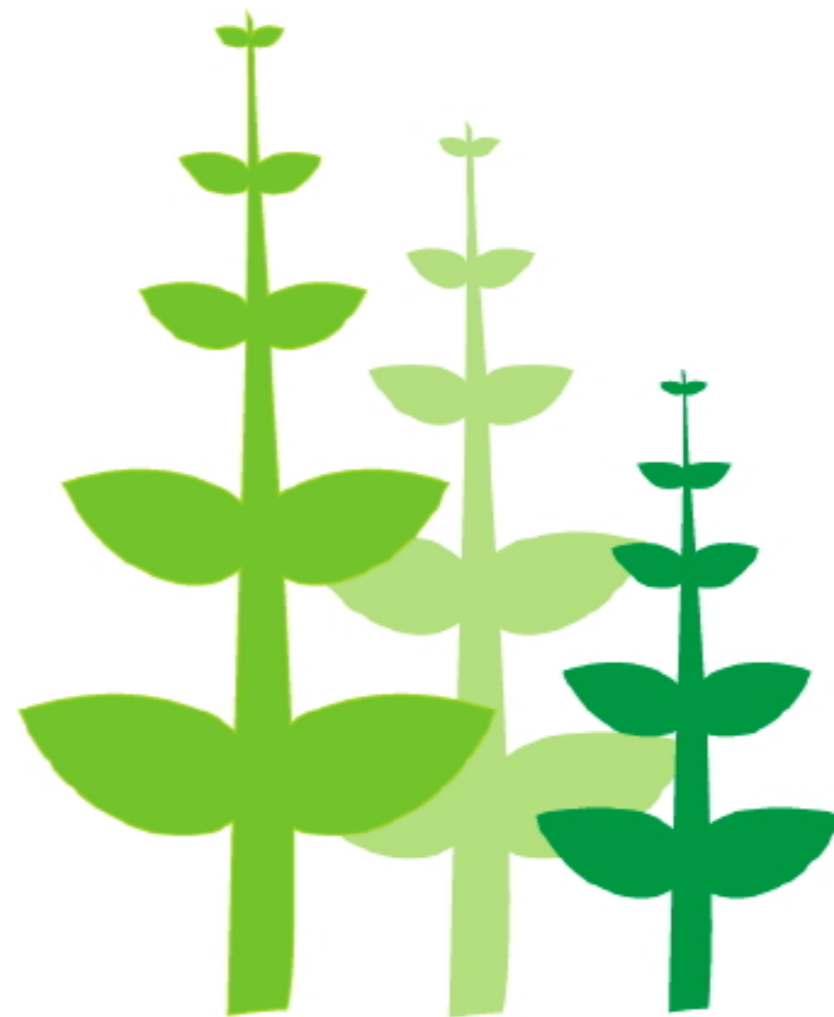
- Have everything at your event be recyclable and/or compostable
- Trash talkers and clearly labelled receptacles
- Market as a “zero waste” event and ask attendees to participate



ZERO WASTE

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



FOOD

- 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



THANKS!

QUESTIONS | COMMENTS | CONCERNS