

Green Event Guidelines for Organising Face-to-Face Events in the Academic Sector

Table of Contents

Introduction.....	1
Before the Event Planning Begins.....	1
Guidelines.....	4
1. Raising Awareness	4
2. Event Preparation and Planning.....	4
3. Procurement	5
4. Venue Choice	7
5. Accommodation	9
6. Transport	11
7. Catering.....	12
8. Event Materials	14
9. Exhibition Production	16
10. Running the Meeting.....	17

Introduction

There are a number of existing guides and checklists to help organisations reduce the sustainability impacts of their face-to-face events (see the Acknowledgements section below). These have typically been produced for a particular organisation or event. This document has been produced as part of the JISC funded Greening Events project - an exploratory investigation into the sustainability impacts of academic events. The guide provides a synthesised compilation of guidelines suitable for organising and running events in the academic sector.

Before the Event Planning Begins

Before you start to organise your event you may want to review why you are holding the event in the first place. Below is a list of some questions you may wish to consider:

Review/audit the way your organisation, community, discipline, etc. current use events. These are example questions, which are relevant will depend on the specific entity and its context, but they illustrate the range of factors that it may be useful to audit:

- a. Define the entity (organization, community, discipline, etc.) its scope, boundaries, who and what it consists of, etc.
- b. How many of what type of events are currently attended and/or organised by the entity (see 'main type' in tentative classification scheme of events above). There will be many potential sources of data to help create this list, governance documents, entity calendars, member diaries, entity records (e.g. finance, meeting minutes, etc.), etc.

Appendix B – Greening Events

- c. For which of these is the entity the primary ‘sponsor’? (i.e. authorise or are primarily responsible for the event happening)
- d. Which events are primarily organised by the entity or its members?
- e. Classify the events using the tentative classification scheme of events above, e.g. How are they distributed in time and geographically? What are their sizes, etc.
- f. What is the role of the entity in the events?
- g. Who attends?
- h. Who could or might benefit from attending but does not? Why is this? [this is a potentially very significant question in terms of sustainability issues such as economic and social development, for example, it might be that researchers from developing countries could benefit from attending a conference (which given the multiple roles of conferences seems likely), but for various reasons do not (e.g. difficulty in obtaining visas or costs). It is also a valuable question in terms of asking who that could benefit from but also benefit the event does not attend?
- i. What is the event attendance profile of the members of the entity under study?
- j. Are there differences in attendance profile? If so are there patterns in the differences, e.g. those with particular job roles, or seniority, or ...
- k. What does attending the events cost financially? In time?
- l. Are there other entities that have similar events? Or events that complement those organised by the entity?
- m. Who are the key stakeholders?
- n. Are any sustainability metrics already captured for any of the events, e.g. carbon footprint?

For more information about this see the ‘Rethinking Events’ project report.

Once you have decided a face-to-face event is suitable for your needs you can use the guidelines below as suggestions to reduce the negative sustainability impacts. If you are considering formally embedding sustainability measures within your organisation you may want to consider implementing the British Standard for Sustainable Events Management:

BS 8901:2009 Specification for a Sustainability Management System for Events¹.

This specifies a ‘sustainability management system’, essentially a tightly specified process and supporting framework that enables an organisation to identify, develop and document its sustainability principles, priorities, policies and how to move from these to planning (e.g. identifying issues, stakeholders, objectives, targets, etc.) , implementation (e.g. that roles , responsibilities and resources, should be assigned, training provided, supply chain management practices developed, etc.), and on-going monitoring and improvement of the sustainability performance (based on the organisations principles, targets, etc.) of event management.

¹ BS 8901 Sustainability Management Systems for Events <http://www.bsigroup.co.uk/en/Assessment-and-Certification-services/Management-systems/Standards-and-Schemes/BS-8901/>

Appendix B – Greening Events

As with the majority of management system specifications (e.g. ISO 9001² and ISO 14001³) it **does not** specify *what* the principles, policies should be or contain in any detail, what targets should be set or exactly what methods should be used to gather monitoring data, etc. However it does provide a rigorous framework into which these things fit.

Acknowledgments

We would like to acknowledge the use of following organisations' publications and guidelines in compiling this guide:

- Bluegreen Meetings <<http://www.bluegreenmeetings.org/>>
- Circle of Life <<http://www.circleoflife.org/resources.php>>
- Convention Industry Council: Accepted Practices Exchange (APEX) <<http://www.conventionindustry.org/StandardsPractices/APEX.aspx>>
- Defra <<http://www.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf>>
- Government Office for the South West <<http://www.oursouthwest.com/SusBus/gevents.html>>
- Manchester City Council <<http://www.manchester.gov.uk/downloads/download/2697/greenguide>>
- Seventeen Events <<http://www.seventeenevents.co.uk/>>
- United Nations Environment Programme <<http://www.unep.fr/shared/publications/pdf/DTIx1141xPA-GreenMeetingGuide.pdf>>
- USFI: Greenmeetings <<http://greenmeetings.usfi.com/>>
- World Wildlife Fund <http://assets.panda.org/downloads/one_planet_events_checklist_for_a_green_event__gl__041208_2.pdf>

We would also like to thank the following individuals for their feedback on the document:

- Miriam Best (HE Economics Network)
- Laura Fox (HE Economics Network)
- Fiona Wilkie (University of Bristol Residences Manager)

² ISO 9001 Quality Framework <http://www.bsigroup.com/en/Assessment-and-certification-services/management-systems/Standards-and-Schemes/ISO-9001/>

³ ISO 14001 Environment <http://www.bsigroup.com/en/Assessment-and-certification-services/management-systems/Standards-and-Schemes/ISO-14001/>

Guidelines

1. *Raising Awareness*

1. Hold one or more staff members accountable for the successful carrying out of environmental and corporate social responsibility efforts.
2. Communicate your green event policy with stakeholders, staff and attendees.
3. Choose a venue that is interested in environmental and sustainability issues and tell them that's why you chose them
4. Include a clause in the contract with the event venue supplier that states their commitment to comply with environmental requests.
5. Include ways that key stakeholders and attendees can support or add to the environmental efforts of the meeting venue in any external communication materials.
6. Tell your exhibitors about your green event policy.
7. Ensure all appropriate staff and volunteers involved in work for exhibits are made aware of the green event policy of the organisers and can communicate this effectively.
8. Encourage accommodation suppliers to provide information in guest rooms about the green aspects of the accommodation and encourage guests' participation.
9. Provide advice to participants on "green behaviour" by email about what delegates could do before and during the event.
10. Provide an information stand with information on greening your event where participants can get the full picture about what you did and how to implement your practices in their own lives
11. Consider including a sustainability activity/session within your event to raise awareness.
12. Email participants and other stakeholders to inform them of the successes, and areas for improvement such as energy savings made and percentage of waste recycled.
13. Use carbon calculators to calculate the emissions generated by the event. As a last resort these can be offset.

2. *Event Preparation and Planning*

Event Preparation and Planning – General Principles

1. Have one or more staff members accountable for the successful carrying out of environmental and social responsibility efforts.
2. Offer delegates the opportunity to provide feedback e.g. electronically or on a recycled paper form (preferably before they leave).
3. Evaluate the success of the measures taken and learn for next time.

Event Preparation and Planning – Travel

1. Provide virtual methods of attending the event such as telephone or web conferencing for those who can't travel.
2. Try to select event start/finish times that allow participants to travel easily using public transport.

Appendix B – Greening Events

3. Provide clear instructions to participants on appropriate public transport and/or walking arrangements from point of arrival/departure (train station, airport) to the venue, accommodation, town centre, etc.
4. Provide a platform for participants to communicate and organise sharing of cars, buses and/or taxis.
5. Consider offering complimentary public transport tickets to participants.
6. Have maps of walking trails and local parks available and be ready to suggest off-site events and tours that involve event participants in the area's natural environment with minimal impact.

Event Preparation and Planning – Energy

1. Aim to turn off (or set on sleep/energy saver mode) a minimum of 50% of office equipment and lighting when not in use.
2. Purchase Energy Star⁴ products when replacing equipment.
3. Use laptops when possible (on average they use 10% less energy than desktop computers).
4. Use LCD rather than CRT monitors.
5. Offset your event's energy footprint by purchasing carbon offsets or investing in renewable energy.

Event Preparation and Planning – Print Reduction

1. Provide online registration as only option.
2. Use electronic media (e.g. email, website) for pre-meeting and follow-up communications.
3. Reduce paper usage in the onsite office with at least 3 of the following efforts: using a minimum of 30% post consumer recycled content paper, sending all staff documents electronically and having them electronically available in the office, using one master staff binder for printed documents in the onsite office, printing document double-sided or book style.
4. Any necessary material should be printed at the venue/location of the event rather than shipping it from the office headquarters.
5. Use inkjet printers rather than laser printers as they use less energy.

Event Preparation and Planning – Waste Reduction

1. Focus on the adage, 'reduce, reuse, recycle' in that order when thinking about waste reduction for your event.
2. Occasionally use regular mail rather than bulk discounted mail to ensure that the contacts on the mailing lists are still valid (which can reduce waste in the future).

3. Procurement

Procurement - General Principles

1. Choose suppliers to best match the event's environmental sustainability policy and efforts, and inform suppliers that environmental purchasing and procurement is included in your sustainability policy.

⁴ <http://www.energystar.gov/>

Appendix B – Greening Events

2. Establish a 12 month baseline of purchases made with recycled (post and pre-consumer) content, recyclable and compostable materials.
3. Establish criteria to ensure the purchase of the most environmentally preferable products and services available (including the use of third party verification sources).
4. Compile the information in a database of suppliers of 'green' programs. Make staff aware of these suppliers' efforts.
5. Contract with service providers (computer, AV, refrigeration, etc) that have energy efficient equipment.
6. Establish a purchasing policy to purchase environmentally friendly products including Energy Star equipment, low VOC (Volatile Organic Compounds) cleaning materials, remanufactured toner cartridges, post consumer recycled content paper and recyclable plastics.
7. Purchase a minimum of 25% of office supplies that are made of environmentally sustainable materials.
8. When considering procurement is there anything else that would recommend a supplier above another, e.g. charity or social enterprise, Fairtrade products, local producer, etc.
9. If working with a private catering contractor, set a specific percentage of products which should be local, organic, and/or fair trade.
10. Use non-toxic, environmentally friendly cleaning products including non-chlorine bleach.
11. Packaging should not contain PVC.

Procurement – Waste Reduction

1. Avoid excessive packaging and that which you can't avoid, recycle. Buying in bulk often means less packaging.
2. Have a plan in place to reduce packaging of all purchase to a minimum and ensure the plan is implemented.
3. Where recycling systems for packaging are not in place, efforts should be concentrated on ensuring packaging is minimised as far as possible and that biodegradable packaging is used.
4. Use reusable materials for exhibition stands, flooring etc. Hire rather than purchase items.
5. Rent, purchase or find a donation of table linens and fabrics for table coverings instead of paper.
6. If the event requires decorations choose centrepieces and decorations that can be reused, such as living plants, or silk flowers. Give these away as table prizes.
7. Avoid unnecessary disposable items e.g. plastic straws.

Procurement – Recycling

1. If reusable materials are not appropriate, use recycled and/or recyclable materials for packaging, paper, etc.
2. Suppliers should demonstrate a 25% purchase of products made with recycled (post and pre-consumer) content, recyclable and compostable materials in cases where such products are obtainable OR an annual 25% increase in the purchase of products made from recycled materials from an established 12 month baseline.

Appendix B – Greening Events

3. Purchase paper that has two or more of the following attributes: Source-certified from sustainably managed forests, 100% (FSC⁵, SFI⁶), Mixed Source (FSC, SFI) or Recycled Post-consumer recycled content, certified processed chlorine free (PCF), Green Seal⁷ certified.
4. Purchase binders, signage and banners that have one or more of the following attributes: more than 25% PLA or other bio-polymer or hybrid materials, more than 60% biodegradable materials, 100% EVA or phthalate-free PVC, more than 60% post-consumer recycled content (paper/paper-related, PET, HDPE, PP/PE, PVC or other recyclable material).
5. Purchase other event supplies (bags, bottles, portfolios, pencils, pens, giveaways, promotional items, etc) that have two or more of the following attributes: more than 60% (FSC, SFI) certified wood, more than 60% rapidly renewable material, more than 60% post-consumer recycled content (paper/paper-related, PET, HDPE, PP/PE, PVC or other recyclable material), Certified organic/pesticide free, 100% Recyclable materials (aluminium, stainless steel, glass, plastics), 100% PLA or other bio-polymer or hybrid materials.
6. Request that exhibits and signage use environmentally preferable products (e.g. recycled or recyclable, etc) a minimum of 40% of the time.

Procurement – Sourcing Locally

1. Purchase at least 25% of printing, signs and promotional products locally.
2. Purchase or rent a minimum of 25% of office equipment from local sources.
3. Flowers and plants should be bought locally or regionally and organically produced.
4. Look for local products and avoid air freight.

4. Venue Choice

General Principles

1. Will the extra visitors have any positive or negative impacts on the venue or the immediate area? Think in broad terms for example bringing investment to the local economy.
2. Survey the city's event venues, hotels, transportation providers, event suppliers and local government departments to discover the environmental programs / services they offer or have undertaken (i.e., energy efficiency, water conservation, waste management, hazardous waste elimination, etc.).
3. Choose a venue interested in sustainability issues, and tell them that's why you chose them
4. Venues certified with a recognised green building rating system or another recognised environmental management system (such as ISO 14001⁸, BS 8901⁹, BS 8555¹⁰ or if they are registered with the Eco-Management & Audit Scheme¹¹)

⁵ <http://www.fsc-uk.org/>

⁶ <http://www.sfiprogram.org/>

⁷ <http://www.greenaseal.org/>

⁸ <http://www.iso14000-iso14001-environmental-management.com/>

⁹ Details of both available from <http://www.bsi-global.com/>

¹⁰ [http:// www.iema.net/acorn](http://www.iema.net/acorn)

¹¹ <http://www.emas.org.uk>

Appendix B – Greening Events

should be preferred wherever possible.

5. The venue should have an environmental policy and action plan, ideally covering: sustainable procurement, energy saving, catering services, transportation, and waste.
6. The venue should have training course for staff on environmental duties in place.

Venue Choice - Travel

1. Choose a destination with minimal travel requirements for delegates. Shorter distances will result in less environmental impact.
2. Consider the cumulative air travel impact of destination selection by calculating how close prospective destinations are to the total anticipated attendance base.
3. The venue should have good access (ideally walking distance) to the main public transport connections and town centre.
4. Ensure that the event venue is within a half mile or shorter walk of at least 50% of the conference hotels.
5. If public transport is not available organise a shuttle service or car-share scheme for travel between the hotel, venue, and/or point of arrival/departure (train station, airport).
6. Check there are safe pedestrian routes.
7. Check the venue has a bicycle park.
8. Have maps of walking trails and local parks available and be ready to suggest off-site events and tours that involve event attendees in the area's natural environment with minimal impact.
9. Consider off-site events and tours that involve event attendees in the area's natural environment with minimal impact.
10. Use a venue which provides in-house equipment (audio-visual, etc) so reducing the need for transportation.

Venue Choice – Accessibility

1. Check the venue is fully accessible to disabled guests (preferably using the same routes as other guests).
2. Are there convenient and reserved parking spaces for those who need them?
3. Does the venue have Braille signage or floor signals for the visually impaired?
4. Are there automatic doors installed?
5. Are there fire refuges or alternative escape routes for people with mobility impairments?
6. Is there a Hearing Loop system installed at the venue?
7. Ensure that emergency evacuation arrangements such as flashing light fire alarms or vibrating pagers for deaf people are well communicated.

Venue Choice – Energy

1. Does the venue have a Display Energy Certificate (DEC)? These are required in large public buildings.
2. Choose a venue which maximizes natural light and ventilation to reduce the need for lighting and air conditioning systems.

Appendix B – Greening Events

3. Ensure it is possible to regulate the temperature within the building
4. Check the building is not heated to above 21 degrees.
5. Is the venue supplied with green electricity?
6. Venues should be equipped with water saving devices (e.g. tap and shower flow regulators, low-flush and dual-flush toilets, etc)
7. Motion detector equipped lighting systems should be installed.
8. Are there reminders to turn lights off when leaving rooms?
9. The building should have good internal insulation.

5. Accommodation

Accommodation – General Principles

1. Ask potential accommodations suppliers for their in-house environmental policies and a description of programs.
2. The hotel should have an environmental policy and action plan ideally covering green procurement, energy saving, catering services, transportation waster and communication to guests.
3. Hotels certified with a recognised Ecolabel or another recognised environmental management system should be preferred wherever possible.
4. If the hotels don't have either 2 or 3 above have them complete a checklist to detail their environmental performance and give preference to those that score well.
5. Choose a hotel that is interested in doing more to become green. A willingness to cooperate will make your task so much easier.
6. Include a clause in the contract with the hotel that states their commitment to comply with the event organiser's environmental requests.
7. The hotel should have training courses in place for staff on environmental duties.

Accommodation – Travel

1. Use accommodation within one mile of the office, event or meeting for event staff.
2. Choose hotel and meeting venues that are connected to the airport by mass transit and within walking distance of one another.
3. If public transport is not available organise a shuttle service or car-share scheme for travel between the hotel, venue and/or point of arrival/departure (train station, airport).
4. If organising shared transport isn't feasible ask the hotels to organise joint pick-up of participants.

Accommodation – Guests

Check what the hotels policies are regarding the following guidelines:

1. The hotel should provide information in guest rooms about the green aspects of the hotel to inform and encourage guests' participation.
2. Guests should have the option of no second-day sheet and towel change to save laundry energy and water.

Appendix B – Greening Events

3. Guests and staff should be encouraged to reduce water use and turn off lights and other energy consuming devices with well located signs.
4. Guests should be able to open windows and not be forced to use an air conditioning system.
5. Any heating and air conditioning systems should be easy to operate (and thus turn down).
6. Ensure that the hotel offers a linen re-use programme to allow guests the option of using their linens a second night.

Accommodation – Energy

Check what the hotels policies are regarding the following guidelines:

1. The hotel should have a specific energy management and water conservation programme in place, either separately or as part of any environmental management programme.
2. The hotel should have energy efficient light-bulbs and systems as standard and lighting levels should be set to provide the minimum necessary for comfort, safety and accessibility.
3. The staircases in the hotel should be visible and have signs inviting guests to walk instead of taking the lift.
4. Automatic controls should be in place for heating and cooling and rooms should not be heated to above 21 degrees or cooled to more than 6 degrees below the outside temperature.
5. Key cards in the hotel should be linked to energy appliances, e.g. lights should switch off when people leave the room.
6. Motion detector equipped lighting systems should be installed.
7. The hotel should have water saving devices for all showerheads, toilets and faucets.
8. Hotel staff should be instructed to shut blinds, turn off lights and turn down the heat/air conditioning when rooms are vacant.
9. The hotel should indicate what further efforts they have taken to conserve water and energy.

Accommodation – Waste Reduction

Check what the hotels policies are regarding the following guidelines:

1. The hotel should have a specific waste reduction in place either separately or as part of any environmental management programme.
2. Rain water and grey water use should be maximised in hotel buildings.
3. Guests' laundry containers should be reusable (e.g. baskets).
4. The hotel should have dispensers for soaps, shampoos and lotions in guest bathrooms, or donate un-used portions of small bottles to a local shelter or charity.
5. Provided that appropriate recycling systems are in place, single-use products for guests should be supplied in recyclable packaging.
6. Newspapers should be delivered to rooms only if requested and should not be wrapped in a plastic bag.

Appendix B – Greening Events

7. The hotel should indicate what further efforts they have taken to minimise packaging.

Accommodation – Procurement

Check what the hotels policies are regarding the following guidelines:

1. All products purchased by the hotel should be supplied in packaging containing a high percentage of recycled content.
2. The hotel should practice environmentally cleaning. This should include ensuring that the hotel cleaning staff or private cleaning contractors are trained in environmentally friendly cleaning practices. This training should cover cleaning agents, methods and dosage, equipment and machines used; waste management; and aspects of health, safety and the environment.
3. Paper products used by the hotel (e.g. computer paper, tissues, toilet paper, paper towels, etc) should have a high recycled content (ideally 100%) and be totally or elementary chlorine-free (TCF or ECF).
4. Products such as shampoo and soap should be purchased in bulk and provided in refillable dispensers.

6. Transport

Transport – General Principles

1. Calculate the average attendee distance to and from the event.
2. Calculate the emissions impact from ground transportation related to this event
3. Implement a travel plan in order to maximize use of public transportation for onsite office staff and volunteers.
4. Try to locate the hotel and event venue within walking distance.
5. Provide a member of staff or local volunteer to accompany participants from hotels/stations to the venue by foot or local transport.
6. Make it easy for delegates to get between the airport and the hotel/event venue.
7. Promote alternative transportation options such as bus routes or car pooling shuttles to participants through outreach and communication materials.
8. Provide a platform for participants to communicate and organise sharing of cars, buses and/or taxis.
9. Offset staff and participant carbon emissions or encourage participants to offset their own emissions.

Transport – Air

1. Try to divert a minimum of 3% of participants air travel to rail.
2. When rail is not an option, encourage participants to travel by car/coach rather than air travel.
3. If flying is the only option, encourage participants to choose direct flights and prefer economy class to business and business to first class.

Appendix B – Greening Events

Transport – Car

1. Encourage car sharing for those travelling by car; put delegates in touch with others travelling from the same areas.
2. If cars need to be used look for vehicles that reduce emissions of greenhouse gases such as CO₂. Electric and hybrid powered vehicles, as well as vehicles propelled by natural gas, propane, methane gas and ethanol all produce fewer emissions than gas or diesel fuelled vehicles.
3. Consider charging for parking and set a policy that charges more for large vehicles with few passengers to encourage participants to carpool. Have your parking managed by a local non-profit or environmental/social justice organisation in exchange for a percentage of the parking fees as a donation. This helps spread the benefit of your event to allied groups and models a positive way of encouraging sustainable transportation.

Transport – Rail

1. Try to encourage participants to travel by rail rather than car/coach and plane.

Transport – Public Transport

1. Provide links to public transport websites.
2. Consider offering participants with complimentary public transport tickets.
3. Try to organise discounts for participants on public transport (especially for long events).
4. If public transport is not available organise a shuttle service or car-share scheme for travel between the hotel, venue, and/or point of arrival/departure (train station, airport).
5. Ensure that the shuttle service has a low emission fleet and employ ecological driving techniques.

Transport – Cycling

1. Promote cycling facilities such as local cycle lanes and routes.
2. Offer secure parking facilities for cyclists at the event venue.
3. Organise for bicycles to be available for free/to rent to participants.

7. Catering

Catering – General Principles

1. The catering company should have an environmental policy and action plan in place.
2. It will be difficult to influence the types of kitchen appliance used therefore try to identify a company which uses energy and water efficient appliances.
3. Encourage catering companies and food and drink suppliers to use efficient and low emission vehicles and to address the efficiency of transportation routes.

Catering – Food Sourcing

1. Consider reducing your menu and offering more quality choices and less 'junk' food.
2. Consider how local the caterer is to the event.
3. If food is to be transported to the event, how far and by what means will it travel?

Appendix B – Greening Events

4. Ask your caterer to buy local produce that is in season, to avoid costly transportation of goods.
5. Focus on inviting local food suppliers and vendors, preferably organic, vegan/ vegetarian caterers and restaurants. Those that source produce from nearby farmers or gardeners are even better.
6. Request organic produce, and free run chicken/eggs/meats.
7. Where marine and aquaculture products are offered these should be caught/produced using sustainable methods. If available, use products certified with the Marine Stewardship Council (MSC) or similar label.
8. Provide fair trade labelled products (such as coffee, tea, and sugar) as the standard when available, accepting potentially higher prices. Products should be independently certified as fair trade. They should either carry the internationally recognised fair trade product label¹² or be supplied by a company registered with IFAT (the International Fair Trade Association¹³).
9. Offer vegetarian meal selections; vegetables consume less land base and energy to produce.
10. Wherever possible ensure fruit is provided as an alternative to sweet desserts.
11. Encourage caterers to list any local produce on the menu.

Catering – Water

1. Use drinking water from the tap when possible and serve in carafes/jugs.
2. Consider filtering the local water if the tap water isn't drinkable.
3. Avoid using water from disposable plastic bottles. If you must use these, buy from a local company that sells local filtered water using a reverse osmosis process. This is preferable to spring water that's been shipped thousands of miles before reaching you.
4. In order to distribute water more sustainably, ask participants to bring their own cups/bottles to the event.
5. Provide/sell recycled content water bottles which can also serve as a promotional item for your event/group.
6. Offer discounts on other beverages to those who bring their own containers or use the reusable ones.
7. For bigger meetings provide recyclable bottles for participants to fill with drinking water.

Catering – Waste Reduction

1. Ask delegates to 'sign-up' for meals, by letting you know what meals they will be attending. This will reduce food waste (and your costs).
2. Inform caterers of the exact number of participants and re-evaluate quantity needed during the event to help avoid waste.

¹² <http://www.fairtrade.net/>

¹³ <http://www.ifat.org/>

Appendix B – Greening Events

3. Allow delegates to pre-select their meal sizes beforehand. Some people may not want all of the courses; others may want smaller portions. Pre-selection will cut down dramatically on food wastage.
4. Where an external catering company is used they should be responsible for waster collection and disposal during the event.
5. Ask if unusable left over food portions can be composted.
6. Arrange for a local biofuels group representative to come and take your post-event cooking oil rather than disposing of it. You can reduce waste while seeing that the oil becomes a sustainable clean fuel.
7. Ask that condiments, beverages, and other food items be provided in bulk instead of individually packaged.
8. Ask your caterer to use reusable cutlery, dishware and linens.
9. Rent, purchase or find a donation of linens and fabrics for table coverings instead of paper.
10. Avoid the use of disposable items by using reusable dishes, cutlery, glassware and linens (i.e., no paper, plastic or polystyrene cups, no paper napkins or table cover, no plastic cutlery, and no disposable doilies); avoid aluminium foil.
11. Avoid the use of single use bottle for juice and water.
12. Avoid unnecessary disposable items (e.g. plastic straws).

8. Event Materials

Event Materials – General Principles

1. Any printed documentation should include the environmental credentials of the paper.

Event Materials – Promotional Items

1. Consider whether promotional items/gifts are necessary, they often get thrown away or unused, therefore it they must be given try to provide something useful.
2. Consider promotional items/gifts that convey a green or socially responsible message, such as a tree planted in the recipient's name or local artisan products.
3. Provide promotional items which as far as possible have been produced using environmentally friendly materials such as organic unbleached cotton or recycled material.

Event Materials – Print Reduction

1. Only strictly necessary material should be included in participants' packs. Send relevant documentation by email beforehand and have either a restricted number of spare copies of documents available or printing/copying facilities available on request only at the venue for participants.
2. Store green PDFs and do not print.
3. If printing is essential print on both sides of the paper, reduce margins and white space, choose the smallest suitable format and print in black and white rather than colour.
4. Provide the lightest functional weight paper.
5. Ensure a sustainable design (no bleeds, standard sheet size and light ink coverage).

Appendix B – Greening Events

6. Get accurate estimates of quantities required and do not over-order unnecessarily because it is cheap to do so.
7. Proof read carefully to avoid mistakes and costly reprints.
8. Have a laptop and printer on site so that literature can be printed out on demand.
9. Try to design any printed materials and banners to have a life beyond an individual event e.g. avoid putting on dates.
10. When printing banners for the event consider using non-plastic materials such as muslin or canvas. Use on eco-solvent inks without cyclohexanone which is an ozone depleting substance.

Event Materials – Waste Reduction

1. Communicate in advance with the venue to inform them of likely waste materials, a later event may be able to make use of them.
2. Try to reduce waste related to badges, lanyards etc by choosing at least one of the following; eliminate one or more components (virgin polypropylene, polyethylene broadcloth literature bags, coated or laminated paper literature book/literature bags, polyester badge holder, duplex thermal paper based or printed virgin polyester lanyard). Eliminate the use of thermal printed paper, reuse at least 25% of lanyards or badge holders from previous events and or recollecting for future events. Recycle printed name cards, offer exhibitors electronic data capture to replace exchanging business cards, collect badges, holders, and lanyards for recycling, ensure badges, holders, lanyards and ribbons are constructed from biodegradable materials.
3. Try to reduce waste related to event signage by choosing at least one of the following: reducing the size or quality, employing reusable signage (inserts, digital), repurposing signage (e.g. making into bags), using signage made of post-consumer recycled content, eliminating foam core board unless identified as biodegradable.
4. Try to reduce waste related to event bags by choosing at least one of the following: do not supply, encourage participant to bring their own bag, allow for literature bag opt-outs on pre-registration form, reusing at least 25% from previous events and/or conserving for future use, donate leftover bags to charity.
5. Try to reduce waste related to other promotional giveaways by choosing at least one of the following: reducing the variety or quantity, eliminating giveaways altogether.
6. Pens should only be provided on request and should be made of a high content of recycled material and be refillable.
7. If reusable materials are not appropriate use recycled and/or recyclable materials for packaging, paper, etc.
8. If 100% recycled products are not available try to use paper with as high a proportion of recycled content as possible or paper derived from legally (and ideally sustainably) harvested forests.
9. Think about how the materials will be disposed of at the end of their life, can they be recycled through normal waste collection or can they be returned directly to the manufacturer for recycling?
10. Use large paper clips to hold event materials together instead of expensive folders.
11. Use whiteboards rather than paper flipcharts.

Appendix B – Greening Events

9. Exhibition Production

Exhibition Production – General Principles

1. Hold one or more staff members accountable for the successful carrying out of environmental efforts for exhibitions.
2. Keep records of all environmental efforts achieved and track measurable results in exhibits, and will make available those records for future planners.
3. When additional staff and/or volunteers are needed, the planner shall hire and/or recruit a minimum of 25% from local labour sources for the exhibits sector.
4. Ensure all appropriate staff and volunteers involved in work for exhibits are made aware of - and can communicate effectively - the environmental policy of the organisation/event.
5. Choose suppliers to best match the event's environmental sustainability policy and efforts, and inform suppliers that environmental purchasing and procurement is included in the exhibits sustainability policy.
6. Tell you exhibitors about your sustainability policy.
7. Communicate necessary information about attendance and estimated sample needs in order for exhibitors to appropriately supply their stands onsite
8. Track measurable results of their environmental efforts and resource use (e.g., weight and type of both disposed and recycled materials; etc.) for the exhibits sector -- and where appropriate, track those of the supplier -- and make information available for use in future planning.

Exhibition Production – Energy

1. Minimise the use of lighting and other energy requirements at the stand.
2. Take advantage of naturally lit meeting and exhibit spaces.
3. Require that all show areas in the exhibit hall turn off and unplug equipment and to turn off electricity on the stands (with the exception of perishable products) after exhibition hours.

Exhibition Production – Waste Reduction

1. Use reusable materials for exhibition stands, flooring etc. Hire rather than purchase items.
2. Require that exhibitors do not provide promotional giveaways OR that all promotional items meet at least two or more of the following: rapidly renewable resource, reusable, minimally-packaged, made of recycled content, natural fibers, recyclable/compostable, locally sourced and/or consumable (i.e., food).
3. Limit the amount of publications and handouts. Instead collect business cards, post a sign-up sheet or provide a USB port for those who want more information or product samples.
4. Have a policy on the number of samples permitted to exit the exhibit hall (i.e. one bag).
5. Ask exhibitors to bring only what they need to the event and take away what they don't hand out.

Appendix B – Greening Events

6. Have a clause in the contract that requires exhibitors to recycle.
7. Cardboard and paper should be collected in exhibit areas.
8. Enable the donation of leftover exhibitor samples (food and non-food) to local community or non-profit organisations.
9. Track and document by weight and/or volume the amount of materials donated to the community for reuse or repurpose.
10. Choose decorations and display materials that can be reused. Enquire at local schools and charitable organisation prior to the event if they would like to receive used decorations.

10. Running the Meeting

Running the Meeting – General Principles

1. At the beginning of the meeting remind both staff and participants that they should follow certain rules to help green the meeting, and ensure the minimum environmental impacts including: print and photocopy on both sides and keep fonts size to a minimum (whilst ensuring readability) and minimise the use of colour copies.

Running the Meeting – Energy

1. Ensure that energy saving features of all electronic equipment is enabled.
2. Signs should be posted reminding speakers and participants to turn off equipment (such as projectors and laptops) and lights when not in use.
3. Meeting and conference rooms should be adapted to the local seasonal conditions and not be cooled to more than 6 degrees below the outside temperature or heated above 20 degrees Celsius.

Running the Meeting – Waste Reduction

1. Have a portable office that allows staff to access their files through a secure connection which will reduce the amount of background material they need to carry with them to the event.
2. Reduce paper waste at participant registration e.g. short registration forms, computerised systems.
3. To minimise paper use offer IT services to participants for the electronic copying of data and make presentations available for download following the meeting.
4. Collect paper that has been used on one side only in collector trays and reuse for printing and notepaper.
5. Use reusable dry-mark erasable boards or blackboards instead of paper flip charts. Ensure non-toxic marker pens are used.
6. There should be numerous, well located bins for the separate waste with clear signs and instructions in both participant and staff areas. Photos or samples of materials that go in each bin will help people find the right bins.
7. Station a volunteer or two at the waste bins to assist and educate participants.
8. Provide a dedicated area for participants to return material that can be re-used such as delegate badges.

Project Acronym: GE
Version: 1.0
Contact: d.hiom@bristol.ac.uk

Appendix B – Greening Events

9. Have clean-up crews to sort out recyclable and reusable items from the waste.