

A Practice Guide for Sustainable Campus Events



2010

Greening Events at Stanford



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INTRODUCTION

The Importance of Sustainable Events

A recognized leader in campus sustainability, Stanford University is continually striving to integrate sustainable practices into all aspects of campus and community life. From infrastructure, such as buildings and energy, to services, such as dining and transportation, we are taking steps as a campus to reduce our carbon footprint and ecological impact.

Stanford's green leadership extends to all aspect of campus life—including sustainable event planning.

By implementing green practices at large campus events (such as conferences and ceremonies), as well as small events (such as meetings and dinners), the Stanford community is maximizing our resources, reducing waste, and offering an example of environmental stewardship.

Making the Grade

The latest College Sustainability Report Card, released October 7, 2009, by the Sustainable Endowments Institute (SEI), named Stanford as one of 26 “overall sustainability leaders” in the United States and Canada for its environmental achievements (among 332 colleges and universities).

Stanford achieved this rank three times in the last four years.

For more information visit <http://sustainable.stanford.edu/events>.

Purpose and Recommended Use of this Guide

This guide aims to provide easy-to-follow tips on making campus events as sustainable as possible, taking into account the best practices of events hosted at Stanford as well as best practices in this evolving field.

This guide is intended to aid any group, department, or committee in planning a more environmentally sustainable event. It applies to large all-campus events (such as Commencement), smaller campus events (such as expos, student events, and parties), entertainment events (such as concerts or performances), and campus-hosted conferences and symposiums. These guidelines should be used as much as possible to plan events and to track progress in implementing additional green practices from year to year.

This guide does not represent requirements for campus events, nor is there a certification for events that successfully follow its guidelines. Instead, these are merely recommendations for improving the sustainability of campus events.

Green Events at Stanford

Stanford has taken bold steps to green many of its major events. A few examples of big events are shared below.

- ❁ **Green Commencement**—As one of the largest of the “Big Five” events at Stanford, Commencement Weekend attracts thousands of people to campus each year. Stanford Events, Sustainable Stanford, Building and Grounds Maintenance, Peninsula Sanitary Services, Inc. (PSSI), Event Services, and the academic departments and programs at Stanford work to integrate green practices into every step of the planning process. Green Commencement practices include: minimizing print materials, using event decoration that can be reused every year, using local caterers who specialize in green practices, publishing weekend activities information online available for PDA download, recycling all bottles and cans, and switching from disposable to compostable serviceware—and having these items, along with food scraps, collected for composting. For more information on the green initiative, visit the Commencement website at <http://commencement.stanford.edu/green/>.
- ❁ **Reunion Homecoming**—In addition to the excellent programs and celebrations Stanford alumni have come to expect, Reunion Homecoming in 2009 showcased how seamless and exciting greening events can be. Online event planning and registration, sustainable transportation, reusable event decorations, sustainable food and beverage services, waste management through composting and recycling, and the addition of a sustainability tour helped to make 2009 the greenest reunion to date. To learn more, please visit <http://www.stanfordalumni.org/erc/reunions/rh09greenreunion.html>.
- ❁ **Senior Games**—In 2009, Stanford welcomed the Summer National Senior Games. In partnership with Athletics, PSSI, and Parking & Transportation Services—and in keeping with the greening of events already in place on campus—the Senior Games implemented strategies long before the 20,000+ athletes, family, and friends set foot on campus. Most notably, installation of several new hydration stations provided safe drinking water in convenient locations—eliminating the use of multiple plastic water bottles. Athletes and volunteers were each provided one reusable water bottle to fill at the stations. Other efforts included offering free rides on public transportation, posting information for athletes electronically, and getting food vendors committed to serving drinks and meals in biodegradable containers. To learn more about the “Go Green” Senior Games initiative, visit <http://www.2009seniorgames.org/go-green> or download the Go Green brochure at <http://www.2009seniorgames.org/pdf/greenbrochure.pdf>.



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Important Links and Contacts

Sustainable Stanford
<http://sustainable.stanford.edu/events>

Commencement website at <http://commencement.stanford.edu/green/>

Reunion Homecoming
<http://www.stanfordalumni.org/erc/reunions/rh09greenreunion.html>

Senior Games <http://www.2009seniorgames.org/go-green> or download the Go Green brochure at <http://www.2009seniorgames.org/pdf/greenbrochure.pdf>



CHAPTER 1:

PLANNING A GREEN EVENT—BASICS

In this section the event planner will find essential basic steps and considerations for any green campus event.

Step One: Make a Commitment

The first step in greening an event is to decide upon environmental goals for the event and to place them in writing to formalize them as a commitment. An event commitment clarifies what planners hope to achieve and ensures that all parties understand the sustainability goals of the event. This commitment statement should be shared with attendees and vendors to ensure event sustainability goals are met.



Step Two: Form Partnerships

Consider partnering early on with Stanford Events, Buildings and Grounds Maintenance, Event Services, Sustainable Stanford, Stanford Catering, and PSSI/Stanford Recycling to bring the right contacts into the planning conversation. These teams can provide guidance and sometimes willing volunteers to help make an event an environmental success, as well help publicize an event's green practices.



Step Three: Make a Plan

Many sustainable choices at events involve careful planning and forethought. The earlier the implementation of sustainable actions is considered, the greener a campus event will be. Creating a planning timeline will ensure that no important steps are left until the last minute and no unsustainable decisions are inadvertently made. Creating a timeline in advance will also help keep an event within its budget by accounting for necessary costs early on.

The following are some considerations in planning your event:

- ✿ **Equipment**—Save energy by using equipment that is energy efficient and lightweight, is the right size for your event, and allows for low emissions.
- ✿ **Heaters**—If cold weather is an issue, consider moving your event inside or under archways to avoid using outdoor propane heaters.
- ✿ **Tablecloths**—Consider using cloth instead of plastic to reduce waste.
- ✿ **Presentations**—Reduce paper by loading presentations and handouts on a USB key for each participant or emailing them out prior to the event. Post presentations online rather than handing them out at the event.

Step Four: Designate a Green Coordinator

Although greening an event will involve all members of the planning committee, it is important to choose one member to be specifically in charge of green endeavors. This prevents confusion over who is assigned to take care of each green task. The coordinator in charge of green initiatives should also be on hand during the event to ensure that processes such as recycling and composting efforts are running according to plan.

Step Five: Confirm Vendors and Resources

After making your green plan, the coordinator can select vendors and event supplies that fit your strategy.

Consider using local vendors such as Event Services to provide for your event needs. By using onsite equipment and audio-visual services, you are reducing carbon emissions from outside delivery and transportation while supporting the University community.

Step Six: Follow Through

Before, during, and after your event, be sure to take time to examine and reflect on your green efforts. After your green event, share your knowledge and contact with other groups on campus to help spread the word.

Summary Checklist

Basic Steps

- Make a commitment
- Form partnerships
- Make a plan
- Designate a green coordinator
- Confirm vendors and resources
- Follow through

Sample Commitment

"Company/Department/Student Group X is committed to minimizing the environmental impact of the [name of event] ("the event") through:

- Aiming for the event to produce zero waste, reducing energy and water consumption at the event;
- Minimizing or offsetting harmful emissions resulting from vehicular transportation and energy consumption associated with the event;
- Disposing of solid and liquid waste in an environmentally responsible manner; and
- Eliminating the use of harmful chemicals at or for the event."

Source: www.BlueGreenMeetings.org

Important Links and Contacts

Sustainable Stanford
<http://sustainable.stanford.edu/events>

CHAPTER 2: OUTREACH AND COMMUNICATION

Every event involves large amounts of communication in both planning and implementation. Advertisements, invitations, schedules, and sign-up materials all must be distributed to attendees. Signs and posters around campus are needed to direct and guide traffic. With forethought, proper communication can be carried out without large amounts of wasted paper, ink, and resources. A few key areas for consideration are mentioned below.

Electronic Event Advertising

Instead of printing advertising materials, event planners should attempt to use electronic communication for invitations, registration, confirmation, advertising, and promotion. **The first step is to create a website for the event.** The event website should be a central resource for all event materials, including schedules, agenda, updates, and speaker materials. Attendees can use the website to register for the event using an online form.

- ✿ Using a website not only saves paper, but also provides one common location for letting attendees know about last-minute event changes.
- ✿ Online registration is easier and cheaper for both attendees and organizers, saving postage money and reducing the risk of information being lost in the mail.
- ✿ Information and resources for Stanford websites can be found at <http://www.stanford.edu/services/web/>. Requests for webspace on the Stanford domain can be filled out at <https://tools.stanford.edu/cgi-bin/group-request>.

A few ideas specifically for student events:

- ✿ To advertise events electronically to students, send emails with virtual flyers to different Stanford listserves, chosen based on whom the event may appeal to. A list of Stanford's public email lists can be found at <https://mailman.stanford.edu/mailman/listinfo>. Suggestions include lists for specific campus groups/clubs, lists for different campus residences or class years, or lists for different majors and departments.
- ✿ Students can be appealed to by posting the event on social networking websites like Facebook and Twitter. Academic-oriented events can also be included in campus departments' electronic newsletters.
- ✿ Many professors will allow speakers to advertise their events with short speeches before or after relevant classes. For example, a campus conference on psychology research could be mentioned in introductory psychology classes. A speaker on evolution and religion could be



advertised in introductory biology classes as well as in introductory religion classes, and could be advertised to religious groups around campus through their email lists. Another easy way to advertise events to students without excessive printed materials is to chalk or table in White Plaza.

For a wider audience beyond students, post the event on Stanford's official event website, <http://events.stanford.edu>. If applicable, also post to the student events website, <http://studentevents.stanford.edu>.

Reuse of Banners

As an alternative to printing event banners, consider renting signs, creating plastic signs with removable letters that can be altered for many different events, or reusing whiteboards on easels for signs.

Printed materials can last multiple years and signage and banners can be reused for future events if one-time dates and slogans are avoided. Lamination of reusable items can keep printed materials in good condition for long periods.

Improved Printing and Mailing

If printing cannot be avoided, try to minimize the amount of material printed by matching print runs to the number of registered attendees or only distributing paper handouts upon request. When printing, use recycled paper (100% post-consumer content is best), soy-based inks, and chlorine-free paper. And of course, always print double-sided.

For materials that must be mailed, save on envelopes by printing addresses on packets of materials and turning them into self-mailers (source: "Environmentally Preferable Printing"). Similarly, print addresses directly on envelopes instead of using address labels. Try to downsize printing; mail postcard invitations instead of full-sized invites.

Green Event Messaging

Attendees, exhibitors, and speakers need to be informed of Stanford's green event standards so that they can engage in maximizing each event's sustainability and its purpose. Ensure that the event's green commitment (see Chapter 1) is shared with attendees and mentioned in event communications. Here are some ways to implement the event messaging regarding sustainability:

- ✿ A simple way to share this policy with attendees is to add a statement to the bottom of event emails (such as updates or registration confirmation) that is similar to the following: "This event makes every effort to be sustainable following Stanford's Green Event Guidelines." The statement can be accompanied by a link to the event website with a copy of the event's green policy.



Important Links and Contacts

To post green event news at the Sustainable Stanford website email the Office of Sustainability at Elisab@stanford.edu.

For sustainability presentations at events contact Fahmida Ahmed at fahmida@stanford.edu.

Information for Stanford websites <http://www.stanford.edu/services/web/>

Requests for webspace <https://tools.stanford.edu/cgi-bin/group-request>

Stanford's public email lists can be found at <https://mailman.stanford.edu/mailman/listinfo>

Stanford's official event website <http://events.stanford.edu>

Student events website <http://studentevents.stanford.edu>

- ✿ Use of sustainable food and waste prevention activities can be advertised with logos or statements on invitations, menu cards, and signs placed at the event. Well-labeled signs should be placed by compost, trash, and recycling bins to educate guests about waste reduction and inform them how to sort their waste (for more on waste reduction, see Chapter 4). Educate attendees about all of the green practices that are used at the event, and encourage their involvement.
- ✿ Make announcements about the event's green practices in opening and closing statements. Press releases before and after the event should emphasize its green initiatives.
- ✿ Get attendees involved in the green process by providing them with concrete actions to take throughout the event. Send emails before the event with suggestions for eco-friendly methods of getting to campus and eco-minded hotels to stay at.
- ✿ Consider having a booth or table at the event that is specifically devoted to informing attendees of the event's green practices. The booth can also have information on actions individuals can take to help make the event an environmental success, such as bringing their own mugs, minimizing the number of handouts they collect, and recycling or composting relevant waste products (source: David Suzuki Foundation).
- ✿ After the event is completed, inform participants (via email or on the event website) of how much waste was kept out of the landfill. This both celebrates the event's success and makes participants' waste reduction efforts tangible. It also provides a goal to surpass in subsequent years.

Summary Checklist

Outreach and Communication

- Create a website for the event
- Use electronic event advertising (instead of paper communication)
- Inform attendees, exhibitors, and speakers of Stanford's green event standards
- Use virtual flyers
- Reuse banners
- Use responsible printing techniques
 - Use double-sided printing for promotional materials and handouts
 - Use recycled papers and soy-based inks if offset printing
- Avoid mass distribution of handouts and allow attendees to order copies
- Provide reusable name badges

CHAPTER 3: FOOD CHOICES AND CATERING

From disposable plates to leftover food, events can create large amounts of food-related waste. Moreover, decisions relating to both the source and the type of food served can have a meaningful impact on the overall sustainability of an event. Here are some tips to help in planning each event to make it great for students, faculty, guests, and the environment.

Catering

Caterers can take measures to reduce waste and energy consumption making, your event more environmentally sustainable. Please ask your caterer to comply with the following Green Catering Guidelines to the extent possible.

Consider using Stanford Catering to provide for your event. By utilizing Stanford's on-site catering operation you can maximize efficiencies and the use of sustainable products while at the same time minimizing energy consumption from outside delivery, transportation, and food preparation/handling. Also, by choosing Stanford Catering, your department money stays within the greater Stanford community and helps to support important programs in Residential Education.

If you are working with an outside caterer, please provide them with the following guidelines:

- ❁ Support locally owned and/or small/ minority/women-owned businesses.
- ❁ Prepare dishes with fresh, seasonal, local, organic ingredients.
- ❁ Offer cage-free, free-range, or humanely raised meats and dairy.
- ❁ Offer vegan and vegetarian meal selections and encourage their selection as a means to reduce the carbon footprint of the event.
- ❁ If fish is offered, ask that it come from sustainable fish supplies. Use the Monterey Bay Seafood Watch Card for guidelines: <http://www.mbayaq.org/cr/SeafoodWatch.asp>.
- ❁ When buying food grown farther away, (e.g., coffee, teas, bananas, chocolate) choose products that are certified as fair trade.
- ❁ Use water glasses and bulk containers of water, iced tea, or lemonade—and in particular do not use bottled or imported water.
- ❁ Use bulk containers for condiments instead of individually wrapped items (such as ketchup, mayo, mustard, mints, salt, pepper, or sugar).
- ❁ Use sustainable table centerpieces (e.g., potted plants or flowers, local flowers, candles, fruits) that guests can take home and reuse.
- ❁ Serve dishes “family style” to avoid individually packaged products (e.g., sandwich platters, salad bowls, cookies, chips).





- ❁ Serve bite-size or finger foods. These items require no utensils.
- ❁ At a buffet, consider using smaller-sized plates for the food. This helps guests reduce the amount of food taken (which may just go to waste).
- ❁ If serving alcohol, ask the bartenders to save all glass, plastic, and aluminum containers to be recycled with other event recycling.
- ❁ Provide reusable plates, glasses, cutlery, platters, tableware, napkins, linen, and serving utensils.
- ❁ If dropping food off, package it in reusable platters and come back and pick these up after the event. This eliminates the need for individually packaged foods.
- ❁ If individual lunches are needed, use recyclable paper bags instead of lined lunch boxes.
- ❁ Avoid use of coffee stirrers (use a few spoons), straws, paper doilies, and toothpicks.
- ❁ Make arrangements to donate any usable leftovers to a food bank or shelter.

Menu and Ingredients

When purchasing the ingredients for event meals and concessions, consider their origin. Prepare dishes with fresh, seasonal, local, organic ingredients. Offer cage-free, free-range, or humanely raised meats and dairy.

If fish is offered, ask that it comes from sustainable fish supplies.

Use the Monterey Bay Seafood Watch Card for guidelines:

<http://www.mbayaq.org/cr/SeafoodWatch.asp>

When buying food grown farther away, (e.g., coffee, teas, bananas, chocolate) choose products that are certified as fair trade. One option for reducing an event menu's carbon footprint is to offer and encourage vegan and vegetarian meal selections; vegetables are typically far less energy intensive than meat and dairy products.

In addition, try to serve food that does not require heating or refrigeration. When serving beverages, use water glasses and bulk containers of water, iced tea, or lemonade, and in particular do not use bottled or imported water.

Finally, it is important when planning a catered meal to try to minimize the amount of uneaten food that ends up in the garbage. Serve food without garnishes or, alternatively, use edible ones. Use smaller plates or allow attendees to pre-select meal sizes in advance to minimize the amount of uneaten food thrown away. These measures will combine to provide guests with a meal that both tastes good and has minimal environmental impact.

Use of Utensils and Serviceware

Try to minimize the use of disposable materials by serving items that require few utensils or by providing reusable serviceware. For example, serve finger foods that don't require utensils or individual packaging (e.g., fruit, vegetables, cheese, crackers). Use cloth napkins or those with 100% recycled content, and use china and glassware instead of disposable plastic, paper, or foam. If reusable serviceware is unavailable, choose recyclable (#1/#2 plastic) or BPI-certified compostable items over non-recyclable disposables.

In addition to minimizing the need for disposable serviceware, attempt to reduce wastage of disposable materials that are provided. Provide straws, drink stirrers, and toothpicks only upon request.

If serving alcohol at an event, ask the bartenders to save all glass, plastic, and aluminum containers to be recycled with other event recycling.

Beverage Cups

For beverages, provide refillable beverage containers (e.g., coffee mugs embossed with the event logo) or encourage guests to bring their own. If reusable containers are not an option, choose beverages in recyclable packaging (glass, #1/#2 plastic, aluminum cans). Replace red cups, which are not recyclable, with clear #1/#2 plastic cups that can go in regular recycling containers. These can be purchased at greenstore.stanford.edu. Better yet, encourage attendees to drink their beverages directly from the can or bottle, instead of pouring it into a separate glass or cup (source: Vancouver Convention Center). If coasters are necessary for beverages, supply reusable ceramic, cork, or wooden coasters instead of disposable paper ones.

When disposable cups, plates, and cutlery are absolutely required, use products made from compostable materials. Only use BPI-certified biodegradable serviceware. Find some at <http://bpiworld.org/BPI-Public/Approved.html>, http://purchasing.stanford.edu/cwa/docs/ce_green_breakroom.pdf, or <http://worldcentric.org/bio/index.htm>.

Packaging

Many materials are wasted through excessive packaging, such as plastic wrappers on individual packets of utensils. To minimize packaging, serve dishes “family style” (e.g., sandwich platters, salad bowls, cookies, chips). Similarly, serve “buffet style” instead of providing individual box lunches. If individual lunches are needed, use recyclable paper bags instead of lunch boxes. Use bulk containers for condiments instead of individually wrapped items (such as ketchup, mayo, mustard, mints, salt, pepper, or sugar). If hiring drop-off catering, have food delivered in reusable, recyclable, or compostable trays/containers.



Important Links and Contacts

Stanford Catering:
http://www.stanford.edu/dept/rde/shaa/stan_cat.htm

Monterey Bay Seafood Watch Card for guidelines
<http://www.mbayaq.org/ct/SeafoodWatch.asp>

Use BPI-certified biodegradable serviceware. Find some at <http://bpiworld.org/BPI-Public/Approved.html>, http://purchasing.stanford.edu/cwa/docs/ce_green_breakroom.pdf, or <http://worldcentric.org/bio/index.htm>.

Food donation at Stanford email StanfordSpoon@gmail.com or Stanford Program on Hunger at <http://hunger.stanford.edu/home.html>.

Food Donation

If you have good-quality leftover food, it's easy to donate to a charity. Your donation will not only help those who use the services of food banks each year, but will also ensure that the leftovers do not inadvertently end up in the landfill. For more information on food donation at Stanford and to have a student pick up your leftovers after the event, email StanfordSpoon@gmail.com or visit Stanford Program on Hunger at <http://hunger.stanford.edu/home.html>.

Summary Checklist

Food Choices and Catering

- Follow Green Catering Guidelines
- Pay attention to menu and ingredients
- Choose reusable, recyclable, or compostable utensils and serviceware
- Plan food service needs carefully to avoid unnecessary waste
- Consider use of durable food service items
- Donate excess food to charitable organizations

CHAPTER 4:

ZERO WASTE EVENTS

Events of all types are often large producers of waste. Reducing waste and recycling and composting as much as possible are easy ways to reduce environmental impacts, make attendees feel like they are part of the solution, and keep your event neat and clean.

Design for Waste Reduction, Recycling, and Composting, and Purchase Wisely

As mentioned before, sustainable purchasing choices greatly affect the amount of reusables, recyclables, compostables, and trash you have to manage. Be sure to consider the waste that will be generated at each event or activity by studying what will happen to each item that you procure for your event.

Maximize Event Recycling

Typical recycling bins provided at events include those for mixed paper, bottles and cans, and cardboard. PSSI/Stanford Recycling provides recycling bins for special events on campus. More information is available at <http://recycling.stanford.edu/specialevent/seindex.html>. It is important to place recycling bins next to each regular garbage bin in strategic locations around the event and make sure they are clearly labeled to minimize contamination.

In addition, consider only placing small trash bins out to emphasize and encourage recycling. (Note: Stanford Event and Labor Services currently only provides one size trash can—32 gallon—so this would only apply to small events that could provide their own mini garbage cans.)

If liners are needed for recycling bins, use clear plastic bags to make it easy to check for unrecyclable waste. Consider collecting recyclable and compostable materials from offsite tours, sporting events, etc.

- ✿ If reusable containers are not an option, choose beverages in recyclable packaging (glass, #1/#2 plastic, aluminum cans).
- ✿ Replace red cups, which are not recyclable, with clear #1/#2 plastic cups that can go in regular recycling containers.

Encourage Event Composting

Arrange for composting of food scraps and plate scrapings via PSSI/Stanford Recycles' Special Event Composting Program: <http://recycling.stanford.edu/specialevent/specialevents.html#FOOD>. Items that can be composted are kitchen scraps, plate scrapings, and compostable serviceware certified by BPI: <http://>



bpiworld.org/BPI-Public/Approved.html. As compost has zero tolerance for contamination, it is wise to make sure that every disposable item at your food event is compostable and/or recyclable. It is also helpful to provide volunteers at each compost bin to educate guests about what is compostable and ensure that materials are properly composted. Explicit signs about acceptable compostable materials are also useful.

Avoid Disposable Serviceware

From disposable plates, bowls, and cups to forks, knives, and spoons, catered events can create a lot of waste. In addition to services your caterer offers, these simple suggestions will help you turn disposable items into compostable ones.

- ✿ When disposable cups, plates, and cutlery are absolutely required use products made from compostable materials. Only use BPI-certified biodegradable serviceware.
 - BPI: <http://bpiworld.org/BPI-Public/Approved.html>.
- ✿ Where to buy compostable plates and cutlery:
 - http://purchasing.stanford.edu/cwa/docs/ce_green_breakroom.pdf
 - World Centric: <http://worldcentric.org/bio/index.htm>
- ✿ Compostable serviceware can be placed in the compost bin.
- ✿ Site multiple discard stations that consist of a composting bin, a bottle and can recycling bin, and a trash bin in strategic locations throughout the event.
- ✿ Use compostable liners in the compost bins.
- ✿ Refer to PSSI Event Planning: <http://recycling.stanford.edu/specialevent/seindex.html>.

Promote Recycling/Composting Services

In addition to actually setting up the services, it is important to promote that the services are available. Here are some of the ways the promotion can be accomplished.

- ✿ Make recycling announcements in opening remarks and at each panel session.
- ✿ Be sure to provide adequate signage explaining which materials are allowed in each bin. Place small, discreet signs on tables describing which items are recyclable and which items are compostable. If serving a box lunch, provide a description of the recycling and composting program in the box.
- ✿ Live volunteers can help guests sort their waste. Volunteers both increase awareness of recycling/composting programs and ensure that contamination is minimized. Solicit volunteers from student group



partners such as Students for a Sustainable Stanford, and offer incentives such as free event attendance for volunteers.

- ✿ Consider making a large posterboard sign showing what is recyclable and what is not recyclable with no dates so it can be reused each year.
- ✿ Including recycling/composting station locations on event maps/floorplans is an easy way to advertise recycling efforts without the use of many additional printed materials.
- ✿ Recognize and reward exhibitors, vendors, and attendees who reduce, reuse, and recycle properly to help encourage more participation in subsequent years.

Aim for Zero Waste

After the event, evaluate the materials in the trash can. Review what they are so you can plan the waste out for the following year.

Summary Checklist

Preventing and Reducing Waste

- Set up recycling
- Set up composting
- Avoid disposable materials
- Promote recycling and composting
- If reusables are not used, encourage the use of recyclable beverage containers

Managing Waste

- Collect paper and recyclable beverage containers in meeting areas
- Collect cardboard and paper in exhibit areas
- Collect cardboard, beverage containers, steel cans, plastics, and food in food vending areas

Important Links and Contacts

- In addition to the suggestions listed here, visit PSSI/Stanford Recycling website, <http://recycling.stanford.edu/specialevent/seindex.html>, for extensive info on waste diversion services and efforts at Stanford.
- PSSI/Stanford Recycling: Five Simple Tips to Reduce Waste at Your Special Event
- <http://recycling.stanford.edu/specialevent/Special%20Event%20Recycling%20Tips.pdf> (See page 18).

Composting Program:
<http://recycling.stanford.edu/specialevent/specialevents.html#FOOD>

Find a list of certified composting items by BPI:
<http://bpiworld.org/BPI-Public/Approved.html>

Where to buy compostable serveware http://purchasing.stanford.edu/cwa/docs/ce_green_breakroom.pdf or at World Centric: <http://worldcentric.org/bio/index.htm>



Five Simple Tips to Reduce Waste at Your Special Event

Planning a party, conference, or other special event? Don't leave overflowing garbage cans behind at the end of the day. Below are some easy things you can do to reduce and recycle waste at your event.

1. **Design for Waste Reduction and Recycling**—Plan so that the food menu and event decorations leave less waste, and allow recycling and composting of leftovers. Select “finger foods” that can be served in just a napkin, like hot dogs or burritos, or use food as serving containers, like a salad served in a cut fresh melon. Use live greens and plants for decorations. Consider renting washable/reusable plates, cups, serviceware, and linen rather than throwaways. Choose entertainment and games that produce little or no waste. Save paper by printing invitations or registration forms on both sides; better yet, e-mail them and also save postage. For reoccurring events, make banners and signs that can be used again. Hire caterers who do “minimum waste events,” and write recycling tasks into all contracts with vendors and concessionaires. Call PSSI/Stanford Recycling at 650-321-4236 for advice on pick-up services for recyclables and compostable materials.
2. **Purchase Wisely**—Purchase supplies in bulk-sized containers to reduce packaging waste. Choose products with very little or no packaging. Buy things in packaging that can be recycled. Rent—don't buy—equipment and tools. Ask for deliveries like bread in returnable trays. Precut vegetables and meat save time and leave less waste. For example, when buying single-use products, such as cups, plates, bowls, bags, napkins, towels, and food wrappers, don't choose nonrecyclable plastics. Instead, pick products made from paper, cardboard, or other compostable products like corn, potato, or sugar cane (see Biodegradable Products Institute for approved list of compostable serviceware: <http://bpiworld.org/BPI-Public/Approved.html>). Close the recycling loop by making sure the products you buy are made with recycled materials.
3. **Recycle**—Typical materials to collect include beverage bottles and cans and cardboard. Plan ahead to donate leftover unserved food, paper napkins, plates, condiments, and decorations to local food banks and charities. Contact PSSI/Stanford Recycling to determine what is recyclable and to obtain recycling bins. For best results, be sure to put a

well-marked recycling collection can next to each trash can. If liners are needed, use clear plastic bags to make it easy to check for unrecyclable waste.

4. **Compost**—Typical materials for compost are kitchen scraps and plate scrapings. Stanford also accepts compostable serviceware for composting (see #2 above). Be sure to keep plastic, metal, and glass out of the compost mix. Contact PSSI/Stanford Recycling at 650-321-4236 to determine what is compostable and to obtain compost bins.
5. **Educate Event Workers and Guests**—Tell guests about your green event and ask for their help in making it a success by recycling right. Train all your event staff and volunteers in how to reduce waste and collect the recyclables. Celebrate your success by announcing during the event, and in thank-you notes later, how much waste was kept out of the landfill.

CHAPTER 5: EVENT TRANSPORTATION AND ACCOMMODATIONS

The larger an event, the more likely it is that visitors will come from farther away to attend. Travel accounts for some of the largest proportions of carbon emissions in the U.S. Fortunately, Stanford offers excellent alternative transportation options, which make event transportation as easy as “1-2-3.”

Step 1: Schedule your event outside of peak-commute times

Sitting in bumper-to-bumper traffic is a waste of both time and natural resources. To make trips to and from Stanford events less stressful for attendees and reduce the environmental impact of vehicle traffic, schedule events at times that will minimize peak-hour trips:

- ✿ Avoid arrivals between 7:30 a.m. and 9 a.m.
- ✿ Avoid departures between 4:30 p.m. and 6 p.m.

If the event must be scheduled with arrivals and/or departures during peak times, consider offering an optional reception before and/or after the event to help stagger event-related traffic.

Step 2: Suggest hotels served by transit

Urge visitors to find accommodations as close to campus as possible to minimize their daily commute.

- ✿ **On Campus**—During the summer months, conference visitors may be able to stay on-campus in small apartments or dormitories. Learn more about arranging conference accommodations on campus at <http://www.stanford.edu/dept/rde/scs/individuals/>.
- ✿ **Stanford Guest House**—Conference guests can also stay at the university-run Stanford Guest House, located just off campus on the SLAC Marguerite bus route. Learn more at <http://guesthouse.stanford.edu>.
- ✿ **Near campus**—The Sheraton, the Westin, and the Stanford Terrace Inn are among the hotels on or close to Stanford’s Marguerite bus routes, and many hotels along El Camino or in nearby communities are served by VTA or SamTrans buses. Contact commuteclub@stanford.edu if you would like information on transit serving the hotel(s) you are considering.

See additional green event accommodations tips at the end of this section.



Step 3: Offer green options to, from, and around campus

Airport Transportation

Stanford University is conveniently located near three regional airports. Provide alternative transportation options to and from regional airports by using or including information from the Parking & Transportation Services (P&TS) “Airport Transportation” web page, <http://transportation.stanford.edu/airport>.

Transit

The Bay Area has an extensive public transportation network, which attendees should be encouraged to use. A full list of local public transportation options, including VTA, SamTrans, Caltrain, BART, Muni, and more, can be found at <http://transportation.stanford.edu/transit>.

Ensure attendees know what transit options are available to them and consider providing a free transit pass with event registration. Event attendees can plan their trip by transit using the free 511 transit trip planner: <http://www.511.org>. P&TS can develop a list of transit, bike, and carpool options specifically for your event. Send an email to commuteclub@stanford.edu.

Stanford’s Free Marguerite Shuttle

Stanford’s free Marguerite buses travel around campus, connect to transit, and travel to nearby hotels, shopping, dining, and entertainment. The main shuttle lines operate throughout the year, except university holidays, Monday through Friday, from roughly 6 a.m. to 8:30 p.m. Since start and end times vary by line, check specific Marguerite schedules at <http://transportation.stanford.edu/marguerite/MargueriteSched.shtml>.

Evening and weekend service is available from September through mid-June on the Midnight Express and Shopping Express lines. All buses are wheelchair accessible and have bicycle racks.

- ✿ Marguerite Shuttle information: marguerite.stanford.edu
- ✿ Real-time Marguerite map: <http://transportation.stanford.edu/marguerite/realtime.shtml>

Event attendees are encouraged to use the online map and schedule to reduce printed publications that may be used only once, then thrown away. If, however, you want to order Marguerite maps and schedules for your event, send an email to marguerite@stanford.edu or call 650-723-9362.

Charter Bus Services

Events for large groups may require shuttle services to and from the event or around campus. P&TS offers convenient charter services at below-market rates to the campus community. A variety of bus sizes are available with courteous drivers who are familiar with the Stanford campus. For more information or to make a reservation, go to <http://transportation.stanford.edu/charterbus>.





Carpool

Visitors who are driving could reduce their environmental impact by choosing to carpool with others. Zimride at Stanford matches those seeking rides with those offering rides.

Stanford affiliates can register for Zimride at <http://zimride.stanford.edu> and restrict matches to Stanford-affiliates only or match with the broader Zimride community if they choose. Non-Stanford affiliates can register at <http://www.zimride.com>.

Zimride now offers a customized event ride-matching interface, which can incorporate your logo and drop-down options for events with multiple locations. To request a customized event carpool site, send an email to commuteclub@stanford.edu.

Bicycling

One of the quickest ways to travel around campus is biking. Stanford alumni (and their guests 16 and older) can borrow a bike from the Alumni Center for free by stopping by the alumni center front desk. All visitors can rent bikes on a daily or weekly basis from the Campus Bike Shop, <http://www.campusbikeshop.com>.

To encourage biking, consider offering bike valet services, similar to the service offered at Stanford football games. Bicycling also is a sustainable option for traveling to and from Stanford events. For regional walking and biking maps, visit http://transportation.stanford.edu/alt_transportation/BikingAtStanford.shtml#routes. For bike trip planning, send an email to bike-information@stanford.edu.

Reminder: bicyclists should always wear helmets every time they ride, even for short trips, and follow the rules of the road that apply to bicyclists when riding on campus. More bike safety tips are available at <http://transportation.stanford.edu/bike>.

Parking

For visitors who will be driving to campus, remind them not to idle in front of event venues, and inform them of where they can park and parking permit pricing. All event organizers are encouraged to plan well in advance for their event's parking availability to minimize conflicts with other events. Visit the P&TS website at http://transportation.stanford.edu/parking_info/SpecialEvent.shtml or send an email to eventparking@stanford.edu.

Cars When You Need Them at Stanford

Stanford offers cars when you need them, so visitors can go without a car the rest of the time.

- ✿ **Zipcar**—Stanford has one of the largest university Zipcar programs in the nation, with more than a dozen Zipcar locations at Stanford. Most Zipcars at Stanford are fuel-efficient hybrid vehicles. Rates start at \$8 per hour and include gas and insurance. Learn more at <http://zipcar.stanford.edu>.
- ✿ **Enterprise Rent-A-Car**—Enterprise is conveniently located on campus and is open seven days a week, offering discounted rates for Stanford affiliates. Learn more at <http://transportation.stanford.edu/enterprise>.

Carbon Offsets and Teleconferencing

For visitors from out of the area, suggest purchasing carbon offsets for airline flights. If you partner with an offsetting company, participants can choose to offset their event-related emissions for an extra cost as part of the registration process.

To eliminate travel emissions completely, provide a method for attendees to participate via the internet through web or teleconferencing. For more on remote meetings and conferences, see Chapter 7.

Green Event Accommodations

If arranging group rates for conference attendees at a hotel, look for a hotel near campus (see Step 2 above) with eco-friendly practices, such as the following: provides paperless check-in and check-out, delivers newspapers only upon request, changes towels and bed sheets only upon request, uses refillable bulk dispensers for soap and shampoo instead of individual bottles, collects and donates opened hotel toiletries, and provides recycling containers in hotel rooms. A good way to find hotels that follow these practices is to use third-party eco-certification programs. One such example is “I Stay Green,” <http://www.istaygreen.org/getcityus.cfm/city/Palo%20Alto/st/CA>. In addition, try to find hotels accessible from the airport via public transportation, such as Caltrain, VTA, or SamTrans (source: bluegreenmeetings.com).

If guests are booking their own hotels, provide them with a brief information sheet on suggested accommodations and actions to reduce their impact. Guests can help by participating in linen reuse programs at their hotels and ensuring that they turn off lights, television, and air conditioning in their rooms when they leave for the day.

I Ride the Train.

Commuter Hero
Valarie Vaughn,
Stanford Hospital



Important Links and Contacts

Transportation services:

Web: <http://transportation.stanford.edu>

Email: transportation@stanford.edu

Phone: 650-723-9362

Marguerite Shuttle schedule and real-time maps:

Web: <http://transportation.stanford.edu/marguerite/MargueriteSched.shtml>

Email: marguerite@stanford.edu

Charter services:

Web: <http://transportation.stanford.edu/charterbus>

Email: charterbus@stanford.edu

Event transit, commute plans, and carpool information:

Email: commuteclub@stanford.edu

Bicycle options and bike valet parking:

Email: bike-information@stanford.edu

Event parking:

Web: http://transportation.stanford.edu/parking_info/SpecialEvent.shtml

Email: eventparking@stanford.edu

Airport transit options

Web: <http://transportation.stanford.edu/>

Email: commuteclub@stanford.edu

Summary Checklist

Transportation and Accommodations

- Schedule events outside of peak–commute times
- Recommend nearby accommodations with transit access
- Offer travel options to, from, and around campus
 - Transit to and from airports
 - Bay Area transit (suggest online trip planning or request event trip plans from P&TS)
 - Stanford Marguerite and charter services
 - Carpool (including Zimride at Stanford event carpooling)
 - Bicycle (including bicycle valet parking)
 - Parking (contact P&TS to arrange for event parking)
 - Zipcar and Enterprise Rent-A-Car at Stanford
- Recommend “Green Event” accommodations and carbon offsets for air travel

CHAPTER 6: EXHIBITS, EXPOS, AND DISPLAYS

If an event includes an exhibit hall, or an expo or fair is being coordinated, try to have exhibitors follow green practices within their booths.

Booths often involve lots of giveaways—both paper items such as flyers and physical items such as pens. Show that they can still make an impact on visitors while reducing amounts of wasted materials. Suggest they provide useful giveaways that can be reused after the conference. In addition, ensure they are well-informed of the conference’s green practices and green policy, including locations of recycling and composting bins.

Booth Set-Up and Take-Down

Suggest that booths and displays be made of recyclable materials. In addition, suggest that display materials be non-specific so that they can be reused at future events. Enforce a “pack-in, pack-out” policy with exhibitors to ensure they leave with everything they brought to the event and don’t leave excessive waste such as packing materials for event organizers to have to clean up (source: Vancouver Convention Center). Create a check-out procedure for exhibitors/vendors that requires event staff to check their areas for discarded materials or waste. Create a number of awards for exhibitors for categories such as the most eco-friendly booth, the greatest amount of recycling, or the least amount of waste produced. Publicly recognize these during the event.

Promotional Items

Suggest that vendors reduce the use of paper by foregoing handouts and instead printing business cards with a web address for product information, or by having visitors sign up to receive emails with further details about specific products. Provide vendors with as accurate a count of attendees as possible, so that they can estimate the amount of materials they will need to bring.

Suggest that promotional giveaway items be reusable (e.g., reusable cloth logo bag instead of disposable plastic logo bag) and that excess packaging of individually wrapped promotional items be avoided. In addition, suggest that promotional items include recycled content. A list of companies that sell promotional materials from recycled products can be found at <http://recycling.stanford.edu/5r/recycledproducts.html>.

Consider lifecycle or “cradle-to-cradle” analysis of giveaway items. This method of considering an object’s environmental impact looks at every aspect of the product’s life, from how it was produced to how long it will take to decompose in a landfill. When purchasing products for giveaways, look at where and how they were produced, what chemicals were used to produce them, and whether they are recyclable.



Important Links and Contacts

A list of companies that sell promotional materials from recycled products can be found at <http://recycling.stanford.edu/5r/recycledproducts.html>



Exhibitors should attempt to print handouts and promotional items without information particular to the conference so that leftovers can be reused at future events. This will also save the exhibitors costs in having new materials printed for every event they attend. If exhibitors do end up with leftover or unwanted giveaways items, suggest that they donate them to schools or charities. Remind vendors, exhibitors, and caterers to reuse packing materials and recycle booth materials upon check-out, and provide desktop recycling bins to each exhibitor.

Decorations and Displays

For all decorative and display items, try to purchase reusable materials. Use cloth or sturdy plastic tablecloths instead of disposable tablecloths. Avoid disposable decorations such as paper doilies or confetti. Instead try to use sustainable décor that can be given away to guests, such as live plants or fruit arrangements. If purchasing cut flowers, look for organically and locally grown plants. Cut-flower centerpieces can be given away to guests or composted.

Try to use LED lights instead of incandescent bulbs if possible. Better yet, host events outside or in a room with many windows that can benefit from natural daylight. Coordinate with building staff to turn down the air conditioning temperature.

Summary Checklist

Exhibits, Expos, and Displays

- Suggest that booths and displays be made of recycled materials
- Enforce a “pack-in, pack-out” policy with exhibitors
- Suggest that vendors reduce paper handouts and only hand out reusable promotional giveaway items
- Order paper recycling and film plastics recycling for vendor areas
- Use reusable materials for decorations and displays

CHAPTER 7: CONFERENCES AND MEETINGS

Academic conferences are a vital part of university life, as well as an area where environmental considerations can easily be implemented.

Examine Alternatives to Face-to-Face Meetings

Meeting in person requires transportation and the associated environmental costs, while meeting remotely can be easier, less time consuming, and more eco-friendly. There are many options for remote conferencing in place at Stanford.

If a meeting is with a small group (under 10 people) and not complex in nature, a telephone conference call may suffice. Stanford has an agreement with AT&T for the use of its conference calling service. More information on how to use the service and set up an account can be found at <http://www.stanford.edu/services/telephone/department/teleconferencing/>.

If a meeting is with a larger group or of a complex nature, web conferencing is an extremely effective tool. The University has an agreement with WebEx for the use of its online video conferencing software. Information on how to use WebEx can be found at <https://www.stanford.edu/services/webex/>. Consider live web streaming to auxiliary auditoriums on other campuses to allow conference attendees to cut travel by only visiting their nearest conference location. A good example of this is the Bioneers conference, which “beams” live satellite feeds to auxiliary locations around the U.S. each year. For additional assistance with web conferencing, contact Event Services at 650-723-2285.

Event audio and visuals can be posted on iTunes and YouTube via Stanford for attendees to view after the event is completed. A step-by-step guide to utilizing this service can be found at <https://www.stanford.edu/dept/ucomm/contribute/>.

Minimize Printing

There are many alternatives to printing for sharing documents at conferences and meetings. If the information is brief and on a one-time subject, email it to participants prior to the meeting. Encourage participants not to print, and display materials on projectors at meetings for all to read in unison. Ask presenters to not provide paper handouts but to instead provide a copy of their lecture notes or handout materials to be posted on the conference website. If presenters are printing out PowerPoint presentations, suggest that they use the PowerPoint handout feature to fit several slides on a single page. In addition, suggest that presenters use blackboards or dry erase boards instead of paper flip charts (source: Government Canada). Suggest attendees take notes on the backs of one-sided used paper, and consider creating used-paper scratchpads to hand out to attendees.



Important Links and Contacts

Stanford IT Services:
<http://www.stanford.edu/dept/its/>

Stanford conference calling service <http://www.stanford.edu/services/telephone/department/teleconferencing/>

Video conferencing software. Information on how to use WebEx <https://www.stanford.edu/services/webex/>

iTunes and YouTube posting for Stanford event attendees at <https://www.stanford.edu/dept/ucomm/contribute/>

Create a Wiki for the project <http://www.stanford.edu/services/web/mediawiki/>

Docushare can be found at <http://www.stanford.edu/services/docushare/>

If information being shared is complex or repetitive nature (e.g., on an ongoing project), consider utilizing online resources that allow all members access to the latest version of a document. One option is to create a Wiki for the project. Information for creating Wikis at Stanford can be found at <http://www.stanford.edu/services/web/mediawiki/>. Documents can also be shared via Docushare, a document management system. Information about Docushare can be found at <http://www.stanford.edu/services/docushare/>. If meetings are conducted via WebX as described above, all meeting documents can be shared with the meeting participants through WebEx.

For large conferences with many materials, consider providing conference materials and hand-outs on CDs or thumb drives. Thumb drives, while somewhat expensive, are both reusable and useful. Conference logos could be printed upon them to make them permanent souvenirs. Attendees can carry the thumb drives with them and use them to get handouts or lecture slides from presentations they attend as well as product information from laptops at exhibit booths.

If hard-copy material is absolutely necessary, please print in black and white on both sides of the paper. Try to purchase paper that is Forest Stewardship Council (FSC) certified as not coming from old-growth forests, or paper that has 100% post-consumer recycled content. In addition, look for soy, or vegetable-based printer ink. Try printing in fonts that minimize ink usage; serif fonts such as Times New Roman often use minimal ink. EcoFont is a program that can add holes to the insides of various fonts to utilize less ink upon printing (<http://ecofont.eu>).

Instead of printing a conference nametags for each attendee, have attendees place business cards in reusable nametag holders, which can then be collected upon check-out for reuse at future events. Consider also looking for recycled lanyards for the nametag holders.

Summary Checklist

Conferences and Meetings

- Examine alternatives to face-to-face meetings
 - Consider using telephone conference calling
 - For larger groups, consider using web conferencing
- Minimize printing of conference materials.
 - Create a Wiki for the project
 - Post conference materials on the website instead of using handouts
 - Provide conference materials on CDs or thumb drives
 - If printing is necessary, use FSC-certified or 100% of post consumer content paper
 - Use reusable nametag holders

CHAPTER 8: POST-EVENT CONSIDERATIONS

Cleanup/Custodial Services

ABM Janitorial Services has partnered with Stanford University for the past 15 years and is proud to clean and maintain its facilities using environmentally friendly products and procedures. The ABM Green Care service is helping the university minimize its impact on both indoor and outdoor environments.

How to Arrange for Cleanup

- ✿ Enter work requests at least 5 days prior to the event. (Note: Student Groups will need to go to ASSU for processing of their requests.)
- ✿ Go to the Buildings and Grounds Maintenance Web page.
- ✿ Select Work Request.
- ✿ Go to Custodial Work Request under the Task-Specific Forms.
- ✿ Follow the prompts and provide specific time and date requirements as well as specific task-related cleaning requirements.
- ✿ Pricing for rooms and auditoriums can be found on the custodial web site on the Buildings and Grounds Maintenance page.
- ✿ Submit for approval and scheduling.
- ✿ Call 723-7888 for any event questions or special requests.
- ✿ An ABM representative may call to arrange a pre-event meeting or to verify the request details.

Additions/Changes/Cancellations

Any additions, changes, or cancellations to the work request should be processed via an email to mcs@bonair.stanford.edu with a follow-up call to 723-7888.

Billing

The charge for the cleaning will be billed via the work order system. No individual invoice is generated. The account number that you provide on the work order request is the one that will be used for billing purposes.

Reporting Event Results

It is important to follow up a green event with an evaluation of the successes and failures of the event's green initiatives. Consider an exit poll or survey of attendees' opinions and suggestions on the environmental aspects of the event (source: EPA). Try to collect data on the amounts of materials recycled, composted, and sent to the landfill.

Once information has been collected, craft a press release about the event's successes and try to get it published in the Stanford Daily or larger off-campus publications. In addition, send a follow-up email to attendees reporting on the event's environmental successes. Be sure to thank staff and volunteers for assistance with the event's green aspects, and recognize any exhibitors or attendees who demonstrated outstanding environmental stewardship. Consider thank-you gifts of trees planted in volunteers' names or a donation to an environmental restoration project. Finally, craft an internal report on potential improvements to the event's environmental program that can be utilized in planning the event in subsequent years.



Summary Checklist

Post-Event Considerations

Cleanup/Custodial Services

- Arrange for cleanup services 5 days prior to the event
- Charges for cleanup will be billed via a work order system

Reporting Event Results

- Follow up a green event with an evaluation
- Craft a press release about the event's successes
- Prepare an internal report for use in planning future events
- Report your successes to the Office of Sustainability

CHAPTER 9: MASTER EVENT CHECKLIST

Planning a Green Event—Basic Steps

- Make a commitment
- Form partnerships
- Make a plan
- Designate a green coordinator
- Confirm vendors and resources
- Follow through

Outreach and Communication

- Create a website for the event
- Use electronic event advertising (instead of paper communication)
- Inform attendees, exhibitors, and speakers of Stanford's green event standards
- Use virtual flyers
- Reuse banners
- Use responsible printing techniques
 - Use double-sided printing for promotional materials and handouts
 - Use recycled papers and soy-based inks if offset printing
- Avoid mass distribution of handouts and allow attendees to order copies
- Provide reusable name badges

Food Choices and Catering

- Follow Green Catering Guidelines
- Pay attention to menu and ingredients
- Choose reusable, recyclable, or compostable utensils and serviceware
- Plan food service needs carefully to avoid unnecessary waste
- Consider use of durable food service items
- Donate excess food to charitable organizations

Waste and Recycling at Events

Preventing and Reducing Waste

- Set up recycling
- Set up composting
- Avoid disposable materials
- Promote recycling and composting
- If reusables are not used, encourage use of recyclable beverage containers.

Managing Waste

- Collect paper and recyclable beverage containers in meeting areas.
- Collect cardboard and paper in exhibit areas.
- Collect cardboard, beverage containers, steel cans, plastics, and food in food vending areas.

Event Transportation and Accommodations

- Schedule events outside of peak commute times
- Recommend nearby accommodations with transit access
- Offer travel options to, from, and around campus
 - Transit to and from airports
 - Bay Area transit (suggest online trip planning or request event trip plans from P&TS)
 - Stanford Marguerite and charter services
 - Carpool (including Zimride at Stanford event carpooling)
 - Bicycle (including bicycle valet parking)
 - Parking (contact P&TS to arrange for parking)
 - Zipcar and Enterprise Rent-A-Car at Stanford
- Recommend “Green Event” accommodations

Exhibits, Expos, and Displays

- Suggest that booths and displays be made of recycled materials
- Enforce a “pack-in, pack-out” policy with exhibitors
- Suggest that vendors reduce paper handouts and only hand out reusable promotional giveaway items
- Order paper recycling and film plastics recycling for vendor areas
- Use reusable materials for decorations and displays

Conferences and Meetings

- Examine alternative to face-to-face meetings
 - Consider using telephone conference calling
 - For larger groups, consider using web conferencing
- Minimize printing of conference materials.
 - Create a Wiki for the project
 - Post conference materials on the website instead of using handouts
 - Provide conference materials on CD's or thumb drives
 - If printing is necessary, use FSC-certified or 100% post-consumer-content-paper
 - Use reusable nametag holders

Chapter 8: Post-Event Considerations

Cleanup/Custodial Services

- Arrange for cleanup services 5 days prior to the event
- Charges for cleanup will be billed via a work order system

Reporting Event Results

- Follow up a green event with an evaluation
- Craft a press release about the event's successes
- Prepare an internal report for use in planning future events
- Report your successes to the Office of Sustainability

REFERENCES

Conferences/Meeting Guidelines

BlueGreen Meetings: www.bluegreenmeetings.com

“It’s Easy Being Green!” EPA Guide to Environmentally Aware Meetings: <http://www.epa.gov/waste/wycd/grn-mtgs/gm-bklt.pdf>

Meeting Professionals International-Corporate Social Responsibility Resources: <http://www.mpiweb.org/Archive/196/82.aspx>

“How to Host a Sustainable, Carbon Neutral Conference or Other Event,” David Suzuki Foundation: http://www.davidsuzuki.org/Climate_Change/What_You_Can_Do/carbon_neutral_events.asp

Environment Canada’s Green Meeting Guide: http://www.greeninggovernment.gc.ca/F5B1C0BC-741C-4493-B4B7-B0D56BBE6566/Green_Meeting_Guide_07.pdf

“Sustainable Event Guidelines,” Vancouver Convention Center: <http://www.vancouverconventioncentre.com/wp-content/uploads/2009/08/vancouverconvctre-sustainableeventguidelines22jul09.pdf>

Convention Industry Council’s Green Meetings Report: http://www.conventionindustry.org/projects/green_meetings_report.pdf

Printing Resources

“Environmentally Preferable Printing:”: <http://www.ClimateBiz.com/research/report/2006/01/05/environmentally-preferable-printing>

Campus Event Guidelines

University of Victoria: <http://web.uvic.ca/sustainability/GreenEvents.htm>

University of California, Berkeley: <http://sustainability.berkeley.edu/OS/greenevents.htm>

Berea College: <http://www.berea.edu/sustainability/resourcedocs/greeneventbooklet.pdf>

Portland State University: <http://web.pdx.edu/~salp/pdf/CAP%20-%20PSU%20Green%20Event%20Planning%20Guide.pdf>

Cornell University: http://www.sustainablecampus.cornell.edu/getinvolved/Docs/Sustainable_Campus_Conference_Guide%2003-21-07.pdf

GREEN EVENTS CHECKLIST

Do

- Purchase recyclable cups or compostable cups, utensils, plates, and napkins
(The ASSU Green Store offers all of the above)
- Buy food locally, seasonally, or with minimal packaging
- Provide water from jugs or pitchers rather than water bottles
- Encourage the use of reusable water bottles and mugs
- Offer a vegetarian option at meals
- Advertise with digital media and e-flyers instead of paper flyers
- Provide disposal bins
(Collaborate with Julie Muir at PSSI: juliem@pssi.stanford.edu)
(Provide proper and adequate signs with all bins to prevent contamination)
- Advertise where the food and other sustainable materials have come from so that others can learn to throw sustainable events
- Advertise that the event is sustainable

DON'T

- Use tablecloths unless they are absolutely necessary
(Formal dinners, etc.)
- Offer promotional materials unless they are made from recycled material
- Over-purchase food, but if you do, coordinate with SPOON to take the leftovers
(stanfordspoon@gmail.com)
- Flyer with paper unless it is made from 100% recycled material

NOTES