

GREENEVENTS GUIDE

Appalachian State University has a deep commitment to sustainability, climate education, and working toward zero waste through thoughtful purchasing decisions and upstream solutions to waste management. Hosting a green event is a way to minimize our impact and reduce greenhouse gas emissions, while educating and leading by example. Thank you for your commitment to greening your event and contributing to sustainability and carbon reduction on campus.



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SUSTAINABILITY LIAISON

- Identify someone to be the communicator and representative for your scheduled event.
- Collaborate with the Office of Sustainability to develop a sustainable event plan if guidance with this process is preferred.
- Keep the Office of Sustainability informed and we will recognize and celebrate your efforts!

SUSTAINABLE PLANNING

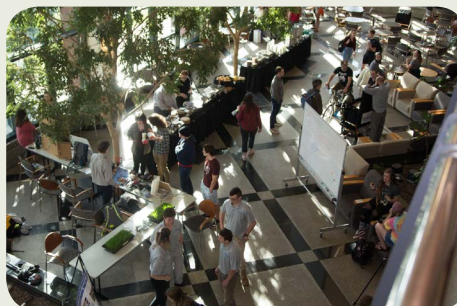
While organizing an event, it is important to begin reducing waste from the beginning. Greening your meetings is already a step in showing your organization's commitment to sustainability.

- If walking or biking is not an option to attend meetings, meet over online resources.
- If there will be an agenda for your planning meetings, electronically forward it.
- Create a budget that incorporates green event practices.
- Educate event staff about zero waste and what the commitment means.

VENUE/LOCATION

When choosing a location, it's important to consider access to alternative transportation, such as walking, biking, taking the bus, and carpooling. Thoughtful locations may result in higher attendance and should decrease the impact of carbon emissions from everyone driving. Hosting locations where natural lighting can be the main source of light, either outside or in locations like the solarium or the Parkway Ballroom, allows for a better light atmosphere and reduces energy.

- Choose a location that minimizes travel for attendees or pick a venue attendees can walk or bike to.
- Consider holding your event during daylight times to use natural light instead of indoor lighting, or host events outdoors.
- Inform attendees about Appalcart and its schedule.
- Consider holding events in buildings that are currently open and occupied.



COMMUNICATION AND ADVERTISING

Today, most events and information are best distributed through social media, and it reduces the amount and cost of printing and producing paper. If you do need to print or have products that have logos, like posters, make them so that they can be used year after year to save on the costs of creating a new one every year.

- Utilize online resources, electronic advertising/communication.
- If you must advertise via paper and mail, print addresses directly on the envelopes. No labels.
- When printing material, purchase 100% post-consumer recycled paper and note it on the material.
- When you print, print double sided and reduce font size.
- When developing event materials, decorations, signage, design them to be durable and timeless, such that they can be reused (do not list the date, year, etc).
- Advertise the event as a "sustainable event".

PURCHASING AND MATERIALS

Take advantage of the resources the university offers, like borrowing tables, tents, and chairs to save on event costs. Production costs are one of the most hidden costs from buyers, so look into sustainable products to check the level of impact production has. If there are vendors or you will be handing out items to the attendees, plan to give out items the attendees can have long term, like water bottles, reusable shopping bags, koozies, coffee mugs, etc. rather than disposables like flyers and candy.

- Use tables, chairs, tents from the university instead of buying new materials.
- Try making signage, banners, etc. to have a general look so that it can be used year after year instead of printing new ones every year.
- When purchasing promotional materials or gifts, choose sustainably made products.
- Avoid using promotional materials like candy, flyers, etc. that can create more waste; rather use products that the attendees can reuse.
- If there are giveaways/door prizes, make them eco-friendly.

Examples of sustainable giveaways: solar camp lights, trees to plant, reusable straws & utensils



SUSTAINABLE DINING

Sourcing from local producers not only provides healthy choices, but it helps build community and support the local economy. Serving mostly vegetarian/vegan (plant-based) options, and considering locally grown and organic options will further reduce the carbon footprint of your event. With any event, it is important to try to meet everyone's needs, so provide vegetarian, vegan, and gluten free options so that those who have dietary restrictions can still enjoy the Event.

- Choose plant based vegetarian or vegan options, low carbon healthy choices: <https://dining.appstate.edu/dining/dining-facilities-menus/terra-verde>
- Serve primarily vegetarian/vegan (plant-based) options and use signage to explain these choices
- Consider locally grown and organic options to further reduce the carbon footprint: <https://dining.appstate.edu/sustainability>
- Offer special dietary restrictions food options – Gluten-free, vegan, vegetarian, sugar-free, lactose-intolerant.
- Serve fruits and vegetables that are in season.
- Have participants register for meals rather than "just show up" to reduce cost and resource minimization.
- If there are leftover foods, donate them to those in need, rather than letting them go to waste.

WASTE MINIMIZATION

One of the largest things that is overlooked is waste, but it is vital to every event. Providing zero waste stations that have recycling and compost not only help impact, but bring awareness and allows for alternatives. Make sure you have enough bins and have them easily accessible to participants.

Using reusable tableware will not only reduce waste, but cuts down on costs of buying new materials. It is also more cost efficient to buy in bulk for condiments and save on packaging waste compared to buying individual packets. Using pitchers or guiding attendees to refill stations will reduce the waste and cost of buying water bottles.

- Set up zero waste stations with recycling and composting containers- put a work order in the AIM system to request containers from Facilities Operations- be sure to specify that you will need compost and recycling containers: [Click here to submit your request through AiM](#)
- Download and print the color-coded signage provided for your event
- Help guests properly sort their waste and recycling by having zero waste attendants.
- Use reusable plates, glasses, utensils, napkins and request bulk service rather than individual items (ex. No individual packets of condiments – sugar, cream, ketchup, mayonaise, soy sauce, etc).
- Do not make single-use water available; offer water in pitchers/communicate water filtration refill stations.
- Promote BYOB – bring your own bottle/coffee mug.



Top Photo: Request bulk condiments instead of individual servings.
Bottom Photo: Make sure that composting and recycling containers are available and well-marked for food waste disposal.

POST EVENT EFFORTS

- Have recycle and compost clean-up volunteers to help after an event.
- Double check bins for any contaminants.
- Work with Facilities Operations for recycle and compost container pick-up.
- Work with caterers to donate leftover food to local food coalitions and food banks.
- Post and share your accomplishments!

