

Green Events Consulting Tips for Greening Your Event

Visit greenevents.stanford.edu/resources.html and click on our “GEC Impact Assessment” file to view explanations for and details regarding our quick recommendations below.

If you have any questions, contact **Green Events Consulting** (greenevents.stanford.edu) at stanfordgreenevents@gmail.com. You also can drop by the Student Activities Leadership (SAL) office in Old Union 206 on Wednesdays from 3 to 5 to talk with a GEC student consultant in person.

Be Green When You Advertise

Instead of using paper fliers, try any of these effective **green advertising strategies**:

- Chalk messages about your event in White Plaza and other areas around campus
- Write on bathroom mirrors with dry erase marker (e.g. Expo)
- E-fliers — embed an image of what otherwise would be a paper flier in an email with a short message and spam chat lists
- Flash mob (dining halls, classes)
- Make announcements at house meetings on Wednesday nights
- Table in White Plaza: yell at people, hand out things
- Make a short video clip teaser of an event and spam (through chat lists, social media outlets)
- Create a Facebook event and invite people to it, use Facebook ads, have everyone in your team / group change their profile pictures to a picture of your event’s flier / logo
- Tell friends about your event in person (more persuasive when you directly invite somebody)
- Ask relevant departments, groups, and/or classes on campus to forward your e-flier / send an email about your event to their lists
- Advertise your event on your group’s website (if you have one) and other groups’ sites as well (e.g. ASSU has an all-campus social events calendar)

If you do use paper fliers, 1) **minimize the quantity** (be strategic about flier placement) and 2) try to use **scratch paper** or purchase **post-consumer recycled paper**.

- You can purchase scratch paper (100 sheets of once-used paper for 50 cents) from **Green Store** (greenstore.stanford.edu).
- You can also find / acquire scratch paper from Meyer Library, Green Library (their recycling bins), and dorm computer clusters
- Use paper tape to put up fliers
- Pick up your fliers + recycle them post-event

*If you are you greening your event, **advertise that the event is sustainable** on your fliers / e-fliers / promotional material so that event attendees are environmentally-conscious.*

Be a Smart Shopper

Food:

Factors to take into consideration: type of food, certification, ownership and production, and packaging

- **Type of Food:** Purchase vegan or vegetarian if possible, then poultry/fish, and lastly red meat
- **Certification:** Purchase organic vegetables and fruit, fruits that are in season, grass-fed beef, organic / free-range / cage-free eggs, and seafood that is certified by the Monterey Bay Seafood Watch Card.
 - **Monterey Bay Seafood Watch Card** guidelines are here:
http://www.montereybayaquarium.org/cr/cr_seafoodwatch/download.aspx.
- **Local Ownership / Production:** Purchase from vendors / farms / markets within or that produce within 150 miles of Stanford
- **Packaging:** Purchase items with minimal packaging / that is packaged in bulk instead of individually, or with packaging that is recyclable or compostable

Utensils & Materials:

Use reusable silverware / cups / plates if possible. Otherwise, purchase compostable or recyclable material and utensils (cups, forks, knives, spoons, plates, bowls). Try to be strategic and purchase **as few different kinds of materials as possible** because this will make waste disposal easier (e.g. if it is possible to purchase everything as compostable, then do that instead of having recyclable and compostable materials).

You can purchase any compostable and recyclable material and utensils (cups, forks, knives, spoons, plates, bowls) from **Green Store** (greenstore.stanford.edu). **World Centric** (worldcentric.org) is another certified alternative.

Reuse:

Brainstorm items and decorations you need for your event that you can create from old or reusable material and try to reuse as much as possible (especially if you held the same or a similar event the previous year). Banners, posters, tablecloths, streamers, paint, markers, etc. are all items you can acquire or reuse instead of purchasing. Also think about how you can hold on to materials post-event to reuse them at future events (e.g. if you are creating a poster or banner for a recurring event, do not put the date on it so that you can reuse it the following year).

Be Waste-Conscious

Ordering Bins:

- Order recycling and compost bins here: http://bgm.stanford.edu/home_pssi_main. Once you are on this page, click on the “Customer Funded Work Request Link” under “Composting Quicklinks” in the box on the right side of the page. Fill out this form, and complete your request at least two weeks before your event. Contact **Julie Muir**

(Community Relations Manager at PSSI, Stanford's Recycling Center) with any questions / problems at juliem@pssi.stanford.edu.

Waste Stations:

- Have at least as many recycling and compost bins at your event as there are trashcans
- Be strategic about bin placement (make sure that a trashcan is never sitting by itself; have bins together as “waste stations”)
- Create signs for your bins; demarcate them (recycling vs. compost vs. trash) and label what waste goes in what bin (e.g. tape up actual waste items onto a poster above each bin so that event attendees can visualize what components of their waste should go in which bin)
- Have volunteers monitoring waste stations to ensure everything is disposed properly
 - Contact **Students for a Sustainable Stanford** (sustainability.stanford.edu) for volunteers
- Make an announcement at your event and remind event attendees about proper waste disposal and the event's status as environmentally-conscious

Leftovers:

- Put out portions of food at a time so that if there are leftovers, the food is untouched and clean. Contact **Stanford Project for Hunger** (**SPOON** – hunger.stanford.edu) to have them collect unused food.