Green Events Consulting

VSO Application Information

**Green Events Consulting**

Green Events Consulting (GEC) is a program under the Associated Students of Stanford University (ASSU) Student Service Division that aims to promote sustainable practices on campus and to encourage VSOs (voluntary student organizations, or student groups) to make their events as green as possible. The objective is not only to tangibly increase the number of campus events that are executed in an environmentally sustainable manner, but also to engage a diversity of student organizations in the decision-making process, thereby creating a base of informed and active students who understand the complexities of “sustainability in practice” and can readily utilize that knowledge.  This program will recruit VSOs interested in hosting green events and will assign each VSO a team of GEC Consultants, who will give the VSO step-by-step guidance through the event-planning process.

Benefits of participation in the GEC program include:

* Increased monetary resources to “green” your event(s)
* Personalized support for event design in the form of a team of GEC consultants, who will assist you throughout the event-planning process
* A Green Events Handbook with resources and guidelines to educate and assist in the decision-making process
* Increased media and publicity resources to advertise your event

**How VSOs Fit into GEC**

If your VSO participates in GEC, then your student group will be assigned a group of trained consultants, who will meet with your VSO on a regular basis (e.g. once a week; these meetings will be scheduled based on how much time there is until the event).  During these meetings, consultants will discuss funding options as well as how to make the following areas of your event as sustainable as possible: advertising, purchasing, acquiring food, and waste disposal.  In addition to advising your VSO throughout the event-planning process, your consultants will help your VSO communicate with campus and off-campus resources and will put your VSO in touch with sustainable options, like organic food caterers.  Your consultants will also attend your event to provide support, and following the event’s completion, they will provide feedback and verification of your VSO’s compliance with GEC guidelines.

**Criteria for GEC Participation**

Due to the large number of VSO events that happen on campus and the limited number of GEC consultants, the Green Events Consulting program seeks to target large-budget, high-impact events. Specifically, we are looking for events that meet the following criteria:

* Attendance of 50+ people
* Material impact in multiple areas (e.g. food, paper, waste)
* Demonstrated interest in event sustainability issues
* Potential for significant event improvement

**How to Apply**

If your student group is planning an event and would like to make a step towards becoming a greener organization and contributing to Stanford’s environmentally-friendly practices, please take Green Events Consulting into consideration and complete the application below.

Applications are open all year round, and there is no deadline. However, please apply at least 2 months before your actual event so that our consultants will have enough time to advise you throughout your event-planning if you are selected for our program. Also, although there is no deadline, please keep in mind that GEC will have more funding available, as well as consultant teams and resources, earlier in the academic year than later.  
  
In the past, all VSOs hosting winter quarter and spring quarter events have applied to work with us in late fall of the academic year.

Please email your application and any questions to **stanfordgreenevents@gmail.com**.

GEC VSO Application

VSO (Student Group) Name:

VSO Contact/Representative:

VSO Contact/Rep’s Email Address:

VSO Contact/Rep’s Phone Number:

Please answer the following questions in no more than 250 words each.

1. What event(s) does your VSO hope to make sustainable through GEC?  Please describe the event(s). *(Please include estimated number of attendees and whether or not you will be serving food/beverages)*

2. If your event is a recurring event, how far in advance does your VSO usually plan the event?  Approximately when is this event, and when would you begin planning for it?

3. Constructive collaboration and mutual commitment is an important part of the GEC program, and you know how your group operates better than we do. What ideas do you have to improve the environmental and social sustainability of your group’s activities and events? Any ideas are welcome – please be specific. We encourage you to consider the areas of food/event material purchasing, waste, event advertising, and event attendee education. *(Bullet point form acceptable)*

4. What efforts has your VSO made in the past to engage in green decision-making and execute green events? *(It is fine if you have no experience/past efforts in this area; we are just interested in learning what your group has thought about and tried in the past.)*

5. Why is your VSO interested in participating in GEC?

6. If your VSO has a line-item budget for this event, please email your budget to [stanfordgreenevents@gmail.com](mailto:stanfordgreenevents@gmail.com) along with this application.

**Thank you for your VSO’s interest in Green Events Consulting!**