



GREEN EVENTS



INCREASING YOUR EFFICIENCY: TIPS FOR CREATING A GREENER EVENT

There are several ways you can reduce your waste and waste management costs. Waste management not only affects the waste disposal costs for the venue, which are indirectly passed along to you, but it affects the efficiency of your activities. Waste of materials leads to waste of money, time, and resources. Here are some ideas for event planners, food and beverage vendors, and convention and trade show exhibitors:

EVENT PLANNERS

- Encourage all vendors and exhibitors to participate in waste prevention and recycling programs. Include outreach materials in publications for venue and event managers.
- Ensure that all signs and instructions are clear when vendors, exhibitors, staff, and event-goers arrive.

FOOD AND BEVERAGE VENDORS



- Purchase beverages in recyclable containers. Serve your beverages in aluminum cans, plastic bottles, or glass bottles. These are all recyclable through the Green Events program. Avoid pouring beverages into cups, which are not recyclable, if possible.
- If you must pour beverages into cups, let event-goers know that they can refill their cups. Determine other ways to meter beverages than using a cup count (e.g., cash register data or canister count) so that you can offer refills. Consider selling reusable plastic "souvenir" cups and offer a few cents off refills.
- Serve food items with less packaging. Consider not using covers, waxed paper inserts and other extra pieces. Most just become litter.
- Offer straws, utensils, and napkins only if event-goers request them or put them out where they can pick them up themselves, rather than putting all items in a bag or tray.
- If you use paperboard trays/holders for food and beverages, offer recycling opportunities for the trays. They are considered "Mixed Paper" in Anchorage's recycling program.
- Donate unserved food to local food banks and shelters.

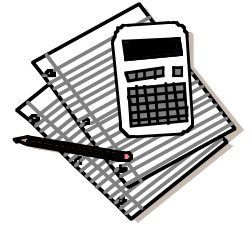


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EXHIBITORS



- Package displays to be shipped to the facility using wooden crates and blankets, when feasible, instead of packaging with disposable foam sheets and bubble wrap, and transporting in cardboard boxes.
- Save any necessary bubble wrap and foam sheets for repackaging displays after the event; do not use Styrofoam peanuts for packing material. Store materials in empty crates.
- Reuse packing materials, carpeting, padding, and other materials at other events.
- Ship literature in reusable crates. Crates can be collapsible for easy transport and can be used to ship unused materials out.
- Ship materials in the largest size container feasible. Since most material is moved with forklift or handcart, larger boxes are more efficient and create less waste than smaller ones.
- Print literature and other written material double sided and on standard-sized paper whenever possible. This saves you money when ordering printed material and generates less waste at the printer. Special sizes need to be cut to order, creating scrap paper.
- Estimate the amount of literature needed for an event based on actual distribution at previous shows. Keep track at events. Do not bring extra; it only costs you more and becomes waste later.
- Create literature that can be used at other events. Avoid putting the date or event on literature.
- If you wish to decorate your booth or exhibit with plants and flowers, rent flower and plant arrangements that are reused, rather than arrangements that are made specifically for the event and are discarded. Especially avoid delicate, tropical plants that are not native to the area and require energy- and water-intensive care to grow successfully.
- Reduce the number of promotional items you give away at your booth or exhibit. Think carefully about the items you do distribute. Are they functional? Will people keep them? Do they relate to the product or service you are trying to market?
- Only provide literature to people who are interested in it. Handing out information to every person who walks by your exhibit is not the most cost-effective use of your literature and your literature looks bad when found on the floor.
- Provide computer disks or provide information about on-line information sources if possible. This reduces the amount of paper waste generated and saves you money in printing, paper purchases, and shipping.
- Avoid mixing disks, plastic packaging or other non-paper items with paper literature; this makes recycling difficult.