



GREEN EVENTS

I. Printed Materials

- Always meet or exceed EPA standards for recycled content paper
- All printed materials will list the recycled content of the paper used
- Always use back-to-back copying/printing
- Do not use goldenrod or fluorescent colored paper; limit any use of glossy paper

A. Promotional Materials

- Make materials self-mailers wherever possible
- Do not tab self mailers unless necessary
- Print with vegetable based ink (unless unavoidable because of paper used, etc.)
- Utilize electronic advertising/promotion where ever possible
- Offer information on-line at event website
- Find mailing labels with water-based adhesives

B. Confirmation Materials

- Mail only confirmation of sponsors, bands, and exhibitors re any changes/additions to the event
- All other information will be available on website, and mailed only when requested

C. On-site Materials

1. Collect and reuse plastic name tag holders where needed at the event; have badge collection boxes at event exits
2. Use reusable or recyclable signs
3. Ask sponsors, exhibitors, and others who provide materials to meet or exceed EPA standards for recycled content materials, not use Goldenrod or fluorescent colored paper and request that they not use glossy paper

D. Exhibitor Handouts

1. Ask sponsors, exhibitors, and bands to provide any handouts that they bring themselves to be in compliance with these printed material guidelines.
2. Ask sponsors, exhibitors, and bands to provide electronic copies of handouts and any visual presentations which may be put on event website.

II. Food & Beverage Concessionaires

A. Eliminate use of disposable service ware

1. Require all food vendors to use biodegradable disposable service ware in conjunction with a compost program must be used.
2. Eliminate the use of plastic stir sticks with any beverage service; reusable spoons should be used at coffee service.
3. Eliminate excess food packaging; e.g. "Box lunches"
4. Request highly compostable napkins.
5. Have napkins available at food service stations but instruct servers not to automatically give them with each order.

6. Secure plastic cups and mugs (try to get them donated)
7. Provide them to all event attendees and ask that they use them for drink service. Make sure that mugs will be usable with the facility's beverage service containers (i.e. that they fit under coffee urns).
8. Collect mugs and cups in identified recycling containers for those that don't want them after the event. These can be washed and donated to a local charity/school/etc.
9. Do not put dates on mugs and cups so unused ones can be used in following years.
10. Encourage attendees to use their mugs and cups for any refills at the event. Put signs at food service stations reminding attendees to use their mugs and cups.
11. Understanding that most food vendors have contracts in place with beverage companies, work with the vendor on what kinds of containers are being used for beverage service (glass bottles, cans, etc) and make sure to have recycling collection containers for containers being served. Work with vendors to eliminate unnecessary glasses being used (i.e. if beer is being served in bottles, request that cups not also be given with each beer) or work to see if beer can be served in kegs and provide reusable cups to eliminate unnecessary container waste.

B. Food Service

1. All condiments (ketchup, mustard, mayonnaise, jelly, butter, sugar, creamers, etc) should be served in serving containers and not in individual packets. If facility claims this cannot be done because of health regulations ask for proof of this health policy.
2. Ask to have food served without garnishes or use edible garnishes
3. Where possible, donate surplus food to local shelters, soup kitchens, etc. Let attendees know about any donation programs already in place at the event.

C. Food Composting

1. Look into providing food composting. Depending upon what local facilities are available either:
 - a. Work with the city or local university to compost food scraps; or
 - b. Offer free booth space/demonstration space in return for a food composter on-site at the event;
 - c. If either of these options is not available, see if there is a local pig farm that can take food scraps.
2. Work with vendors to educate them on food composting services that they can incorporate into their participation in this event and hopefully other events

D. Contracts

1. Include Food & Beverage requirements with Proposal in initial site selection process
2. Put all Food & Beverage policies in contract with all sponsors, exhibitors and food vendors
3. Develop checklist for event (or host committee/volunteers) to check to make sure all the above policies are being adhered to before the start of an event.

III. On-Site Facilities

Set up a recognition program to recognize facilities or vendors who have an extensive program in place, have made improvements in their current program, or have gone 'above and beyond' to work with event to accommodate requirements. Recognize them on the website, from the microphones, and send letter of thanks. Include information on facilities, sponsors, exhibitors or vendors in information given to the press.

A. Event Site:

1. Materials to be recycled:

- a. Paper (Mixed or separated, depending on existing system).
- b. All Beverage Containers (i.e. glass, plastic, aluminum cans) that are being served. Serving containers should be containers for which there is a market.
- c. Corrugated Paper (may be done behind the scenes; boxes flattened and then placed in identified dumpster.).
- d. Any other materials that can be handled locally in the existing system (composting, etc.)

2. Containers:

Containers should be placed in:

- a. Entrance and Exit Areas;
- b. General area(s) e.g. by bands;
- c. Environmental Zone;
- d. Other special zones; and
- e. Any main food & beverage areas
- f. Make sure to have trash cans adjacent to recycling containers.

3. Signage

- a. Container areas should be visually well identified (pipe and drape behind them, signage, etc to make them easily recognizable). Make sure to educate attendees on what can be recycled and where (see Section V. "Educating Attendees/Recycling Advisors").
- b. Have signage at food and beverage concessionaires to give recognition/promote event concessionaires who are willing to work in these areas.

4. Evaluation Process/Contract

- a. In evaluating the event site, logistics for recycling and composting should be evaluated.
- b. Work with site manager on identifying what kinds of waste are generated and if there are any of issues that would prevent recycling. Work with the site manager to develop a recycling program which resolves identified issues.
- c. Contract should state that any current recycling program that is in place at time of signing the contract will be in place during the event and that the site manager is willing to work to enhance any existing recycling programs.

IV. Sponsors, Exhibitors, and Musicians

The goal is to make recycling for sponsors, exhibitors, and bands a positive experience and not to be so restrictive or make recycling so difficult that they are discouraged from participation.

A. Give-a-ways

1. Ask that give-a-ways not be over-packaged

2. Set up a collection for any 'useful' give-a-ways that would normally be thrown away and donate them to local shelters or schools
 3. Ask that give-a-ways be reusable items or items made from recycled materials.
- B. Sponsor, Exhibitor, and Musician Promotional Materials
1. Provide the "Green" policy sponsors, exhibitors, and musicians for promotional materials and ask/suggest that they adhere to them.
 2. Let them know in advance the expected number of attendees to help in their planning on appropriate number of handouts/give-a-ways to bring. Discourage bringing large quantities of collateral to the event, which often ends up in the trash because they don't want to ship it back at the end of the day. Rather, encourage bringing small quantities and then mail materials to clients from their offices after the show or refer clients to their web site.
 3. Suggest not printing dates and slogans on exhibit materials so that they may be easily reused.
- C. Packing materials
1. Ask that packing boxes be saved and reused for shipment of leftover materials.
 2. Ask that trash minimized by reusing packing materials.
- D. Recycling during the Event
1. Find out what recycling programs (if any) are in place
 2. Try to find a vendor to donate 'desk top' recycling bins for each exhibitor and vendor. Have either volunteers empty recycling bins or ask exhibitors to empty them at large recycling stations.
 3. Set up recycling stations throughout the event site for exhibitors, vendors, and attendees. Have these areas identified on the site map of the event.
 4. Provide exhibitors, vendors and attendees with maps of the recycling stations available during the exhibit hours and where the recycling stations will be during teardown. Have staff walk around and personally deliver maps and explain recycling program.
- E. Close of Event
1. Work with event manager on placement of large bins so that they will not be in the way during move-out.
 2. Develop a 'check-out' system reminding exhibitor to recycle any materials not being sent back or identify any materials left can be recycled by our volunteers. This system can also be used to provide customer service for exhibitors and can also include collecting exhibitor evaluation forms.
- F. Recognition of "Green" Exhibitors and vendors
1. Develop criteria to recognize "green" exhibitors and vendors
 2. Send to criteria to exhibitors and vendors in advance.
 3. Give exhibitors and vendors a checklist on-site for self-evaluation of recycling efforts.
 4. Recognize exhibitors and vendors who meet a required level of the criteria, in post-event materials and at the following year's event (special notation on their booth signage or other signage which they can display at their booth).
- G. Misc.
1. Work with site manager to place necessary exhibitor information on the website (instead of making copies of all the forms.) Exhibitors would be sent a 'check-list' so they know what forms they need to fill out.
 2. Work with site manager on trying to eliminate non-reusable materials (draping for tables, etc) or see if local schools, etc can reuse them.

V. Educating Attendees/Recycling Advisors

A. Educating Attendees

1. Pre-Event information

Let attendees know in advance (either by e-mails or in event materials) about general recycling programs that will be in place and how they can participate.

2. Event Materials

Include details of on-site recycling/waste prevention program, including: what materials will be recycled and where recycling bins are located; what 'behind - the-scenes' recycling is taking place at site/off-site facilities; notice of any special deals that on-site concessionaires are offering (that promote waste prevention); other waste prevention measures the event managers are taking (reusing names badges & signage, mug/cup program, confirmation materials on the web, etc). Information should start with an intro into why this program is in place.

B. Encouraging/Rewarding Attendees

Provide attendees seen properly recycling with "I was caught green handed" buttons, pins, etc to help provide an incentive/reminder for attendees to recycle/eliminate waste. Have enough buttons/pins for all attendees, as the goal is that all attendees will have one by the end of the event. Buttons/pins to be distributed by event green police and those members of the Host Committee who are working on the on-site recycling program.

C. Recycling Advisors/Green Police

Have designated volunteers to serve as recycling advisors or Green Police. Have special badges, shirts or ribbons to identify these advisors. Purpose of recycling advisors is to help identify recycling areas to attendees and to help assist and encourage attendees to recycle.

VII. Evaluation of Recycling/Waste Prevention efforts

A. Host Committee Reporting

1. STAR to provide Host Committee with reporting standards so they can report amount of materials being collected on-site.
2. Have Host Committee also provide a post-congress report with comments about 'lessons' learned and suggestions for improvement for following years.

B. Attendee Evaluation

1. Have a section on the event website asking them to rank how the event did on on-site recycling
2. Specific questions:
 - a. Were you well informed of the recycling programs in place and how you could participate in them?
 - b. Was the recycling program made easy or difficult?
 - c. Were there adequate recycling bins located throughout the event? If not, please explain where there were not adequate recycling bins.
 - d. Were recycling bins/areas clearly identifiable?
 - e. Were recycling bins clearly marked as to what materials went into each bin?
 - f. Where there any areas where you feel adequate recycling/waste prevention did not take place?
 - g. Did you use your mug or cup throughout the event? If not, why not?
 - h. Are there any areas where you feel a better job could have been done to prevent waste (promotional materials, on-site materials, etc)?
 - i. Did you have any contact with the 'Recycling Advisors/Green Police'? Were these individuals helpful?

j. Suggestions for general improvement.

C. Sponsor, Exhibitor, and Food Vendor Evaluation

1. Have a section on these Evaluation Forms asking them to rank on-site recycling
2. Specific questions:
 - a. Was the recycling program made easy or difficult?
 - b. Were there adequate recycling bins located throughout the event?
 - c. Were these recycling/bins clearly identifiable?
 - d. Were you able to get adequate information on the recycling procedures for the event?
 - f. Any suggestions on how the event can improve recycling accessibility for exhibitors.
 - g. Was the 'check-out' procedure helpful?
 - h. Would you be interested in serving on a "Green Meetings" Committee?

D. Post-Event Report

Let attendees know that a post event recycling/waste prevention report will be available on the website a few weeks after the event. Include information on how much/what kinds of materials were recycled and areas that went well and areas that are targeted for improvement at the next event.

VII. Criteria for Future Site Selections

The Recycling Advisors and Green Police should provide a checklist for future site evaluation. This checklist is one of the areas that future event sites are evaluated on.

VIII. Event Recycling Evaluation

All evaluations from sponsors, exhibitors, vendors and attendees should be compiled and reviewed by the event committee. This evaluation should assist the event committee in the planning of future events.

This Green Event Guide was adopted by over a three-fifths majority of STAR Board of Directors in a meeting held on the _____.

Greta J Calvery, Secretary