

# GREEN EVENT GUIDE



This guide was developed by a team of students and staff from IUPUI Sustainability to promote the use of sustainable practices in campus meetings and events. This guide is intended to be used by IUPUI students, faculty, and staff when planning campus events of all sizes. Whether you are planning a conference, symposium, small gathering or meeting, this event guide offers easy-to-use sustainable practices. Note that to be most effective, these practices should be considered and incorporated early on in the planning process.

## Why Host a Sustainable Event?

Virtually every choice you make when planning an event can have ripple effects, creating unnecessary waste, carbon emissions, and ultimately impacting the health of your attendees and community. As an event organizer, you have the power to ensure your event creates a positive impact by following the simple steps in this green guide.

## Green Event Certification

If you are already taking mindful steps to minimize the carbon footprint of your event, go a step further and apply for the Green Event Certification to receive recognition and demonstrate your organization's investment and commitment to sustainability. Those who qualify for certification will obtain the IUPUI Green Event Seal, marketing materials, and their event will be listed in the IUPUI Green Events web page.



For more information on the Green Event Certification, visit [go.iupui.edu/GreenEvents](https://go.iupui.edu/GreenEvents)

# COMMUNICATION AND TECHNOLOGY

Consider using online tools to minimize paper waste at your next event or meeting. Technology makes it easier than ever to host registration, send out invites, event logistics, reminders, digital programs, presentations, and evaluation forms – all without using any paper.

When reserving your meeting space, make sure it has all the technological equipment you need. We recommend using projectors for digital presentations, as well as dry erase and blackboards for illustrations, note taking, and interactive exercises. However, be sure your presenters and moderators know to turn off all projectors when not in use! They continue to use energy when idling.

Always make sure to let your attendees know ahead of time about your efforts to host a sustainable meeting or event. Ask them to bring water bottles, reusable cutlery, straws, and writing instruments when applicable.

## OUTREACH

Instead of printing flyers, try using social media, newsletters, mail lists, campus calendar and communications to spread the word about your event. Reach out to related networks and ask them to spread the word. For best success, we recommend you create content for others to easily share, like digital flyers, social media graphics, and suggested language. You can even try the 'ole fashion way and use word of mouth - i.e. ask professors to make mention before or after classes.

According to the EPA, paper and paperboard make up 23% of all municipal solid waste generated, the largest portion by material.

If using paper is unavoidable, try printing double-sided or using half-sheets to save paper and keep waste at a minimum. Always print on post-consumer recycled paper.

## PROMOTIONAL MATERIALS

When creating promotional materials like t-shirts or banners, consider not including a date so any items left over may be used by your organization at a later date. Be sure to alert any expos and vendors of efforts to avoid waste at your event.

Make sure your event prizes or giveaways are useful and durable, like water tumblers, notebooks - or even better, avoid distributing prizes and giveaways all together! Instead, consider offering food, experiences, or other consumable goods.



# FOOD AND BEVERAGE

If you plan on providing food during your event, offering vegetarian and vegan options is a great way to help reduce the environmental impacts of food production. Serving locally sourced, seasonal foods will reduce the carbon footprint of transportation while supporting our local economy. Only offer water, coffee, tea, and other unsweetened drinks. Always try to offer foods that are high in nutritional value, as providing your attendees with a healthy source of fuel will improve their focus and concentration!

Download the **IUPUI Green Catering Guide** for actions you and your caterer can take to ensure minimal waste and carbon footprint. Chartwells offers numerous sustainable options like zero-waste catering, local and fair-trade foods.



Meats have a much larger carbon footprint than plant-based foods. Beef alone produces 22 kg of CO<sub>2</sub>-equivalent GHG emissions per kilogram and uses approximately 1,800 gallons of water to produce ONE pound of meat!

# VENUE AND TRANSPORTATION

To minimize the carbon footprint of your attendees transportation, host your event in a central location like downtown or on campus. For small meetings - consider hosting a virtual meeting using Zoom. When booking your room on campus, make sure it has IU video conferencing capabilities.

Alert your attendees of the multiple mobility options available, not only to get to campus, but also to get around while on campus:

For large events with 100+ attendees, contact IUPUI Sustainability to learn how you can power your event space with renewable energy!

**By personal bike:** The Cultural Trail runs through IUPUI's campus by Blackford St. You can use this bike highway to connect to IUPUI's dedicated bike lanes and over 100 bike racks.

**By Pacers Bikeshare:** A Bikeshare station is located on University Blvd across the street from Campus Center and on Blackford St. near Gateway Garage.

**By bus:** IndyGo's Michigan St. Eastbound Route 3 stops on IUPUI's campus a block away from Campus Center. The Red Line connects with JagLine's Green Line on Capitol Ave.

**By JagLine:** The IUPUI shuttle service offers various routes across campus. The Green Line connects with IndyGo's Red Line on Capitol Ave.

# WASTE REDUCTION

## WHAT CAN BE RECYCLED?

- PLASTICS #1 - 7
- CANS, aluminium and steel
- CARDBOARD
- PAPER of all grades
- GLASS, all clear and colored bottles and jars

Campus waste audits demonstrate that up to 70% of campus waste can be recycled. In office settings, up to 90% of waste is recyclable! Yet still, our campus recycling rate is only 27%.

Be sure to reduce your event's waste by placing recycling receptacles next to every trash bin, which are available in all IUPUI buildings. Campus recycling is single-stream, meaning that you do not have to separate recyclable materials. However, it is always good practice to empty and rinse your recyclables when possible.

Bring attention to your recycling efforts by announcing the location of recycling bins at your event, reminding your attendees of the importance of waste reduction.

## Catering + Food Waste

If you are sourcing your food through Chartwells, be sure to ask them about their zero waste catering options. Upon request, they will utilize reusable plates, napkins, cutlery, and serving methods that prevent waste. They offer zero waste catering at no additional cost for events held at the Campus Center, University Tower, and Hine Hall. However, there is a fee for the service at events held in other buildings due to the need to transport the reusable materials to and from a commercial kitchen.

Americans waste approximately 30-40% of all food produced, amounting to 150,000 tons of food wasted daily. When all this food decomposes in landfills, it produces methane, a greenhouse gas 25x more potent than CO<sub>2</sub>!

Minimize your food waste by getting a solid tally of attendance before finalizing your food order, ensuring you only source as much food as you truly need. If that fails, encourage your attendees to take home any leftover food, if possible.

**For organic waste, you may request to have compost bins at your event,** simply contact IUPUI Sustainability to arrange for pick-up/drop-off. However, beware that the average attendee may not know what can be composted so additional education is often necessary when introducing composting at an event.



## WHAT CAN BE COMPOSTED?

- Left over food scraps
- Unbleached napkins
- Compostable paper cups and plates
- Plants or flowers

## WHAT CAN NOT BE COMPOSTED?

- Liquids, like drinks, dressings, oils, ice cream, etc.
- "Compostable" plastics

# GREEN EVENT CHECKLIST

This is a condensed checklist of the most impactful items found in the Green Event Guide, not a checklist of actions required for Green Event Certification. To view the certification application, visit [go.iupui.edu/GreenEvents](http://go.iupui.edu/GreenEvents)

## COMMUNICATION, TECHNOLOGY AND OUTREACH

- Notify attendees of sustainable event efforts or achievement of Green Event Certification
- Use paperless, digital communications and outreach
- Ensure your event space is equipped with necessary technology
- Notify presenters and moderators to turn off projectors when not in use
- Encourage attendees to bring durable water bottles, cutlery and writing tools when applicable

## PROMOTIONAL MATERIALS

- Give away items that are useful and durable
- Produce promotional materials that did not feature the event date

## FOOD AND BEVERAGE

- Alert Chartwells of green event and catering efforts
- Obtain an accurate guest count before finalizing food order
- Request zero-waste catering options
- Request local, seasonal, organic meats and produce
- Order at least one vegetarian or vegan meal option
- Offer water, coffee, tea and other unsweetened drinks

## VENUE AND TRANSPORTATION

- Host event in central located venue that is accessible by multiple modes of transportation
- Rent, borrow, or reuse decorations such as linens, centerpieces, and banners
- Alert attendees of all available modes of transportation to and around campus

## WASTE REDUCTION

- Ensure effective placement of all waste, recycling and composting bins
- Alert attendees of recycling bin locations and the importance of waste reduction
- Collect name tags, decorations, and other materials for reuse

# GREEN CATERING GUIDE



The food you serve, and how you serve it, can have a significant impact on the sustainability of your event. Decisions you make around food quantity and type, procurement and methods of serving can determine whether your event leaves a positive or negative footprint. This guide is designed to help you make important sustainability considerations when working with Chartwells to plan a green event.

## COMMUNICATION

- Alert Chartwells of your intention of hosting a green event to learn of their sustainable options
- Secure a solid guest count before finalizing catering order to avoid food waste
- If alcohol is served, request that bartenders recycle all glass, plastic, and aluminum containers

## FOOD AND BEVERAGE

- Request at least one vegetarian or vegan meal option
- Request meal options that use local, organic, or seasonal foods
- Request free-range, cage-free, or humanely-raised animal products
- Request seafood approved by the Monterey Bay Seafood Watch
- Request fair-trade coffee, teas, bananas, cocoa and sugar

## WASTE REDUCTION

- Request Chartwells' zero-waste options:
  - Reusable plates, cups, cutlery, serving tools and napkins
  - Beverages served in bulk dispensers or carafes
  - Condiments and toppings served in bulk containers
- Request meals be served buffet or family-style to avoid excess packaging
- Request smaller meal plates to reduce food waste
- If a disposable option is needed, request only recyclable or compostable plates, cups, and cutlery
- If interested in boxed meals, request Chartwells' reusable tote bag lunches

### Green Event Certification

If you are taking mindful steps to make your event sustainable, go a step further and apply for the Green Event Certification to receive recognition and demonstrate your commitment to sustainability.



IUPUI Sustainability proudly partnered with Chartwells, the exclusive food service provider for IUPUI, to create this green catering guide. Chartwells offers every sustainable option listed here, but to ensure availability you must contact caterer at least 30 days in advance of event date. Please be advised that some sustainable options may impact catering costs.

