

green events checklist

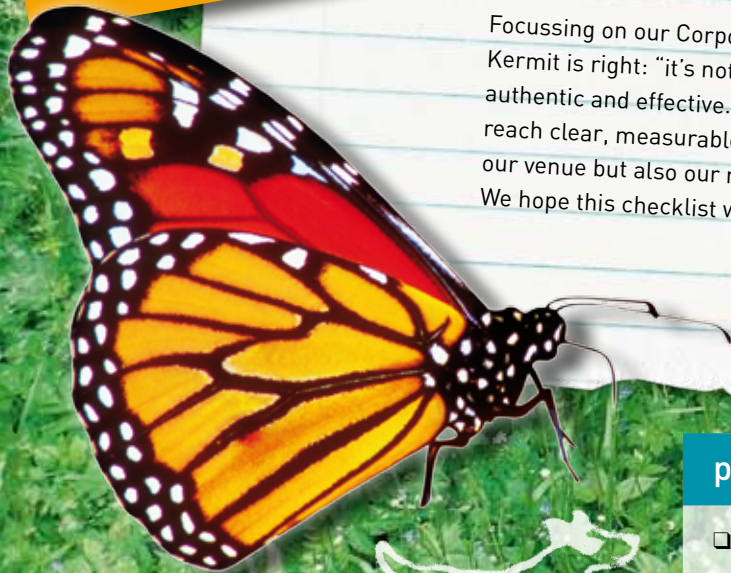
world forum

 www.worldforum.nl

*Green events checklist
is empowered by
the World Forum,
The Hague*

'It's not easy being green'

Focussing on our Corporate Social Responsibility, we have discovered that Kermit is right: "it's not easy being green", especially when you want it to be authentic and effective. Sustainability is a journey. The World Forum will strive to reach clear, measurable and realistic goals. These goals include the operation of our venue but also our responsibility as a partner of our client meeting planners. We hope this checklist will be a useful tool in order to meet our common goals.



preparation

- Assign an Environmental Officer to guard the green compliance of your event
- Establish a green purchasing policy. Your (potential) suppliers could sign this document in order to comply with your green standards
- Consider the possibility of a "paperless event" by planning all communication as follows:
 - Announcements, invitations by e-mail
 - On-line registration
 - Updates during the event by SMS or by use of flatscreens
 - Seminar/workshop/event feedback on-line on site.
 - Make hand-outs available on-line
- Order green meeting products, including writing pads and badges complying with the FSC mark requirements. Products bearing this mark guarantee a manufacturing process in which the entire cycle from cutting down trees up to and including the end product has been strictly monitored.
- Prepare an environmental policy for the meeting, and share it with all those involved: management, suppliers, delegates, presenters and exhibitors.

Just do it!

off the beaten green track...

- If delegates arrive by car, have all tires checked and air-serviced, also as a reminder of the environmental impact of fully aired tires.
- Have some actors walk around as "Environmental Police" to create awareness in a fun way.
- Rent bicycles for all delegates for venue-hotel transportation.
- Go beyond Carbon-Neutral and allow delegates to donate for example a planting of a tree and exceed your own neutral efforts.

 *check it*



accommodation and venue selection

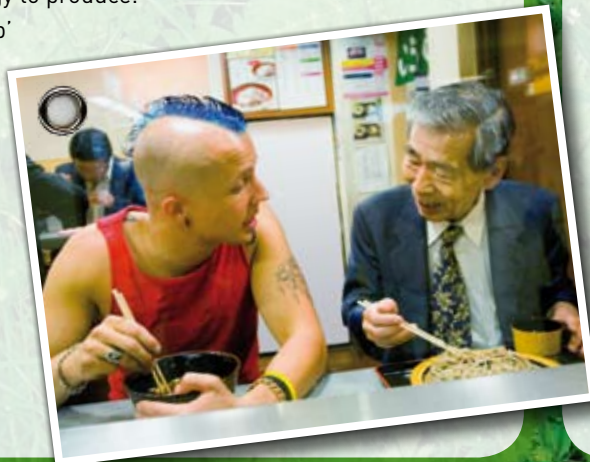
- ❑ Choose hotels and meeting venues that are connected to the airport by mass transit, and within walking distance of one another.
- ❑ Ask potential accommodation suppliers for their in-house environmental policies and a description of programs.
- ❑ Give preference to hotels and venues with a Green Key certificate www.green-key.org
- ❑ Perform a site visit to verify that your environmental service requirements can be met.
- ❑ Choose a hotel and/or venue that is interested in doing more to become green. A willingness to cooperate will make your task so much easier.

transportation

- ❑ Make it easy for delegates to travel between the airport and the hotel/ meeting venue. Provide information about the local public transit system, or arrange for carpooling shuttles.
- ❑ If vehicular transportation is required, look for vehicles that reduce emissions of greenhouse gasses such as CO₂. Electric and hybrid powered vehicles, as well as vehicles propelled by natural gas, propane, methane gas, and ethanol, produce less emissions than gas or diesel fuelled vehicles.
- ❑ Provide a public transit pass and map in delegates' packages.
- ❑ Establish a Carbon-Neutral initiative to counteract the CO₂ emissions resulting from your event. www.climateneutralgroup.com

catering

- ❑ Minimize the use of disposables
- ❑ Offer organic meals and snacks which are in season and locally available
- ❑ Ask that condiments, beverages, and other food items be provided in bulk instead of individually packaged.
- ❑ Ensure food and beverage packaging is recyclable, and that it will be recycled.
- ❑ Give your delegates reusable coffee mugs at the start of the conference.
- ❑ Offer fair trade, shade grown, organic coffee.
- ❑ Request organic produce, and free run chicken/eggs/meats.
- ❑ Offer vegetarian meal selections; vegetables consume less land base and energy to produce.
- ❑ Ask delegates to 'sign-up' for meals, by letting you know what meals they will be attending. This will reduce food waste – and your costs.



exhibition

- ❑ Create signage that can be reused in future events.
- ❑ Provide 're-use' collection bins for delegate name tags.
- ❑ Tell your exhibitors about your greening plan. Get them involved by asking them to:
 - Print their collateral materials on recycled paper stock, using vegetable-based inks;
 - Bring only what they need to the event, and take away what they don't hand out;
 - Suggest they give away items that are made from recycled materials, durable, reusable, etc.
 - Promote their own environmental initiatives.
- ❑ For venue and stand-builder:
 - On site recycling is provided for paper products and other recyclable materials that are generated;
 - Choose decorations and display materials that can be reused.
 - Clean-up crews be trained to sort out recyclable and reusable items from the garbage
 - Display booths be created using recycled material, and be reusable.

*think green,
make green, do green,
grow green!*

sources

Environmental Officer World Forum,
The Hague, The Netherlands

www.worldforum.nl

www.bluegreenmeetings.org

www.greeninggovernment.gc.ca

www.greenmeetings.info

www.conventionindustry.org

www.mpiweb.org



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