

A Green Event

We want to ensure that we are not only talking about green business but that we actually conducting green business.

Therefore we will be making **Green Business Camp** as eco-friendly as we can by implementing several green initiatives. These initiatives will act as a guide throughout the process of organizing and executing the event.

To make sure our guidelines are accurate and realistic we have recruited Johanna Walsh, founder of Twirl Management (www.twirlmanagement.com), a Bay Area eco-event consultancy.

Our intention is to be completely transparent about how we've greened the event, the challenges we face and what we've learned along the way. Check out our [blog](#) for frequent updates!

Green Business Camp 2009

Green Event Guidelines

KEY TO ORGANIZING ANY GREEN EVENT: Communicate your intentions to host a green event to every stakeholder at each step of the process. (vendors, suppliers, attendees, staff, etc.) This ensures clear understanding and buy-in from the on set.

Reducing Waste

We will limit waste throughout the conference attempting to create a completely no-waste event

How to make this happen:

- Limit any potential waste from the on-set and make clear decisions on the necessity of other typical conference materials (i.e. printed program, name tags etc).
- Any waste create is 100% diverted from landfill through recycling, composting or re-use.
- Volunteers/staff will monitor waste bins during lunch and breaks to ensure a clean waste stream.

Choosing A Venue

We will choose an eco-friendly venue that will support us fully in our green initiatives for this event.

How to make this happen:

- Select a centrally located venue, close to public transportation.
- Provide shuttle service or rideshare information if needed.
- Offer secure bike parking at venue.
- Communicate ease of alternative transportation usage, even providing timing.
- Select a venue with sustainable building practices.
- Inform the venue of environmental policies for the event and help them make those practices a reality.

Food & Beverage Service

We will serve food and beverage options in the most sustainable manner

possible by providing appropriate materials and making disposing of any waste easy for attendees to understand.

How to make this happen:

- 1st Preference: Serve food and beverage on re-usable china
- 2nd Preference: Served food and beverage compostable serving ware and then ensure items are composted properly
- 3rd Preference: Served on recyclable serving ware and then ensure items are recycled properly
- 4th Preference: A combination of the above with proper disposal of particular items.

Food and Beverage Options:

We will provide locally sourced, organic food and fair-trade coffee and teas.

How to make this happen:

- Choose local and organic suppliers
- Bulk service for condiments and beverages.
- If possible, donate leftovers to food bank, otherwise compost the scraps.
- NO BOTTLE WATER SERVICE!

Exhibition and Marketing Materials

We will very carefully select necessary exhibition and marketing materials so as to create the least amount of waste possible.

How to make this happen:

- Do all marketing and promotions online without printing materials or sending out press packets.
- Print any necessary materials on recycled PCW material with soy-based ink using local, green-minded printers
- Utilize electronic communication whenever possible including PDA beaming and communication.
- Print any signage without year specific information to be re-used subsequent years.
- Any large-scale printing that cannot be re-used should be donated to a reuse center.
- Create thoughtful take-aways for your attendees that they will use and not throw away (ie. most seed packs are thrown away and not planted).
- Substitute any plastic material with it's PLA alternative.
- Collect name badges at the end of the conference for re-use.