

SUSTAINABLE EVENT APPLICATION FORM



EVENT INFORMATION

Event Name:

Event Start Date:

Event End Date:

Start Time:

End Time:

Event Address:

City/State/Zip:

Location Name:

Estimated Attendance:

Will the event be held on city property?

Brief Description of Event:

COORDINATOR INFORMATION

Agency/Org Name:

Address:

City/State/Zip:

Contact Name:

Email:

Mobile Phone:

PROPERTY OWNER INFORMATION

Property Owner Name:

Address:

City/State/Zip:

Contact Name:

Email:

Mobile Phone:

DISCRETIONARY ACTIONS

**+1 POINT
FOR EACH
ACTION
ACHIEVED**

Use the following list of actions to determine points planned and achieved to find out your event's Greening Events Guide Level.

CATEGORY 1 :: MATERIALS MANAGEMENT

PLANNED	ACHIEVED	
<input type="checkbox"/>	<input type="checkbox"/>	REDUCE OR ELIMINATE WASTE
<input type="checkbox"/>	<input type="checkbox"/>	Communicate sustainable efforts, requirements, and suggestions to vendors
<input type="checkbox"/>	<input type="checkbox"/>	Pair landfill bins with recycle and/or compost bins
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that all bins have appropriate informational signage/labels, including pictures when applicable
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that event vendors and staff are aware of the location of the nearest recycling station and landfill bins
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that all printing materials are a minimum of 30% post-consumer content, double-sided, and processed chlorine-free
<input type="checkbox"/>	<input type="checkbox"/>	Use washable, recyclable, or compostable (if composting services are available) products and serveware
<input type="checkbox"/>	<input type="checkbox"/>	Use unbleached, recycled content, and/or chlorine-free paper products (such as coffee filters and napkins)
<input type="checkbox"/>	<input type="checkbox"/>	Pair large beverage-serving dispensers with reusable containers
<input type="checkbox"/>	<input type="checkbox"/>	Use pump containers for condiments rather than small or individual packets
<input type="checkbox"/>	<input type="checkbox"/>	Assign staff/volunteers to act as "educational bin attendants/Ambassadors" to monitor recycling and composting stations
<input type="checkbox"/>	<input type="checkbox"/>	Use of single-use disposable products (plastic cups, polystyrene, or Styrofoam food containers, straws, and plastic stirring sticks) is avoided by organizers, vendors, or attendees
<input type="checkbox"/>	<input type="checkbox"/>	Use tablecloths and/or cloth napkins instead of disposable paper products
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable and/or responsibly-sourced centerpieces/decorations
<input type="checkbox"/>	<input type="checkbox"/>	Donate food leftovers to local nonprofit/food bank
<input type="checkbox"/>	<input type="checkbox"/>	Purchase supplies in bulk
<input type="checkbox"/>	<input type="checkbox"/>	Use items from previous events and plan to reuse items at future events
<input type="checkbox"/>	<input type="checkbox"/>	WASTE REDUCTION TOTAL (count of items above; +1 point for each action)

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CATEGORY 1 :: MATERIALS MANAGEMENT

PLANNED ACHIEVED

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

ENCOURAGE WASTE DIVERSION

- Place recycling, compost, and trash containers adjacently and mark with appropriate signage
- Repurpose non-traditionally recycled materials (such as vinyl, cork, foam core board, and wine bottles)
- Coordinate for pre-consumer food scrap recycling
- Provide for post-consumer food scrap recycling
- Provide and service cigarette recycling containers
- Donate event materials that are not planned for reuse at future events
- Achieved 50% waste reduction
- Achieved 75% waste reduction
- Achieved greater than 90% waste reduction

WASTE DIVERSION TOTAL (count of items above; +1 point for each action)

PLANNED ACHIEVED

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

OTHER ACTIONS THAT SUPPORT WASTE MANAGEMENT PLANS:

- Borrow, rent, or second-hand purchase event supplies
- Use local materials
- Waste Innovation (describe below)

Examples:

- A scale is placed underneath trash, recycling, and compost bins to demonstrate to attendees the waste generated at the event
- Composting demonstrations are held on-site
- Event has blue bag recycling to properly dispose of soft plastics

<input type="checkbox"/>	<input type="checkbox"/>
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OTHER WASTE MANAGEMENT TOTAL (count of items above; +1 point for each action)

<input type="checkbox"/>	<input type="checkbox"/>
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TOTAL MATERIALS MANAGEMENT TOTAL

(Waste Reduction + Waste Diversion + Other Waste Management)

+1 POINT

WASTE MANAGEMENT INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:

CATEGORY 2 :: EDUCATIONAL EFFORTS

PLANNED ACHIEVED

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PRE-EVENT ACTIVITIES

Meet with stakeholders, event owners, site owners, vendors, and contractors to let them know Green Event Goals. Invite their input and advise them of any green expectations and requirements

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Share event sustainability efforts with attendees in pre-event literature, signage, announcements, and media

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Inform attendees and request their help in meeting recycling and event sustainability goals

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Involve catering staff and vendors in sustainability efforts/planning

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Ensure that event planning staff communicates the sustainability goals or objectives to staff/volunteers, and clearly assigns sustainability duties to staff/volunteers

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Require event staff to attend a sustainability training session

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Advertise, promote, and market event to a diverse audience

PLANNED ACHIEVED

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DAY OF EVENT ACTIVITIES

Offer event information in different languages; at a minimum, in Spanish

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Display and define sustainability terms and concepts in a comprehensible manner at the event

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Engage attendees in sustainable activities/demonstrations, such as waste and/or recycling demonstrations, composting talks, or hands-on activities



City of Phoenix



City of Phoenix



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CATEGORY 2 :: EDUCATIONAL EFFORTS

PLANNED ACHIEVED

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POST-EVENT EVALUATION

Complete post-event evaluation form

Recognize sustainability efforts by staff and vendors

Share performance metrics with stakeholders, staff, volunteers, and attendees

Meet with stakeholders to determine whether goals were met. Invite feedback from stakeholders, staff, volunteers, and attendees on how targets can be better reached in subsequent iterations of the event. Feedback is collected promptly following the event

Education Innovation (describe below)

Examples:

- A section about the event's sustainability initiatives is included among event materials, such as the agenda or intro PowerPoint
- Event staff/volunteers participate in deciding the sustainability initiatives to be undertaken during the event
- Event attendees are quizzed on their knowledge of event sustainability

EDUCATIONAL EFFORTS TOTAL (count of items above; +1 point for each action)

+1 POINT

EDUCATION INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



City of Peoria



CATEGORY 3 :: FOOD & WATER

PLANNED	ACHIEVED	FOOD AND MENU CHOICES
<input type="checkbox"/>	<input type="checkbox"/>	Make bulk water taps available
<input type="checkbox"/>	<input type="checkbox"/>	Encourage event attendees to bring their own refillable beverage container
<input type="checkbox"/>	<input type="checkbox"/>	Provide vegetarian and vegan options
<input type="checkbox"/>	<input type="checkbox"/>	Print menus on recycled/environmentally friendly paper, or provide digitally on a screen or on a reusable white or chalk board
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable, recyclable, or compostable serving trays
<input type="checkbox"/>	<input type="checkbox"/>	Establish the exact number of participants when confirming numbers for pre-planned meals in order to avoid waste
<input type="checkbox"/>	<input type="checkbox"/>	Educate attendees about sustainable food practices when serving food. This can be done by appropriate signage, menu notes, or by food servers
<input type="checkbox"/>	<input type="checkbox"/>	Use vendors that are committed to sustainability practices
<input type="checkbox"/>	<input type="checkbox"/>	Use Fair Trade, Direct Trade, Rainforest Alliance, or organic products
<input type="checkbox"/>	<input type="checkbox"/>	Use local food materials and ingredients
<input type="checkbox"/>	<input type="checkbox"/>	Use seasonal produce and materials
<input type="checkbox"/>	<input type="checkbox"/>	Choose sustainable seafood, free-range chicken, and/or grass-fed beef if serving non-vegetarian options
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that caterers/food service providers are partnered with a local charity or food bank to collect leftover food



City of Avondale's Kidfest



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CATEGORY 3 :: FOOD & WATER

PLANNED ACHIEVED

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WATER AND BEVERAGES

Reduce or eliminate bottled water sales or giveaways. Provide alternative sources of water (e.g., from bulk water taps)

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Monitor water stations to reduce wasted water

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Ensure that open-air events channel runoff water from taps to appropriate points, or is caught in containers, for the resulting graywater to be reused or disposed of responsibly

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Food and Water Innovation

Examples:

- Vendors offer discounts when attendees use a reusable container for their food/drink rather than a disposable one
- Materials can be returned to food/beverage vendors for reuse or proper disposal
- Caterers or chefs are present at the event to provide information about food sourcing to attendees

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FOOD & WATER TOTAL (count of items above; +1 point for each action)

+1 POINT

FOOD & WATER INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



City of Peoria

City of Avondale outreach table



Avondale daily water usage tower

CATEGORY 4 :: TRANSPORTATION AND ENERGY

PLANNED ACHIEVED

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TRANSPORTATION CHOICES

Encourage event attendees to use Light Rail, bus, bikes, bike share, walking, ride share, and other alternative methods of transportation

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Provide attendees with information on alternative transit including timetables, maps, and routes to the event

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Ensure that alternative methods of transportation are within walking distance of the venue (maximum of one mile)

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Provide bike racks/bike parking

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Provide bike valet service

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Allocate vehicle parking areas that were created with the least damage to the natural environment, dust-proofing compliance, etc.

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Coordinate event site to be half a mile from a major transportation hub, such as the Light Rail



City of Phoenix



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CATEGORY 4 :: TRANSPORTATION AND ENERGY

PLANNED ACHIEVED

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INFRASTRUCTURE, ENERGY AND OTHER AMENITIES

Construct infrastructure or art for the event with reusable or recycled materials

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Use energy-efficient lighting (ex: LED lightbulbs)

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Procure energy-efficient and lower power-consuming equipment (e.g., those certified by Energy Star or similar programs)

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Provide solar-powered recharge stations

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Power the event by renewable energy sources

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Use alternative fuels for generators

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Attendees, organizers, and/or vendors contribute to carbon offset. Purchase of carbon offsets can be offered to attendees or by organizers/vendors based on estimated impacts

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Donate infrastructure or store it for reuse after the event

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Transportation Innovation (describe below)

Examples:

- Track rental equipment mileage
- Partner with a taxi or rideshare service to coordinate carpooling for the event
- Host event at a venue with electric vehicle charging stations
- Rent solar generators to power the event

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TRANSPORTATION AND ENERGY TOTAL

(count of items above; +1 point for each action)

+1 POINT

TRANSPORTATION INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



City of Phoenix

CATEGORY 5 :: MARKETING AND PR: *Printing and Promotional Products*

PLANNED	ACHIEVED	MARKETING AND PUBLIC RELATIONS
<input type="checkbox"/>	<input type="checkbox"/>	Eliminate or reduce unnecessary handouts
<input type="checkbox"/>	<input type="checkbox"/>	Provide printed materials by request only and as double-sided when applicable
<input type="checkbox"/>	<input type="checkbox"/>	Post event maps, guides, agendas, programs, etc online or distribute electronically prior to the event
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that invitations, pre-registration, confirmations, and guest correspondence is done electronically
<input type="checkbox"/>	<input type="checkbox"/>	Use electronic tickets sent via email as entry for the event. Include a reminder that printed tickets/RSVP are not required for entry
<input type="checkbox"/>	<input type="checkbox"/>	Reuse nametags, supplies, artwork, and decorations from previous events
<input type="checkbox"/>	<input type="checkbox"/>	Print materials on 100% recycled-content paper
<input type="checkbox"/>	<input type="checkbox"/>	Use reusable event signage, posters, and banners
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that printed materials are made with vegetable-based ink
<input type="checkbox"/>	<input type="checkbox"/>	Use name badges that are made from recycled materials
<input type="checkbox"/>	<input type="checkbox"/>	Guarantee that promotional products are made from recycled or recyclable materials
<input type="checkbox"/>	<input type="checkbox"/>	Provide only gifts, favors, and promotional materials that are not one-use or disposable; or, do not provide gifts, favors, or promotional materials
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that gifts, favors, T-shirts, or other manufactured promotional items are/were made using sustainable materials
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that gifts, favors, T-shirts, or other manufactured promotional items are/were made using verifiable labor practices
<input type="checkbox"/>	<input type="checkbox"/>	Ensure that promotional products primarily consist of natural materials



City of Peoria's Desert Defenders



City of Peoria

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CATEGORY 5 :: MARKETING AND PR: *Printing and Promotional Products*

PLANNED ACHIEVED

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Use signage and electronic media to inform participants about event sustainability practices and initiatives

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Collect badges/nametags at the end of the event to be reused or recycled

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Provide only locally-made gifts or favors

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Purchase promotional products from a local Farmer's Market, artist cooperative, or other local business/artisan

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Marketing and PR Innovation (describe below)

Examples:

- *Event tickets, agenda, and information is coordinated through a mobile app*
- *Trivia contest about event sustainability is held*
- *Sustainability successes are sent out in all event follow-up materials*

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MARKETING & PR TOTAL (count of items above; +1 point for each action)

+1 POINT

MARKETING AND PR INNOVATION

Use this space to describe your event's unique green practice and/or your new application of sustainable event concepts or partnerships:



City of Peoria



City of Avondale

POST- EVENT EVALUATION



Please fill out the form below after your event to track which goals were achieved.

Greening Events Guide Target and Tracking information to be submitted to sustainablecities@asu.edu.

- Waste Management Plan
- Communication Log with vendors
- Examples of educational outreach
- Examples of marketing messaging and inclusion in PR efforts

Overview of Sustainability Efforts by Categories:

	PLANNED POINTS	ACHIEVED POINTS
Category 1: Materials Management Total (page 8)	<input type="text"/>	<input type="text"/>
Category 2: Education Efforts Total (page 10)	<input type="text"/>	<input type="text"/>
Category 3: Food and Water Management Total (page 12)	<input type="text"/>	<input type="text"/>
Category 4: Transportation and Energy Total (page 14)	<input type="text"/>	<input type="text"/>
Category 5: Marketing and PR Total (page 16)	<input type="text"/>	<input type="text"/>

TOTAL POINTS ACHIEVED

CONGRATULATIONS! Based on your Total Points Achieved and additional actions, you have achieved a Greening Events Level of **(Check which applies):**

- REGISTERED GREEN EVENT** :: 30-39 POINTS
- SILVER GREEN EVENT** :: 40-49 POINTS
- GOLD GREEN EVENT** :: 50-59 POINTS
- PLATINUM GREEN EVENT** :: 60+ POINTS

EVENT WASTE DIVERSION % ACHIEVED, IF KNOWN (example: 70%):