



Keep Kansas City Beautiful

Green Event Planning Guide

Keeping it Green When
You Plan Special Events



In partnership with Bridging The Gap

Green Event Planning Guide

Whatever event you're planning, you can make it a more environmentally friendly. Your family, co-workers, neighbors, and future generations will be grateful that you took time to look for environmentally sensitive solutions.

This Guide will show you how to:

- prevent or reduce the waste and litter events typically produce
- recycle as much as you can
- buy event supplies that are environmentally friendly

Case Study Example

In 1998 the Festival for Eno River, an event that attracts 35,000 people, reduced waste by 75 percent from earlier years; the Greater Kansas City Marathon achieved a 98 percent waste reduction in its first year of environmental planning.

How This Guide Is Organized

Since organization and planning are important factors in creating an environmentally friendly event, we've divided this guide into four sections:

Section I: Special Events for Family Get-Togethers, page 3

Section II: Neighborhood Get-Togethers, page 5

Section III: Business Events, page 8

Section IV: Community-Wide Outdoor Events, page 13

Section V: Resources, page

Why Plan a Green Event?

You will have the satisfaction of knowing that you've conserved resources, reduced landfill waste, and shown a commitment to preserving a sustainable quality of life for our community and our world. Best of all, you will provide a model for others to follow.

A recent Roper-Starch survey indicates that 80 percent of us consider ourselves environmentalists!

Section I: Special Events For Family Get-Togethers

Prevent Waste At The Planning Stages

Most family events – reunions, picnics, weddings, and parties – involve several areas where waste can be reduced or prevented at the early planning stages.

If your event calls for special equipment, check first to see if you can use borrowed, rented or secondhand items before purchasing anything new. Cutting down on consumption is usually a good environmental choice, as well as easier on the pocketbook.

Invitations

If your event informal enough, invite guests by telephone? Getting the word out by e-mail is another efficient method, if friends or relatives have e-mail access (some families even have their own web page set up where family news can be posted).

If you want to send formal invitations, consider a postcard format or one sheet of folded paper with party information inside and room for address outside. Local copying services will help you design your own.

Request paper that's at least 30 percent post-consumer recycled content. If you have formal invitations printed for events, such as a wedding, request recycled content paper and ask your printer to use soy-based inks and to recycle overruns. Let them know that you want your materials to be as environmentally friendly as possible. You can also create your invitations from "tree-free" alternatives such as paper made from 100% cotton.

Transportation

If you have a choice of venue, select places that are centrally located and accessible by mass transit. When appropriate, suggest carpooling or other transportation alternatives that use less fuel. For out-of-town guests flying in, suggest an arrival time "window" which would allow you to make fewer trips to the airport.

Food and Service

When planning the menu, choose organic, locally grown foods as much as possible. Serve items low on the food chain, which also help reduce the environmental impact on water, energy and soil. For meats, remember the negative environmental impact roughly corresponds to the size of the animal (pork is about half the impact of beef, etc.).

Avoid products with corn syrup which is energy-intensive to produce, but has no nutrients.

Minimize packaging and buying heavy products that use a lot of energy to manufacture.

If you're planning an outdoor event, consider a menu of "finger foods" to eliminate the necessity for utensils.

Use reusable utensils, dishes, flatware. For smaller events, non-breakable plastic picnicware may be appropriate. If you use plastic utensils, get the sturdy, reusable kind. Have a special box or container clearly marked where people can put them after use.

Use reusable cloth napkins and tablecloths rather than paper. For family gatherings such as reunions, graduations, and other celebrations, a fun idea is to give guests permanent markers to write their good wishes and sign their names right on the tablecloth. It can then be used for future gatherings or as a memorable souvenir for the honored attendee.

Serve beverages in containers such as punch bowls, pitchers or urns. If individual beverages must be served, choose recyclable containers – aluminum cans or plastic liter bottles – and provide clearly labeled recycling containers for guest use. Eliminate straws.

If disposable items must be used, choose paper plates and cups rather than polystyrene. Paper can be composted. You can purchase recycled-content paper napkins and plates. Also consider using new biodegradable plates, cups and utensils made from cornstarch, which actually dissolves after use. (See Section V: Resources for availability.)

Serve condiments in bulk containers rather than individual packets. Eliminate plastic or wooden stirrers; use reusable spoons instead.

When using a caterer, request durable goods (flatware, napkins, and tablecloths) to be used. Ask what arrangements can be made for recycling disposable items such as wine bottles, aluminum cans and corrugated cardboard boxes. Be cautious about caterers who tell you that it simply can't be done. Make it clear that you are committed to planning a green event; if they can't accommodate you, others will.

Décor

Use simple, non-themed decorations that can be reused for other occasions. Consider using live plants rather than cut flowers. If cut flowers are used, donate leftover arrangements to hospitals, nursing homes or shelters or compost them for garden use. Using locally grown flowers also reduces energy and pollution costs. Party favors present an ideal time to show off recycled-content or environmentally-related items such as "to go" mugs, reusable ceramic mugs, recycled pens or pencils (imprinting with the party theme is a nice touch) or eco-fabric T-shirts.

Be cautious about items that imply that they have recycled content, when they are actually only recyclable. To buy items made of material that has been recycled, look for words such as "20 percent post consumer recycled content" or "this item made with recycled materials."

Photographs

If you're taking your own photos, or having friends do it, avoid using disposable cameras. If your family members have computers, consider a digital camera with photos that can be sent via e-mail, resulting in a less expensive and less wasteful solution.

Recycling

Make recycling a convenient and visible part of your family event. Your guests won't mind putting an empty bottle in a recycling bin instead of a garbage can – as long as containers are clearly marked and conveniently placed.

Find out what can be recycled in the location of your party or event. If it's in your home and curbside recycling is available, you may want to stick to the basics of what's collected, glass, aluminum, steel food cans, No. 1 and 2 plastic bottles, newspapers, etc. If the event is in another location or you are willing to take items to a Community Recycling Center, you can recycle corrugated cardboard, paperboard, mixed paper, batteries and other materials. Find what's recyclable in a given area nationwide by calling 1-800-CLEAN UP. For recycling information for the Kansas City metropolitan area, call Bridging The Gap's Community Recycling Centers at 816-561-1090 to find out what materials are accepted, hours of operation, and how to prepare items. For additional recycling options in the Kansas City metro region, use www.recyclespot.org.

Use containers that are visible and place them next to trash cans. Mark each container by drawing the recycling symbol () along with the type of item you're collecting: "Plastic bottles only" or "Aluminum cans only." It also helps to post wall signs at eye level, just above the containers. Be cautious about making signs and labels too small or with faint print. If your containers have lids, you can even cut the lid in the shape of the container, such as an aluminum can, which makes it harder to deposit trash items by mistake.

For larger or catered events, make sure the servers and clean-up crews know where the recycling containers are placed. Ask your caterer or event coordinator if containers can be provided. If not, they can be purchased inexpensively at retail outlets and labeled accordingly. Containers can be kept out of sight in the serving or food preparation area if servers collect empties.

Wherever there's a container for trash, also put a container for recyclables so your guests won't have to go to separate locations to separate their waste.

Section II: Neighborhood Get-Togethers

With a few volunteers and some advance planning, your neighborhood block-party, parade or picnic-in-the-park can produce less waste and let everyone know your neighborhood cares about the environment. The results will mean less clean-up and ultimately less litter in general. Studies have shown that getting neighborhoods involved in recycling and waste reduction is also a step toward cleaner, healthier streets and yards.

Planning

Include environmental thinking at the early stages of planning. Gather a committee to work on details and build in a progress report at each meeting. Share ideas and ask others for theirs. Since details will vary with each event depending on type, size and location, there's always room for creative thought!

Advertising

If you print flyers or newsletters, include recycling and waste reduction plans prior to the event as part of the promotion. If you advertise with flyers or newsletters, remember to print them on post-consumer recycled content paper. Most printing and copying businesses have the paper available; if not, call a few days ahead and ask them to order it, or purchase it yourself and take it to them. Advertise the recycled content of the paper by printing on the flyer or newsletter itself the words "printed on recycled paper" along with the recycling symbol. Double-sided printing and copying uses significantly less paper (and consequently, fewer trees). When possible, create flyers that use only one-half or one-third of a page.

Think creatively about other ways to advertise and promote your event that don't involve extra paper. Use your neighborhood phone tree or e-mail list. Ask your neighborhood grocery to print information about the event on a run of paper bags – especially if the event will be open to the public and have a charitable purpose.

Promote your recycling plan and get people familiar with the recycling symbol as "what to look for" when disposing of recyclables. Print the symbol on all advertising for the event, along with specific directions telling people what will be recycled, what the recycling bins will look like, and where they'll be located.

Food Service

To prevent waste with careful planning, consider these options:

- Limit the menu to finger foods to avoid utensils.
- Use durable (reusable) plates, napkins, tablecloths and utensils.
- Serve buffet-style rather than box-lunch style, unless boxes or bags and contents can be recycled.

If your neighborhood has gardeners with compost areas, vegetable food scraps (no meat, dairy products or grease) and small amounts of paper, such as paper napkins, could be collected for compost rather than sent to the landfill as trash. Put a gardener in charge of the collection area to help keep out non-compost material.

More than 113 billion disposable cups, 29 billion disposable plates and 39 billion disposable utensils are used in the United States each year. Think seriously about using durable or compostable tableware for your neighborhood picnic, block party or potluck.

Consider getting donations for durable, reusable tableware – plates, cups, bowls and utensils – which can be kept in a central location and used for all food-related events. Rotate responsibilities for storing and washing the tableware. You might even reward dishwashing time with leftover food or door prizes.

If your planning group does opt for disposables, use paper plates, cups and napkins rather than polystyrene or plastic, which is not recyclable in our area. Purchase recycled-content napkins and paper plates. If your budget allows, consider using new options such as cornstarch-based disposable tableware and utensils, which are biodegradable, compostable and designed to decompose soon after use in a compost bin (see Section V: Resources).

Serve beverages in large containers such as punch bowls, pitchers or urns. If individual beverages must be served, choose aluminum cans and provide clearly labeled recycling containers for guest use. Eliminate straws.

Serve condiments in bulk containers rather than individual packets and serve with spoons as needed.

Decorations and Door Prizes

Reduce waste by obtaining reusable decorations. Christmas, Fourth of July and other holiday-themed decorations can be stored and used from one year to the next. You can also use simple, non-themed decorations that can be reused any time of the year.

Recycled-content items or items with an environmental flavor make great door prizes. Purchase or ask for donations of reusable mugs, canvas shopping bags, gardening equipment, bird feeders or gift baskets filled with locally made products like soaps, candles, or barbecue sauce. Several mail order businesses produce specialty items made from recycled materials (see Section V: Resources). Another option is to give gift certificates for services or entertainment rather than a manufactured item. Gift memberships to Powell Gardens, the Zoo, Lakeside Nature Center and similar organizations are great environmental choices.

Recycling

If your neighborhood has curbside recycling, you might want to limit recycling to those items (usually glass, aluminum or steel cans, No. 1 and 2 plastic bottles, and newspaper). If volunteers are willing to take recyclables to Community Recycling Centers, you can also recycle paperboard, corrugated cardboard and scrap paper. To find out where your nearest Community Recycling Center is, call Bridging The Gap at 816-561-1090.

If the budget allows, give volunteers colorful T-shirts, hats or other clothing items that identify them with your recycling efforts and make people more aware. If you have no budget for these items (and can't get someone to underwrite the cost), create a simple way for volunteers to identify themselves—perhaps green armbands or green colored ribbons.

If you can recruit volunteers to lead ahead of time, familiarize them with recycling by taking them to a Community Recycling Center (they can even volunteer there for a four-hour shift and receive training from the site manager). Knowing what is recyclable is an education process best learned “hands on.”

Another option is to hold a pre-event training session after your regular neighborhood meeting or at a time convenient for all or most volunteers. Explain the duties (monitoring for contamination, emptying containers when full, policing for litter) and assign designated shifts (two to four hours) and areas. If possible, station a volunteer at each site, or have them manage sites only within visible range, otherwise, contamination may be a problem.

For larger events, assign volunteers into teams with team leaders. Make sure the leaders are thoroughly trained and able to answer questions from their team members.

Designate a check-in area where volunteers can report for their shift, receive bags and other materials, and have questions answered. Assign one or two people to be in charge of this area.

Assign at least one person to stay at the bag collection area to make sure bags of recyclables get emptied into appropriate containers.

Remember to recruit enough volunteers for set-up of your recycling plan before the event and take-down after the event.

On the day of the event, it's helpful to have walkie-talkies to communicate between areas if necessary, especially for events covering a large area, or which have an especially large attendance.

If your event is outdoors in hot weather, be sure to have a cooler of cold drinks for volunteers at the check-in station. Other supplies include a first-aid kit, sunscreen and an extra hat or two.

If your event will involve several hundred people, you may want to contact your trash hauler or a recycling hauler to furnish containers that can be placed at easily accessible locations. A fee may be charged depending on the size and number of containers. If your event is sponsored, propose that a sponsor underwrite the cost of containers in exchange for publicity at the event.

For smaller events, purchase containers at a retail store or make your own from lightweight barrels or rectangular boxes with the only opening at the top (for convenience they should be at least 30" tall). Recycling containers should be a different shape or color from trash containers.

Clearly label all recycling containers with bold, easy-to-understand signs. If possible, use wall signs as well. Put the recycling symbol (♻️) in a visible place on all containers. Use words such as "aluminum cans only" or "No. 1 and 2 plastic bottles only – no trash please" along with the chasing arrows symbol. Place a recycling container next to every trash container to make it easy and convenient for people to recycle.

Most groups ask for volunteers to help with monitoring and collecting recyclables. Give each volunteer an area to cover or a certain number of containers to be responsible for. Ask volunteers to show up early enough to place containers in pre-designated locations; otherwise simply show them where the containers are located. Ask them to check periodically for items that don't belong and remove them. If recyclables get covered with even a few items of trash, your recycling container can quickly become a garbage can if people glance at the contents without reading the signs.

For large events, arrange for a recycling hauler to pick up the collected recyclables. (See Section V: Resources for a partial list of area haulers.) For smaller events, ask a volunteer(s) with a pickup truck to take the recyclables to a Community Recycling Center or place recyclables in designated containers for curbside pickup.

Be cautious about having too few volunteers for large neighborhood events. One easy way to organize volunteers is in two- or four-hour shifts, depending on size and number needed. It's better to have too many than too few!

For large events or events over more than one day, see Section IV: Community-Wide Outdoor Events, for more details.

Section III: Business Events

Environmental Considerations for Business Meetings, Conferences and Conventions

Making environmental considerations part of planning for business events makes a significant difference in the amount of food, paper and packaging waste generated. It can also result in significant energy savings. Because there are so many aspects to consider in various types of business events, this portion of the guide takes the form of an extensive checklist of items.

Use the following three questions as a general guide for all event-related purchases:

- Is the item you're purchasing (or having donated) necessary and/or useful?
If the answer is yes, proceed to the next question, if no, look for an alternative.
- Is the item durable (reusable) or made from recycled materials, recyclable or compostable?
If the answer is yes, proceed to the next question, if no, look for an alternative.
- Can collection facilities be organized at the event to collect the material?
If yes, the product can be used for a green event.

Transportation

- Avoid unnecessary travel. Consider whether business can be accomplished by e-mail, teleconferencing or simultaneous computer link.
- Choose a centrally-located venue accessible by walking or mass transit.
- Ask attendees to consider carpooling or taking the train, which uses energy more efficiently than planes, if the meeting involves out-of-town travel.
- When picking up attendees at the airport or train station, ask them to schedule their arrival within a time frame that will cut down on the number of pick-up trips.
- Post a ride-share board at the registration area, if transportation to off-site meetings and tours is not pre-arranged.

Hotel Arrangements

Millions of dollars are spent each year by businesses that host meetings and conferences in hotels. Your dollars can make a significant difference in greening the hotel and lodging industry if you make environmental choices and make your desires known to hotels that have not yet gotten the environmental message.

When traveling to conferences, stay at hotels with environmentally friendly initiatives. The Green Hotels Association lists more than 100 hotels, inns, bed and breakfasts and other lodgings in the U.S. and selected hotels in Canada, the Caribbean, Europe and South America at their website www.greenhotels.com. Or you can use their questionnaire mentioned below to make your own inquiries.

When hosting a conference or meeting where hotel or convention facilities will be used, ask your planner to send them a copy of the Green Hotels Association's Meeting Planners' Questionnaire (see Section V: Resources), a list of 36 environmental questions about how the facility has applied environmental thinking to its premises.

When making a final decision between hotels, the Association suggests asking management if there is one further green accomplishment the hotel will offer to obtain the business, such as giving guests an option to postpone daily linen replacement, installing low-flow showerheads on one floor of rooms or adding a recycling bin for aluminum in a public area.

Meetings and Meeting Rooms

- Choose or provide meeting rooms with energy-conserving compact fluorescent lighting, timed or on an occupancy sensor if possible.
- Use dry-erase boards or other reusable visual aids, rather than flip charts.
- Rent meeting equipment that is used only occasionally rather than purchasing it.
- Provide durable coffee mugs and drinking glasses for meeting participants.
- Send meeting notices and advance agendas by e-mail.
- Write the agenda on a dry-erase board or use a projector rather than making paper copies for all participants.

- For other documents, use a projector, or circulate or post a few copies, rather than distributing individual copies.
- If documents need to be edited by meeting participants, consider networked computers with on-line editing capabilities.
- If meeting in a hotel, let them know you do NOT need blank pads of paper and pencils or pens for all participants. Most business people come prepared for note taking. If these items are needed, they can be requested on the spot.
- If nametags are needed, buy reusable nametag holders and pre-print names, or ask attendees to put a business card in the holder. (Adhesive-backed disposable nametags cannot be recycled or reused.) Provide a convenient and visible place to recycle the holders, and announce a reminder.
- If hosting a workshop or conference, give speakers an accurate attendance count so that they can avoid preparation of excess handout materials. Better yet, ask speakers not to pre-print distribution materials and to furnish them only on request.
- Offer electronic versions of information rather than hard copies.

Paper and Other Meeting Supplies

- When providing copies of documents or reports, use both sides of the paper. For draft copies, print one-sided on the unused side of scrap paper.
- Purchase 20 percent or more post-consumer recycled-content paper for all paper needs.
- If you use an outside printer for documents, make sure items are printed with soy inks and recycled-content paper. On all printed materials, note “printed with soy inks on recycled paper” to help raise awareness and promote the environmental choice.
- Purchase recycled-content file folders, paper clips, notebook covers, report covers, “sticky” notes, legal pads and other paper office products.
- Avoid products with excess packaging and choose recycled-content packaging when possible.
- When hosting a meeting, avoid excess paper usage or packaging when furnishing reports, documents or other meeting (e.g. don’t furnish report covers, title pages, etc. unless necessary). or furnish reusable binders, report covers, etc. rather than disposable ones.
- Provide recycling bins for paper and any other recyclables or reusable supplies used during the meeting (including nametag holders), either inside or immediately outside the meeting room. Encourage all participants to recycle materials throughout the conference or workshop.

Food and Beverages

- Hire caterers who are familiar with planning environmentally friendly meetings.
- Use accurate attendance estimates to plan food service needs and avoid waste.
- Donate usable leftovers to local charities or ask the caterer or hotel food preparation staff to do so.
- Consider composting and rendering options for food waste; check with your local Solid Waste District agency for resources. Composting programs vary, and it may be a challenge to find one within a reasonable distance from your event site. Request and receive in writing what is and is not acceptable for composting from each source you consider.
- Request durable (reusable) food service for all meals, receptions, refreshment breaks and meeting refreshments. If outdoor events require disposable food service, request paper plates and cups rather than polystyrene.
- If the budget allows, consider using biodegradable disposable tableware, made of nontoxic composite materials (see Section V: Resources for manufacturing information).
- Request cloth napkins and tablecloths.
- Serve beverages in bulk with reusable glassware, or in recyclable cans and bottles. Provide collection bins for recyclables in food vending areas, break areas and meeting rooms.
- Avoid use of coffee stirrers, straws and paper doilies.
- If allowed by local Health Department regulations, serve condiments in bulk containers rather than individual packets.
- Ask your caterers or food vendors to recycle all corrugated boxes and other recyclable packaging.
- Serve bite-size or finger foods. Serve buffet style if possible, rather than individual box-lunch servings. Work with local caterers to eliminate packaging waste.
- If you use box lunches, use recyclable containers and include them in your recycling plan.

Case Study Example

Gould, Evans, Goodman Associates LLC, (GEG), a large architectural firm in Kansas City, estimated that it held an average of 35 food-and-beverage related meetings each week onsite. Armed with this knowledge and a desire to reduce waste, GEG Green Team members approached restaurants in the immediate vicinity to request their help in future orders. One restaurant agreed to deliver and serve food in durable containers with its own tableware – and pick up the dirty dishes at the end of the meeting. Another agreed to switch disposable containers from polystyrene to recyclable paperboard or aluminum foil. These changes cost nothing extra and resulted in much less cumulative food packaging waste. GEG also compiled a list of “eco-caterers” who used organic locally grown foods and served it buffet-style on durable plates.

Case Study Example

Amway held annual business meetings in Portland’s Memorial Coliseum, attended by 28,500 people over four weekends. Each person was served a box lunch made of recyclable cardboard printed with simple instructions for recycling it and the aluminum drink can. Clearly labeled collection cages were placed throughout the area, easily accessible from the Coliseum. Nearly four tons of cardboard and more than 20,000 beverage cans were collected.

Trophies, Awards and Giveaways

Many award and souvenir items are available in recycled-content or environmentally sensitive materials. Catalogs that specialize in these items are listed in Section V: Resources. If you regularly use one vendor for such items, request sources for environmental items.

Environmental factors to consider for such items are:

- Is it durable and likely to be kept rather than thrown away?
- Is it useful – functional?
- Is it manufactured locally or regionally? (This factor alone reduces pollution and energy costs to the environment.)
- Does it have minimal or no packaging? Is the packaging made from recycled content? Is the packaging recyclable? (Corrugated cardboard, the most common external packaging used, is both recyclable and usually contains at least a percentage of recycled materials.) Will the manufacturer take packaging back? (For large orders, this can often be negotiated.)
- Is the item made from recycled content and non-toxic and non-hazardous materials? Using manufacturing processes that are ecologically sound?

While it may be impossible to find items that fulfill all these factors, make it your practice to ask potential vendors these questions. If they don’t know the answers, they should be willing to do the research. If you want to go an extra mile, request a copy of the written environmental policies from manufacturers of items you’re considering.

Case Study Example

The Greater Kansas City Marathon Awards Committee has chosen awards with the above criteria in mind for the past four years. Awards have included: medallions made from recycled granite shavings and a non-toxic epoxy, used historic bricks from Kansas City streets with a commemorative metal plate affixed to them, glass vases and bookends with recycled book jacket covers, cloth lunch bags and tote bags, and terra cotta sculptures made from recycled materials. Volunteers were given 100 percent recycled cotton T-shirts.

Recycling

- ❑ Make recycling an important consideration for the event location. Make sure all convention centers, hotels and other facilities used for meetings have a recycling program.
- ❑ Incorporate recycling and other environmental priorities in the facility contract. Consider contract incentives such as sharing profits from the sale of recyclables or special publicity given to environmental efforts.
- ❑ If no recycling program exists, ask if the facility would work with local recycling resources (environmental organizations, municipal environmental departments or recycling haulers) to initiate one.
- ❑ For in-house meetings, provide recycling containers with clear signage. Your recycling hauler may be one source for containers (See Section V: Resources).
- ❑ If the event is a sizable one, or will take place over several hours, arrange for employees or hired personnel to monitor recycling containers and empty them when needed. (See Section IV: Community-Wide Outdoor Events for details on organizing recycling for large events.)
- ❑ Arrange a place for collection and storage of recyclables during the meeting or conference.
- ❑ Include the custodial crew in your planning if the event is large enough or long enough to require their services. Make sure they know the difference between trash and recyclables, and are trained in their specific responsibilities.
- ❑ Announce your recycling efforts to attendees at the beginning and end of meetings to increase awareness and compliance.

Case Study Example

The Oregon Convention Center recycles office paper, corrugated cardboard, glossy show materials and magazines, newspaper, wooden pallets, beverage bottles and cans, tin, #2 plastic and clear and green glass, resulting in more than 70 tons a year of materials recovered.

Promotion and Public Relations

- ❑ Promote your recycling and other environmental planning efforts in all related brochures and printed or electronic promotional materials.
- ❑ Hold a joint press conference with facilities personnel and other partners on the environmental aspects of the event.
- ❑ If possible, present figures on estimated savings through reduced paper use, avoided landfill fees or revenues from recyclables and approximate pounds (or tons) of recyclables to be collected and diverted from the landfill, number of trees saved by paper reduction efforts (a rule of thumb is 17 trees per Ton), and amount of water or energy saved by conservation efforts.
- ❑ Use onsite promotional signs to accomplish the dual purpose of promotion and education.
- ❑ Reward and recognize employees who take on coordination efforts.
- ❑ Let clients and customers know what you're doing and why. Spreading the word will spread your environmental efforts even further.

Holiday Parties and Office Celebrations

- ❑ Because of their social nature, parties may present a greater challenge in environmental thinking.
- ❑ If serving alcohol, ask liquor stores to take back boxes. Ask bartenders to save all glass or recyclable plastic bottles for your in-house recycling program (or arrange to have them taken to a Community Recycling Center).
- ❑ Serve hors d'oeuvres, holiday dessert cookies and other finger foods that cut down on the need for paper plates and utensils, or use durable ones. Donate edible leftovers to local charities.
- ❑ If gift-giving is part of your celebration, encourage environmentally sensitive gifts: certificates for services or entertainment, recycled content items, items manufactured and sold locally, gift memberships or donations to nature or environmental groups.
- ❑ Consider a white elephant gift exchange, with employees bringing a wrapped, used item to pass on.
- ❑ Encourage creative thinking in gift-wrapping: home-decorated paper bags or reusable cloth bags, colorful thrift-store scarves or towels, the Sunday comics, pictures from old magazines and calendars.
- ❑ Reduce waste with reusable party decorations. Christmas, Fourth of July and other holiday themed decorations can be stored and used year after year. Or use simple, non-themed decorations that can be reused any time of the year. If you do change décor, donate last year's reusable decorations to charities or nonprofit organizations.
- ❑ Keep recycling collection containers visible, convenient and well labeled.
- ❑ If your holiday party is for clients or customers, be sure to publicize the environmental efforts you're making. Let them know that being environmentally friendly is for their benefit, too.

Trade Shows and Exhibits

- ❑ By far, the largest amount of waste at trade shows and exhibits is from throwaway packaging. If your company participates regularly in trade shows, or sponsors one, in addition to the above checklists here are some special considerations:
- ❑ Design and create your display to take advantage of environmentally sensitive materials. Advertise that fact in your display area.
- ❑ Reuse packaging and crating to the fullest extent possible. Make sure there are recycling facilities available for corrugated cardboard and other recyclable packaging that must be discarded.
- ❑ Eliminate packaging and wrapping on trade show giveaways or put your logo on giveaway reusable cloth tote bags to carry other items collected.
- ❑ If your booth offers refreshments, keep recycling in mind and don't use disposable plates or cups. Put your logo on a refillable "to go" mug instead.
- ❑ If you host or co-sponsor a trade show, consider innovative approaches to eliminate waste. For example, you could offer exhibitors who follow instructions on recycling and reuse of containers a ticket for a free prize drawing at the end of the show.
- ❑ Make sure your printed materials, brochures and display signs are printed on post-consumer recycled content paper or non-toxic materials.
- ❑ Consider putting brochure material on disk or offer to send by e-mail. Much of the printed materials collected by trade show attendees is thrown away.

Case Study Example

One of the world's largest environmental trade shows served several hundred thousand customers with soft drinks served in durable plastic glasses. Attendees were charged a \$2.00 deposit. To reclaim their deposit they had to return the glass to one of the dozens of concession booths, where it was sent to a central point for washing and reuse. Hundreds of thousands of cans or bottles were avoided, reducing significantly the solid waste that is usually generated by such events.

Section IV: Community-Wide Festivals and Other Outdoor Events

The bigger the event, of course, the longer planning time you'll need. It's best to start planning as early as possible and to include all other players in your planning so that the pieces fit together as smoothly as possible.

On page 24, we've adapted (with permission) the timeline from the brochure titled "Recycling for Festivals and Special Events" published by the University of Northern Iowa's Center for Energy and Environmental Education. This timeline begins a year in advance and goes to one week post-event. Using this timeline as our checklist, we've added comments, details and case study examples from our own and others' experience.

Besides recycling and reducing waste during the event itself, if you're an event organizer or can work with organizers who are environmentally committed, explore every planning aspect of the event to make it more environmentally friendly. Look for ways to prevent waste at the source, conserve energy, buy products that are less toxic and hazardous, made of recycled-content materials or have less packaging. Examine all the "standard" ways things have been done and look for environmentally preferable alternatives.

If you want expert help, try these community resources:

- Event organizers who have had experience with waste reduction and recycling components of the event (The cost will vary depending on size and complexity of the event.)
- Environmental consultants who have waste management and recycling expertise and experience (e.g., Bridging The Gap). Again, cost will vary but non-profits may be less expensive than private consultants. Non-profits may also have signs and other materials they can loan, as well as media suggestions and contacts.
- Municipal or county government environmental, waste management and recycling staff, who may be able to give free or low-cost design and operation tips.
- Colleges or universities in the area may have designed systems for their own large events, which they'll be willing to share.
- Local recycling haulers may also have practical experience in event recycling. If working with a company that will haul recyclables for the event, build in design and planning assistance as part of the agreement.
- Consider asking your local city or county representatives to pass an ordinance that a) requires recycling at outdoor events and b) requires vendors to use only recyclables for beverage containers.

Case Study Example

For several years the Greater Kansas City Marathon & 10K race committee sent 30,000-piece brochure mailings to advertise the race. After working with Bridging The Gap, less wasteful alternatives were adopted. The Kansas City Star donated ad space. The ad included a registration form and was designed to be folded and mailed without an envelope. A website for the race was created and links were established to other runner and race-related links throughout the nation. Strategies were developed for smaller, more effective mailings. Brochures were designed to be smaller; all written materials were printed on post-consumer recycled-content paper, double-sided.

Marketing

Market your recycling and waste reduction program along with the rest of the event. Early media coverage serves to alert potential vendors and begin building public awareness and education. In addition to newspapers and regular radio and TV coverage, find out about any radio or TV talk shows that feature community news or specialize in health and environmental news.

If using volunteers from youth groups or other organizations, remember to include press release material for their newsletters which is tailored to their participation.

If you have sponsors who are underwriting the recycling program or the event itself, explore whether they'd like to involve their public relations and marketing people in planning media outreach and education. At the least, they'll want to review media plans for coordination purposes, and they may also contribute their expertise or underwrite costs for special outreach efforts.

Onsite Education

Anything that creates visibility for your recycling program will increase awareness and appropriate use of the recycling facilities you set up. If the event is one that will attract children, set up hands-on activities with recycling and waste reduction themes.

Use roving volunteers with sandwich-boards or in creative recycled costumes to further advertise the program. If the event has a tabling area, arrange for displays and relevant literature (be aware, however, that handouts may end up being part of the waste stream you handle).

Remember to include your sponsors in planning onsite outreach efforts, too. If appropriate, they may want to hand out free samples of their product, along with a recycling message.

Use signs, banners and other visual aids liberally throughout the event area to draw attention to your efforts. Use consistent logos, coloring and sizes so that attendees will identify the signs with your recycling goals. Make sure all signage is weatherproof, lightweight and portable in case of last-minute location shifts.

Outdoor Event Waste Reduction and Recycling Timeline

One Year Prior to Event

If possible, **attend the event itself** the year before initiating your waste reduction and recycling program.

Determine the amount of garbage produced. Ask waste haulers from the previous year's event to give you the tonnage collected and ask event organizers to give you attendance numbers. For a good hands-on knowledge of amount and type of waste, gather a few volunteers for a waste sort (analyze the items left in the trash of an area typical of the event and determine what percentage of the waste each type comprises). If this is the first year for the event, use estimates from other similar events.

Identify on and off-site sources of trash. Although signage and entrance volunteers can help, you can't entirely prevent off-site sources of trash. Posting entrance people can help educate and minimize the types of containers you'll have to handle, such as glass. Remember to train volunteers to recognize what is and isn't recyclable to lower contamination.

Observe patron trash disposal. Again, it's best to attend the event itself, since different events attract different age levels, socioeconomic backgrounds, etc.

Note the location and number of trash barrels used. You'll want to locate recycling containers at or near the same locations. Although recycling will reduce the amount of trash collected, and thus the number of trash containers needed, it's better to have too many than too few, especially the first year when you're educating people to new habits.

Determine how garbage is collected and removed from the site. Where are roll-offs or dumpsters located? How much distance is there from central event activities?

Assess the items used and sold by vendors. Vendors will be a critical factor in your planning. Make note of what is sold and in what containers. Also observe whether there's a large amount of packaging waste, such as corrugated cardboard.

Identify special event programming that causes many people to exit the grounds simultaneously. Staff extra volunteers at such times, and consider moving extra recycling stations into key exit areas at those times.

11 Months Prior to Event

Appoint recycling committee and chair. If possible, recruit someone knowledgeable about recycling. Even more important, however, are good "people" qualities and the ability to make consensus decisions. Include sponsor and event organizer representatives, recycling logistics people, haulers, a volunteer coordinator and, if possible, a vendor representative. You may want to meet ahead of time with all vendors and ask them to choose a representative. Make sure they have a clear invitation to give input into the planning process. They may have valuable suggestions and ideas that will make everyone's work easier.

10 Months Prior to Event

Determine budget needs. Your costs will vary depending on the size of the event and scope of waste reduction and recycling efforts. You'll need to know whether you'll be charged for recycling and hauling services and whether revenues from recyclables can be used to offset any cost. Other costs include signage, collection containers, publicity, volunteer amenities and possibly rental of walkie-talkies or cell-phones if the site is large.

Establish a theme. Pick a phrase that's fun, easy to remember, and easily illustrated.

Develop a sponsor solicitation plan. Approach community-minded, environmentally friendly businesses with a promotional package that clearly states what the benefits of sponsorship will be. Personal solicitation works best, as opposed to simply writing a letter.

Inform vendors of your recycling project. Communication with vendors is a crucial area that needs to happen early and often. Vendors need to know what is expected or requested of them before they can order supplies. If working with an established event, you may encounter reluctance to make changes. Send letters to vendors requesting their cooperation. Assure them that you'll work to give them as much support as possible, as well as sharing promotional opportunities.

Case Study Example

Vendors of an arts festival in Iowa agreed to switch beer containers from polystyrene cups to No. 1 containers despite a five cent cost difference. Organizers were in turn able to negotiate a local discount off the vendor price of No. 1 cups.

9 Months Prior to Event

Identify prime sponsor and other supporters and announce to the public. See comments above regarding promotion.

Determine whether an education program will be offered.

If yes, appoint a sub-committee. Recruit enthusiastic, creative people who can design age-appropriate education programs.

Determine recycling categories in conjunction with local recycling providers. In the metropolitan area, this could include glass, No. 1 and 2 plastic containers, aluminum cans, metal food and beverage cans, corrugated cardboard, paper and newspaper. You may also be able to collect vegetable and fruit food scraps for composting and meat and bone waste for rendering. Focus efforts on the items that constitute the bulk of the waste at your event.

Modify or establish vendor contracts (if applicable) to reduce waste and increase the proportion of recyclable products. Organizers of established events may be reluctant to put in clauses requiring vendors to recycle. If your community has passed an ordinance requiring recycling for all outdoor events, it will give them support. Event sponsors can also be persuasive.

Case Study Example

Vendor contracts for the Del Mar, California State Fair, an event which attracts thousands over several days' time, require vendor recycling of aluminum, glass and plastic bottles and corrugated cardboard. The contract specified that "violators will be fined \$100 per incident for not recycling these products." Together with composting efforts, they achieved a 90 percent diversion rate in 1997 and 1998.

8 Months

Begin design of recycling stations. Design should include clear, easy-to-read signage and labeling. Containers should be of a consistent shape and color throughout the event area, and should be different in size, shape or color from trash cans. The recycling symbol (♻️) should be prominent, since most people associate recycling with this sign. Also clearly label the container with what it contains: “aluminum cans only” or “No. 1 plastic cups only.” Consider placing recycling symbols with a line drawn through on trash cans as a reminder to put recyclables in recycling containers. Make recycling stations visible, colorful and easy to use.

Begin operational planning. Details are important. For example, depending on placement of recycling dumpsters and roll-offs you may need to post a volunteer to avoid contamination (people associate dumpsters with trash and don't distinguish recyclables) or arrange for a locked lid.

Be cautious about asking volunteers to go through trash to retrieve recyclables. One large festival pays organizations such as the Boy Scouts to literally sort all event wastes off-site. This means going through messy sacks of garbage and could possibly be a risk if broken glass or needles are present. While this could result in a higher level of captured recyclables, we do not recommend it.

Case Study Example

Recycling stations at the Cedar Rapids Jazz Festival consisted of three bright red barrels with plastic bag liners (extra bags were placed underneath the first bag for ease of replacement). Plastic car window cup holders were hooked onto the tops of the recycling barrels for plastic cups so that attendees could choose to stack empty cups or deposit them inside the barrel (this tactic also gave a visible reminder of what was being recycled in that barrel). Each station consisted of three barrels, with one large eye-level sign mounted behind them. The vinyl signs were designed to be flexible with the use of reinforcing rods and PVC pipe supports, and could be erected and dismantled in less than 10 minutes.

7 Months Prior to Event

Complete recycling station design, including materials list. Recycling stations should be located at every trash container. If some trash containers will not have recycling stations, cover them securely and post signs with arrows directing people to the nearest recycling station. This method will help insure use of recycling stations and capture a higher amount of recyclables.

Think through signage carefully. Undated signs can be used year after year. The more durable signs are, the better. At a minimum, they need to be weatherproofed (laminated or vinyl-coated) and securely attached to backing that is sturdy, yet flexible. Because of hauling distances that may be involved, lightweight signage may be preferable over heavier materials.

Complete operational planning and secure agreements with recyclers and garbage haulers. If recyclers and garbage haulers are two separate entities, it's important to coordinate logistics of whose equipment goes where, and when materials will be picked up. Type and size of truck (front-loaders or rear-loaders) may be a factor in the discussion if pick-up space is limited.

6 Months Prior to Event

Determine the number of volunteers needed by multiplying the number of recycling stations times the number of shifts during the entire event (you'll need to decide whether your volunteers will serve two, three or four-hour shifts). Add set-up and takedown staff. Determine duties for recycling station volunteers (monitoring for contamination, educating attendees, taking filled bags of recyclables to dumpsters, relining recycling containers, policing the area to keep it neat). Devise a communication system for problems or emergency situations.

Recruit individual and group volunteers. Sources for volunteers include volunteers from prior events, community recycling center volunteers, high school or college environmental clubs, local environmental organizations, and community service groups. If your event is theme-related, such as a music or arts festival, you can also solicit volunteers from music or arts-related organizations. Be as generous as you can with volunteer amenities. They should be allowed free entrance to the event itself (at least for the day they volunteer) and if the budget allows give them special T-shirts or caps which can also identify them to the public. Provide free drinks and snacks at your check-in station or give them coupons to use with vendors. Perhaps sponsors will donate products or gift certificates.

Begin acquisition of materials for stations and grounds. Acquiring materials early accommodates long-distance shipping schedules and alleviates the necessity for last-minute substitutions if supplies are no longer available.

5 Months Prior to Event

Begin fabrication of station and grounds elements. Create a prototype and test it thoroughly so that you can make any needed adjustments.

4 Months Prior to Event

Complete all necessary items for recycling stations and grounds. Make sure you've ordered a few extra supplies for contingent use. Don't forget to order "regular" items such as duct and electrical tape, wire, rope, scissors.

Feature a station in a public relations event. Let sponsors be a part of the show as well.

Test weather readiness of a recycling station. Adverse weather conditions in the local community include high winds, rain, hail, lightning or sudden temperature changes. Signage must be weatherproof and durable.

Send out vendor contracts (or continue on regular contract schedule). See above.

3 Months Prior to Event

Walk grounds to check feasibility of operational plan. Check for visibility of recycling stations from various vantage points; also check to see how many stations one volunteer can comfortably handle. If this is the first year for recycling at an established event, try to post at least one volunteer at all times at each station to prevent contamination and keep area neat.

2 Months Prior to Event

Order volunteer recognition items. See Section V: Resources section for sources of durable (reusable) or recycled-content items.

1-1/2 Months Prior to Event

Call each vendor and follow up on questions. Let vendors know that you're willing to spend time solving potential problems and acknowledge them for their cooperation.

1 Month Prior to Event

Convene volunteers for orientation. If the budget allows, make this a festive after-work event with refreshments. Explain the goals of the program, show recycling stations and provide a map at each table of the station layout. If you can, post a recycling committee member at each table or grouping to answer detailed questions. Emphasize the need for monitoring to prevent contamination, and the need to educate the public with a positive attitude. Let volunteers know how and to whom they will communicate any problems or emergency needs.

Determine volunteer schedules. If you've notified volunteers of shift opportunities and job descriptions ahead of time, they can come prepared to sign up for the shift of their choice.

Assign installation and takedown crews. Be specific with volunteers about any special skills or physical prowess needed for these duties. Always try to recruit more people for these jobs than you think you'll need!

3 Weeks Prior to Event

Prepare written volunteer work schedule and send to volunteers. Use paper-saving methods such as e-mail notification or postcards. If you need to send a letter in an envelope to include, for instance, passes or badges, make sure you use recycled-content paper.

Work with local media to encourage news and feature stories. Give the media as many angles as possible and include good visual opportunities. If you've achieved a breakthrough with vendors or haulers, be sure to promote them.

2 Weeks Prior to Event

Confirm recyclables and garbage hauling schedules.

Call the underground utility hotline (800-292-8989). This is necessary only if driving posts or stakes into the ground where they may be in danger of striking utility lines. Event organizers may already have placement information handy.

1-3 Days Prior to Event

Hold volunteer training sessions on site. Schedule several sessions if necessary, including at least one after normal working hours. Introduce volunteers to the materials that will be recycled, with actual samples. Another advantage to having this training on site is that volunteers who are unfamiliar with the location will be able to become familiarize themselves with it now, not during the event.

1 Day Before or Morning of Event

Set up recycling stations, signage, posters and education area. Although it may be tempting to set up some items the night before, avoid doing so unless the site is completely secure. Unstaffed recycling stations or dumpsters are an invitation for trash.

Locate dumpsters appropriately. If possible, put them close to eating areas (which may or may not be close to food vendors), especially if separating food waste, which tends to be heavy. Corrugated dumpsters can be located conveniently for vendors. Lock or staff them if necessary to prevent contamination during the event.

1-1/2 Hours Before Event Opens

Begin circulating among vendors to answer questions and pick up cardboard. Flatten cardboard before placing in roll-off, dumpster or slotted containers.

1 Hour After Event Opens

Begin emptying containers at recycling stations. Remind volunteers to keep areas neat and pick up any trash that may be on the ground near the area.

Begin continual inspection of dumpsters to prevent contamination. Ideally, post a volunteer at the dumpster site. If not, make inspection part of the routine for volunteers emptying filled bags of recyclables.

1 Hour After Multi-Day Event Closes for Other Than Last Day

Empty all barrels and turn over all but garbage receptacles.

Continue circulating among vendors until they have left for the day.

Secure dumpsters to be left overnight. Depending on the site, small animals may also need to be kept out. Dumpsters with a tight, heavy lid are a must. Locks are preferred. Securely tarp all open roll-off bins. For a multi-day event, if possible have recycling hauler remove recyclables on a daily basis. (Cost may be a factor, however.)

After Closing On Final Day Of Event

Begin closing stations farthest from eating area and vendors.

Begin takedown of these stations.

Assist vendors in clean up and recycling.

Carefully secure any recycling dumpsters after checking for contamination. If possible, have recycling hauler remove within a few hours of the closing.

Morning After Event

Confirm dumpster removal. Telephone confirmation may be inadequate. Go to the site and physically determine that the dumpsters are removed.

Check grounds for program materials that may have been overlooked. For both economic and public relations reasons, double-check that volunteers have left the area neat and clean, and all materials have been checked in.

1 Week After Event

Convene recycling committee to evaluate program. It's important to evaluate while the event is still fresh in everyone's minds. Try to get feedback and evaluation from volunteers as well, either at the end of their shift or more formally by telephone or e-mail. Printed evaluation forms are the least productive method for getting a high amount of feedback.

Announce preliminary results. Get tonnage or estimated weights and volumes from haulers. How much waste was prevented or reduced? How many pounds of recyclables were collected? For promotional purposes, translate to number of trees saved, energy conserved, and other visual aids (enough aluminum cans to fill a football field? A recycled can requires only 5 percent as much energy to manufacture as a can made from raw materials, with energy savings equivalent to 6 ounces of gasoline). Do a press release estimating the percentage of waste removed from the landfill, compared to previous years.

Case Study Example

After the first "green marathon," Bridging The Gap estimated that total waste had been reduced by an astounding 98 percent from the previous year. Actual non-recycled waste was reduced from three truckloads to six 30-gallon plastic bags, which included all trash from the 26-mile course. Organizers and sponsors issued a joint press release as an "Environmental Report Card" detailing all the aspects of the race that had been changed to become more environmental.

Adjust operational plan as necessary. Brainstorm any problem areas.

Elect chair and begin preparations for following year.

1-2 Weeks After the Event

Send written thank-yous, handwritten if possible, to everyone who participated in the success of the event. This includes event organizers, vendors, sponsors, volunteers, haulers, other recycling committee members, and members of the press who were responsive. Personalize thank-yous when possible by acknowledging specific contributions. If the budget allows, send a concrete token of your appreciation: perhaps a photo taken during the event, a gift certificate or other item. Expressing your genuine appreciation and acknowledging others' contributions is a key to people returning for another year.

Section V: Resources

Meeting Planner's Questionnaire for "Green" Lodging Establishments

Does your property regularly purchase reusable and durable products? (Circle one)

Yes

No

Example(s): _____

Does your property regularly purchase products that can be recycled?

Yes

No

Example(s): _____

Does your property regularly purchase recycled products?

Yes

No

Example(s): _____

Does your property have an in-house recycling program? If yes, what materials are collected for recycling?

Yes

No

Example(s): _____

Does your property have a recycling program that allows guests to participate? If yes, what materials are included?

Yes

No

Example(s): _____

Does your property recycle any other materials (linens, phone books, oil, pallets, etc.)?

Yes

No

Example(s): _____

Will your property provide recycling bins for our meeting?

Yes

No

Circle which materials we will have recycling bins for: aluminum, glass, newspaper, white paper, plastic, steel cans

Will your property commit to seeing that the above items collected from our meeting are actually recycled?

Yes

No

Example(s): _____

Does your property have a contract with a recycling hauler or business?

Yes

No

Example(s): _____

Does your property donate, sell, or recycle old "durables" (i.e., furnishings, etc.)?

Yes

No

Example(s): _____

Meeting Planner's Questionnaire for "Green" Lodging Establishments, cont.

Will your food and beverage services use reusable items such as cloth, glass, ceramic, etc. rather than disposable items such as polystyrene or plastic for our meeting?

Yes

No

Example(s): _____

Will your property serve food buffet-style? One large plate? Without garnishes?

Yes

No

Example(s): _____

Will your property use cream pitchers, sugar pourers and reusable spoons rather than individual creamer and sugar packets, etc. for our meeting? Jelly servers rather than individual packets? Other?

Yes

No

Example(s): _____

Will your kitchen purchase fresh rather than packaged produce?

Yes

No

Example(s): _____

Are vegetarian or vegan menus available?

Yes

No

Example(s): _____

Does your property purchase and serve beverages in returnable refillable containers?

Yes

No

Example(s): _____

Who pays for bottle deposits-the client or the property?

Yes

No

Example(s): _____

Does your property donate leftover food to a local non-profit organization?

Yes

No

Example(s): _____

At the close of our meeting, is your property willing to distribute meeting materials and sample products left behind to a local charity that can put them to good use?

Yes

No

Example(s): _____

Will you provide cloth rather than disposable table drapes for display tables?

Yes

No

Example(s): _____

Will you provide meeting tables WITHOUT tablecloths?

Yes

No

Example(s): _____

Will your property use chips or coins rather than disposable paper tickets for parking and coat checking?

Yes

No

Example(s): _____

Does your property have guestroom dispensers for soap and shampoo?

Yes

No

Example(s): _____

Is your property willing to remove all small plastic amenity bottles from the guestrooms that our participants will occupy?

Yes

No

Example(s): _____

Does your property give guests a choice on having bath linens exchanged?

Yes

No

Example(s): _____

Does your property offer guests a choice on having bedsheets changed?

Yes

No

Example(s): _____

Do guestrooms have low-flow showerheads? Low-flow sink aerators?

Yes

No

Example(s): _____

What other water conservation measures have been taken?

Yes

No

Example(s): _____

What are you doing to reduce dry cleaning and laundry paraphernalia?

Yes

No

Example(s): _____

Does your property offer double-sided copying at a reduced rate (less than two single sheets)?

Yes

No

Example(s): _____

What percentage of your property's lighting is fluorescent?

What other energy conservation measures have been taken?

: _____

What other conservation measures have you incorporated?

Yes No

Example(s): _____

Is your property a member of "Green" Hotels Association®?

Yes No

Has your property contacted "Green" Hotels Association® (713/789-8889) for information regarding being "green"?

Yes No

Meeting Planner's Questionnaire for "Green" Lodging Establishments, cont.

Is there anything further in regard to being "green" that your property will offer us?

Yes No

Example(s): _____

Property Name: _____

Address: _____

Contact: _____

Phone: _____ Fax: _____

The following is a selected list of resources that may be helpful for further information. Many of the organizations listed here provided information used in this Guide.

Brochures, Pamphlets

Recycling for Festivals and Special Events (Center for Energy and Environmental Education, School of Health, Physical Education and Leisure Sciences, University of Northern Iowa)

It's Easy Being Green! A Guide to Planning and Conducting Environmentally Aware Meetings and Events (United States Environmental Protection Agency, Solid Waste and Emergency Response, EPA530-K-96-002)

Don't Throw Away That Food: Strategies for Record-Setting Waste Reduction (United States Environmental Protection Agency, Solid Waste and Emergency Response, EPA-530-F-98-023)

Recycling At Your Event: Recycling Advocates Guide to Reducing Waste at Any Event or Conference (Recycling Advocates, P.O. Box 6736, Portland OR 97228-6736; 503-777-0909; e-mail: info@recyclingadvocates.org; website: www.recyclingadvocates.org)

Exhibitor Recycling: Oregon Convention Center (Metro Regional Environmental Management Dept., 600 NE Grand Ave., Portland, OR 97232-2736; website and e-mail listed below.

The Blues Go Green: Waterfront Blues Festival reduces waste by 50 percent, (Metro Regional Environmental Management Dept., 600 NE Grand Ave., Portland, OR 97232-2736; website and e-mail listed below.

Waste Prevention and Recycling at Conferences and Meetings (Metro Regional Environmental Management Dept., 600 NE Grand Ave., Portland, OR 97232-2736; website and e-mail listed below.

Organizations and Individuals

The organizations or individuals listed below are familiar with or are actually responsible for event recycling, for one or more large events.

Bridging The Gap, 435 Westport Rd., #23, Kansas City, MO 64111; 816-561-1087; fax 816-561-1091; website: www.bridgingthegap.org; e-mail: choose@bridgingthegap.org. Environmental consultants and organizers of waste reduction and recycling. Keep Kansas City Beautiful, a program of Bridging The Gap, coordinates the Green Event program for greater Kansas City.

Center for Energy and Environmental Education, School of Health, Physical Education and Leisure Services, University of Northern Iowa, Cedar Falls, Iowa 50614-0293, contact: Rick Stinchfield, 319-273-2573; fax 319-273-7140; e-mail: Rick.Stinchfield@uni.edu. Recycling organizers for several community events.

BRING Recycling, P.O. Box 885, Eugene, OR 97440-0885, contact: Julie Daniel, 541-746-3023; fax 541-726-9894; e-mail: info@bringrecycling.org; website: www.bringrecycling.org. Recycling organizers of the Oregon County Fair, Art in the Vineyard & other events.

Del Mar Fairgrounds, 22nd District Agricultural Association, Concessions Dept. P.O. Box 2668, Del Mar, CA, contact: Nancy Strauss, 858-792-4218; fax 858-792-4236. Recycling and waste reduction organizers for Fairgrounds events.

University of Colorado Environmental Center, CU Environmental Center 207 UCB Boulder, Colorado 80309; contact: Marianne Moulton, Asst. Dir., 303-492-8308; fax 303-492-1897; email, ecenter@colorado.edu; website: www.ecenter.colorado.edu. Recycling organizers for the Bolder Boulder Marathon & 10K, campus concerts, etc.

City of San Francisco Recycling Program, 1145 Market St., #401, San Francisco, CA, contact: Ed Cooney 415-554-3437; fax 415-554-3434; website: www.sfrecycles.org

Residential and Special Projects. Contact: Ed Cooney, 415-554-3437

United States Environmental Protection Agency, Region 7, 901 N. 5th St., Kansas City KS 66101, 913-551-7003. Call for information on how to join Waste Wise, Energy Wise, WAVE and other no-cost waste prevention and energy conservation programs. To order brochures, pamphlets and documents call toll-free 1-800-490-9198 or see website: www.epa.gov

Metro Regional Center, 600 NE Grand Ave., Portland, OR 97232-2736, contact: Genya Arnold, Promotion Outreach Planner, 503-797-1700; fax 503-797-1795; website: www.metro-region.org. Website contains a helpful article entitled Waste Prevention & Recycling at Conferences & Meetings, also available in hard copy brochure form.

National Recycling Coalition, 1727 King St., Suite 105, Alexandria, VA 22314-2720; 703-683-9025, fax 703-683-9026; e-mail: NRCInfo@nrc-recycle.org; website: www.nrc-recycle.org

Recycling Advocates, P.O.Box 6736, Portland, OR 97228-6736, contact: Kate Wells, 503-777-0909; E-mail: info@recyclingadvocates.org; website: www.recyclingadvocates.org

Colorado University Environmental Center, Special Event Recycling Program, Campus Box 207, UMC 331, Boulder, CO 80309, contact: Marianne Moulton, 303-492-8308; fax 303-492-1897; website: www.colorado.edu/curecycling.

Eno River Association, 4419 Guess Rd., Durham, NC 27712, contact: Judy Stafford, 919-544-5324; website: www.enoriver.org. Organizers of the "Trash-Free" Festival for the Eno.

Community Recycling Network, contact: Andy Rock; e-mail: info@crn.org.uk; website: www.crn.org.uk. Creators of the Reusabowl Project using washable crockery and cutlery at public events.

Keep America Beautiful, Inc., website: www.kab.org. Tips on organizing litter-free festivals and events.

The Cygnus Group, www.cygnus-group.com. A website designed to provide information regarding the most efficient and effective ways to reduce waste and conserve resources, including access to the Use Less Stuff Report.

Commercial Products, Businesses

The businesses listed below offer recycled-content or reusable promotional products, environmental services or other event recycling-related items.

Adapt, 13618 Lemay St., Van Nuys, CA 91401-1114; 888-782-6974; website: www.adaptadspecialty.com; e-mail: yberke@aol.com. Carry a broad range of recycled content promotional products.

Amazing Recycled Products, P.O.B. 312, Denver, CO 80201; 800-241-2174; e-mail: amazing@amazingrecycled.com, website: amazingrecycled.com. Carry a large spectrum of products made from recycled materials.

BioCorp, Inc., 8890 Autumn Oaks Dr., Rockford, MN 55373; Toll Free 888-206-5658; e-mail: info@BiocorpUSA.com; website: <http://www.BiocorpUSA.com>. Manufacturers of ReSourceWare, biodegradable plastic tableware and biodegradable collection bags.

Direct Access International, Inc., EMED Co., Inc., P.O. Box 369, Buffalo, NY 14240-0369; 800-442-3633, fax 800-344-2578, website: emedco.com; e-mail: customerservice@emedco.com. Specialists in innovative signage and safety communication.

Energy & Environmental Concepts, Inc., 325 S. Spruce St., Traverse City, MI 49684; 800-968-9998

Green Hotels Association, P.O. Box 420121, Houston, TX 77242-0212; 713-789-8889, fax 713-789-9786, website: www.greenhotels.com

Green Restaurant Association, 38 Harold St Sharon, MA 02067; 858-452-7358; e-mail: gra@dinegreen.com; website: www.dinegreen.com

Home & Planet, 25 E. 3rd Bethlehem, PA 18015; toll-free 1-877-966-1009; website: www.homeandplanet.com; email: homeandplanet@fast.net. Gifts, furniture, accessories, tableware.

Keep America Beautiful, Inc.; website: www.kab.org. Has specialty products pertaining to litter-free messages.

J. Wilbur Company, Kansas City, MO; 816-421-7050; Toll Free 800-421-7050; fax 816-421-1777; website: www.jwilbur.com; email: customercare@jwilbur.com. Provide a broad range of promotional items and services.

Rainbow Eco Specialties, Bldg. 9, Ste 82, 1275 Bloomfield Ave., Fairfield, NJ 07004; 800-564-6748; e-mail: rainbowenv@aol.com. Promotional and educational products made from recycled materials.

Direct Access International, 301 Broadway, Ste 403, Riviera Beach, FL 33404; 800-811-7383; fax 561-863-5507; e-mail: daccess@flips.net. Manufacturers of 100% recycled content apparel and accessories.

Royal Resource Management Corporation, 1709 Highway #7, Brougham, Ontario, Canada L0H 1A0, contact: Jack McGinnis, Vice President, Technical Services 905-427-0009; Toll Free 888-312-1000 ext. 315; fax 888-329-7762; e-mail: jack.mcginis@royalresource.com. Technical consultants for large event recycling; did recycling at 1996 Olympic Games.

Windsor Barrel Works, P.O. Box 47, Kempton, PA 19529; 610-736-4344. Attractive outdoor recycling receptacles made of recycled materials.

The Plastic Lumber Company, 115 W Bartges St Akron OH, 44311; 330-762-8989; fax 330-762-1613; e-mail: sales@plasticlumber.com; websites: www.plasticlumber.com; e-mail: sales@plasticlumber.com. Signs, furniture and recycling containers from plastic lumber.

Successful Events, P.O. Box 64784, St. Paul, MN 55164-0784, Toll Free 800-896-9221; fax 800-352-9501. Carry a broad range of award and promotional items.

Stan Miller and Associates, 25955 Aurora Rd., Cleveland, OH 44146; 800-211-5850; fax 440-232-1732; website: www.millerpromotions.com. Carry a broad range of award and promotional items.

Weisenbach Specialty Printing, Inc., 437 Holtzman Ave., Columbus, OH 43205-1604; 800-778-5420; e-mail: weisart@beol.net. Recycled-content T-shirts and other promotional items.

Eco-Caterers

The businesses listed below will work with local individuals or event organizers to produce environmentally-friendly catered events.

Catering by Design, 45th and Genessee, Kansas City, MO 64111, contact Gina Reardon, 816-753-8414

Gourmet Grocer Catering, 6400 State Line Road, Mission Hills, KS 66208; website: www.thegourmet-grocer.com; email: tommysgourmet@sprintmail.com, Contact Tom Anderson, 913-381-7999, fax 913-381-8034

The Festive Chef, Contact Andrea Umbreit 816-668-4007, www.festivechef.com

Blue Bird Bistro, 1700 Summit, Kansas City, MO 64108; 816-221-7559, www.kansascitymenus.com/bluebirdbistro

Eden Alley, 707 West 47th Street, Kansas City, MO 64112; 816-561-5415, edenalley@edenalley.com

Local Recycling Haulers

Contact these haulers to ask about recycling for your event. This list is not comprehensive; services vary. Always call in advance. Listed businesses serve Metropolitan Kansas City unless otherwise noted. Listed location is mailing address and not necessarily drop-off location; drop-off hours vary although most are not open Saturday afternoons or Sundays.

Recycle Plastic Bottles/Metals/Cardboard/Other – Some also collect trash

BFI Waste Systems, 913-281-4343, 3150 N. 7th Street, Kansas City, KS 66115, Services: 20/30 yard roll-offs, cash back for aluminum

City Scrap Metal, 816-525-4322, 1638 SE Decker, Lee's Summit, MO, Services: 20/30/40 yard roll-offs, cash back for aluminum

Community Recycling Centers of Kansas City, Missouri, 816-561-1087, Bridging The Gap, 435 Westport Road #23, Kansas City, MO 64111, Services: three drop-off locations

Community Recycling Centers in metropolitan Kansas City, 816-561-1090

Deffenbaugh Industries, Inc., 913-441-9660, 17400 Holliday Drive, Shawnee, KS 66203, Services: 20/30/40 yard roll-offs, drop-off location, cash back for aluminum

General Container, LLC, 913-621-3621, P.O. Box 15291, Kansas City, KS 66115, Services: 10/20/30/40 yard roll-offs, serves central city of Kansas City, Kansas and Missouri and Industrial areas

Jim's Disposal Service, 816-221-1932, 1735 Euclid Ave., Kansas City, MO 64127, Services: 2/4 yard and larger roll-offs, drop-off location

Smurfit Recycling Company, 913-236-8000, 510 Division Street, Kansas City, KS 66103, Services: drop-off location, cash back for aluminum and cardboard

Recycle Metals only including aluminum

AS IS Recycling, 816-761-4473, South 71 Highway and 150 Highway intersection, Services: drop-off location, contract hauling services, cash back

Asner Iron and Metal Co., 913-281-4000, 34 N. James, Kansas City, KS 66118, Services: drop-off location, contract hauling services, cash back

Galamba Metals Group, LLC: 861-2700, 3005 Manchester Trafficway, Kansas City, MO 64129, Services: drop-off location, cash back, contract hauling

KC Iron and Metal, 816-471-2854, 1411 E. 19th Street, Kansas City, MO 64108, Services: drop-off location, cash back

Langley Recycling, 816-924-8452, 3557 Stadium Drive, Kansas City, MO 64129, Services: 20/30/40 yard roll-offs, drop-off location, cash back

Mallin Brother Co., Inc., 816-483-1800, 3211 Gardner, Kansas City, MO 64120, Services: roll-off containers, drop-off location, cash back

North KC Iron and Metal, 816-471-3244, 1222 Iron Street, North Kansas City, MO 64116, Services: 20/30 yard roll-offs, drop-off location, cash back

Shostak Iron and Metal, 913-321-9210, 700 Kindleberger Road, Kansas City, KS 66115, Services: 40 yard containers, drop off location, cash back

Top Metal Recycling, 816-833-3189, 1212 West 24 Highway, Independence, MO 64050, Services: drop-off location, cash back

Wabash Iron and Metal, 816-221-3454, 1908 Troost, Kansas City, MO 64108 Services: 10/20/30/40 yard roll-offs (10,000 pound minimum), drop-off location, cash back

12th Street Recycling, 816-483-1225, 4300 E. 12th Street, Kansas City, MO 64127, Services: drop-off location, cash back

Recycle Paper/cardboard only

Allied Waste, 816-254-1470, Services: Haul for other companies, also called BFI or Waste Management

Local Composting and Rendering Facilities

The businesses listed below have agreed to provide recycling or composting for certain types of food waste depending on size of event, delivery capabilities and other site-specific factors. Please call to negotiate specific details for your event.

Missouri Organic Recycling, Inc., 7700 E 40 highway, Kansas City, MO; Contact: Kevin Anderson, 816-483-0908. Will take dumpster loads of source-separated fruit and vegetable scraps.

Suburban Lawn & Garden, Inc., 105th and Roe, Overland Park, KS Contact: Tracy, 816-941-4700. Will take small amounts of source-separated fruit and vegetable scraps.

Darling International, Inc., 685 Adams, Kansas City, KS, Contact: Rodney Baldwin, 913-321-9328, Fax 913-321-0028, website: www.darlingii.com; e-mail: rbaldwin@darlingii.com. Will recycle fat, bones and cooking grease.

Local and Regional Environmental Organizations

The organizations listed below can offer information, education and other resources regarding waste prevention, waste reduction, energy conservation and recycling.

Bridging The Gap, Inc., 435 Westport Rd., #23, Kansas City, MO 64111, 816-561-1087; fax 816-561-1091; website: www.bridgingthegap.org; e-mail: choose@bridgingthegap.org

Conservation Federation of Missouri, 728 W. Main St., Jefferson City, MO 65101, 573-634-2322 Fax 573-634-8205
Website: www.confedmo.com, e-mail: mofed@socket.net

Department of Natural Resources, P.O. Box 176, Jefferson City, MO 65102, 800-361-4827, website: www.dnr.mo.gov;
e-mail: contact@dnr.mom.gov

Environmental Improvement and Energy Resources Authority (EIERA), 325 Jefferson St., Jefferson City, MO 65102
573-751-7752

Kansas Department of Health and Environment, Capitol Tower Building, 400 SW 8th Street, 2nd Floor, Topeka, KS
66603-3930, 785-296-1500 Fax: 785-368-6368, website: www.kdheks.gov; e-mail: info@kdhe.state.ks.us

Kansas Recyclers Association, P.O. Box 152, Hutchinson, KS 67504-0152, 316-663-5599 · Fax: 316-663-5623,
website: www.hutchnet.com/KRA; e-mail: KRA@hurchnet.com

Mid-America Energy and Resource Partners, 7525 Sussex Avenue, St. Louis, MO 63143 314-645-7752; Fax 314-645-
1244; website: www.merp.org www.merp.org ; e-mail: merp@info.csd.org

Mid-America Regional Council Solid Waste Management District, 600 Broadway, Suite 300, Kansas City, MO 64105,
website: www.marc.org

Missouri Department of Conservation, P.O. Box 180, Jefferson City, MO 65102-0180 573-751-4115, 1-800-781-1989,
website: www.conservation.state.mo.us

Missouri Recycling Association (MORA), 101 W. Tenth St., Rolla, MO 65401, Website: www.mora.org.

CITY OF FOUNTAINS
HEART OF THE NATION



KANSAS CITY
MISSOURI



The Green Event Planning Guide was funded by
the City of Kansas City, Missouri and Kansas City Power and Light.

This publication was prepared by Bridging The Gap,
a not-for-profit environmental education and action organization.
Bridging The Gap does not assume any liabilities with respect
to the use of any products or services from other
organizations discussed in this publication.



435 Westport Rd., #23
Kansas City, Missouri 64111
816-561-1087
www.bridgingthegap.org