

SUSTAINABLE event manual

Practical guide for green events at TU/e



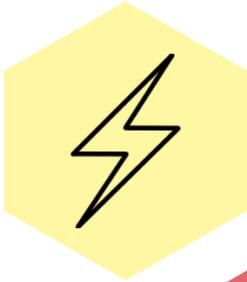
Introduction

TU/e is constantly trying to make the campus more sustainable. It is a fair trade university and the freshly renovated Atlas building is one of the most sustainable educational buildings in the world. The campus of TU/e is vibrant and there are a lot of events going on throughout the year. Nevertheless, the impact of these events can be significant!

In fact, they demand lot of resources, such as energy and water, generate waste and have an impact on the environment. Therefore it is important to take the necessary measures not only to create an enjoyable experience for visitors, but also to minimize the negative environmental consequences. Don't know where to start? We can help you.

This Manual aims to provide essential information that can guide you to make your event more green and sustainable. Solutions and recommendations are divided into three different times: before, during and after the event. It is also possible for you to apply for the Green Events Certificate and show the world you are making your event sustainable! You can find the procedure in the website of Go Green Office.

Categories



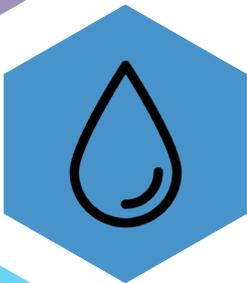
Energy



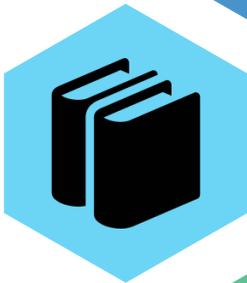
Waste



Food and Drink



Water



Education



Innovation and Initiatives

Before the event

1

EVENT TIME

- Holding your event during **daytime** can save a lot of energy! You can use outdoor locations on campus during warmer months of the year or use naturally lit indoor locations.

2

LOCATION CHOICE

- Try to hold your event in buildings with **sustainable lighting installations** like LEDs. For instance, newly renovated ATLAS building in campus uses LED lighting.
- You can encourage your attendees to use **sustainable ways of transportation** and avoid using private cars.
- **Virtual attendance:** video recordings, live-transmission of the event can reduce the need of transportation.

3

PROMOTION

- Go **paperless:** choose preferably only digital materials to promote your event (Cursor, break-slides, monitors on campus, TUE Instagram account newsletter, etc.) *Tip: you can contact Stadium Generale for posting an advertisement on the TUE monitors.*
- When not possible, choose recycled paper and **print the materials on both sides.**
- Post-printed materials should be collected in a centralized location to reduce waste.
- Make your promotional material inclusive. Reach a larger audience and foster an inclusive community behavior.
- Promote a **sustainable behavior** and all sustainable actions taking place in your event (remind people to recycle promotional material, separate waste, etc.).
- Name badges should be reusable: collect them after the event.

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SUPPLIES

- Evaluate carefully whether or not some aspects are vital to the event or not (reducing costs and waste).
- **Borrow/reuse items from university** departments or rent instead of purchasing (e.g.: chairs, tables, banners, cutlery,

5 FOOD & DRINKS

- table cloths, etc.).
- Purchase products that **use less packaging** and have recycled content (e.g: from an eco-friendly, socially responsible company).
- If you are giving away t-shirts or other pieces of clothing, choose fabrics made with **organic cotton, recycled cotton, recycled plastic bottles** or other **recycled materials**.
- When possible, **buy local products**, in this way the local economy will benefit and the travel distances will be reduced.
- Consider **fair trade** options.
- **Buy in bulk** when possible. It might be beneficial for your budget and reduce transportation and packaging implications.
- Go for healthy food choices (**whole grains, fruits, vegetables**, etc.)
- Consider serving **vegetarian** and **vegan** options in your event; there are plenty of caterers in Eindhoven that provide vegan and vegetarian food!
- If you are getting your food delivered from a caterer, make sure that they do it with **sustainable ways of transportation**.
- Avoid serving boxed meals.
- Ask your caterer to use more **local, organic** and **seasonal** products.
- Try to make a correct estimation of **how much food is needed**. Avoid over ordering food. *Tip: you can make an online food form and ask your attendees to fill up. This can give you a more accurate estimate of how much food needs to be ordered.*
- In case the amount of attendees changes shortly before the event, see if caterer is flexible enough to adjust to the new numbers.
- Try to **buy products in bulk** and not with individual plastic packaging.
- Switch up meal plan to celebrate food culture from a different region.

- Ask the caterer if they already have an existing partner to donate the leftovers.
- **Take the leftover food home or donate it.** You can use **reusable containers** to collect what is left after the event.

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RESOURCES CONSUMPTION

- Use **reusable dishware**: you can borrow dishware from the University or rent reusable dishware instead of using plastic
- Choose a sustainable alternative to plastic forks and knives such as **compostable tableware**.
- **Minimize packaging**: serve all dishes and condiments in bulk as opposed to single-serving options.
- Use **recycled napkins** and save the remaining ones after the event.
- If you are serving tea and coffee, try to **avoid plastic stir spoons** and use reusable or sustainable options.
- **Avoid using straws** with drinks.
- Use **tap water** and pour it for your attendees; avoid bottled water.
- Use **reusable plastic cups**. *Tip: Go Green Office can provide you with reusable cups!*

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DECORATION

- Tablecloths: **do not use tablecloths** if possible and if not, choose reusable ones.
- Use **plants** as decoration! You can offer your attendees to take them as a gift when they are leaving.
- Try to use material that can be found on campus.
- In case you need to buy some materials, purchase one that can be reused in future events.
- Avoid using specific dates on the signs/banners to be able to reuse them again.
- Use **sustainable materials** for banners and signage or material that can be recycled or composted after the event.
- Use signs to communicate the **importance of sustainability** and promote the sustainable aspects of the event. *Tip: you can take part in Sustainability Certificate and use that in your promotion posters.*
- **Avoid using Balloons**, specially ones filled with Helium gas.

8 EVENT WASTE

- Use **different containers** for general waste, plastic and papers.
- Determine how many waste containers you need and their location.
- **Set zero waste goals** your event can achieve. (If that is not possible, set another clear goal, e.g. recycle or compost >50% of event waste).
- Create **clear signage** for disposable items at each waste station.
- **Minimize food-waste.**

During the event

9 ENERGY

- **Reduce energy consumption** during the event, by turning off lights/equipment that are not in use, by unplugging laptops and phones that are charged and using energy efficient equipment by checking their energy label.

10 SUSTAINABILITY ADVERTISEMENT

- Place sustainability-related signs at clearly visible locations and announce specific sustainability opportunities for event participants.
- Show that you have participated in Green Events Certificate. *Tip: you can find the certificate procedure on the Go Green Office website.*

11 REWARDS

- Offer prize, recognition - both online or during the event - or reduced registration fees for vendors and attendees that make sustainable contributions.

After the event

12 EVENT WASTE

- The remaining waste should be **disposed correctly**. *Tip: contact Renewi Eindhoven or Precious plastic on campus*

and ask for locations/ways you can recycle your collected waste.

- **Donate leftover food** (see above for inspirations on how to do it).

13 SUCCESS EVALUATION

- Write a **feedback report** on the successes and failures of the event for own evaluation and future events.

14 SUCCESS PROMOTION

- Use **social media** (e.g. Cursor TU/e) to promote the sustainable success of the event.
- Say thanks in a sustainable way: give “green” giveaways, for example gift certificates, electronic or recycled Thank You cards, plants or consumables.

15 SOCIAL SUSTAINABILITY

- **Raise awareness** by thanking your attendees to make the event more green.
- Benefit the community by finding a way to give back (e.g. supporting local non-profit or NGO), donating leftovers etc.
- **Compensate the CO2 impact** of the event, if possible.