Green Event Planning Guide

This guide is an all inclusive tool to aid event planners in making their events more sustainable. You will find the do’s and don’ts of sustainable event planning—before, during, and after.

Still have questions? Contact sustainability@jhu.edu.

1. GREEN EVENTS: TOP 3
Three critical steps for your green event.

2. NAVIGATE THE PROCESS:
Comprehensive guidelines for every step of the green event planning process.

3. SAMPLE GREEN COMMITMENT STATEMENT:
Announce your sustainable efforts at your event using this template.

4. PREFERRED GREEN CATERING DIRECTORY:
Check out a list of caterers who have adopted sustainable practices.
Green Events: TOP 3

The following pages serve as a comprehensive menu of options for you to reduce the impact of your event. The three most critical of these are outlined below.

1. CHOOSE A GREEN CATERER
Choose bulk setup (condiments, spreads, beverages, coffee), confirm compostable materials at no additional cost, and ask them to bring to-go containers. Full list of Preferred Green Caterers is on pages 11-12.

2. COORDINATE WASTE BINS
Request the appropriate bins when you reserve your space and request Facilities support. Specific contact info on page 9. If your event is zero-waste (all waste is compostable and recyclable), hide the trash bin. If everything is compostable, hide recycling and trash bins.

3. EDUCATE YOUR GUESTS
Utilize a PowerPoint slide, table-tents, bin-signage, volunteers stationed at bins, and/or an announcement educating guests how to sort their waste.
NAVIGATE the process:

Before the Event:
- Choose a Preferred Green Caterer
- Request compost and/or recycling bins
- Coordinate bulk beverages
- Source giveaways responsibly
- Minimize printed materials
- Encourage alternative transportation
- Use natural and reusable décor

Day of the Event:
- Find ways to conserve energy
- Check for proper waste bin set up
- Promote your sustainability efforts
- Educate your guests

After the Event:
- Collect unused materials for future events
- Coordinate with Campus Kitchens to donate leftover food
- Turn off all equipment and lights
1. Before the Event

Choose a Green Caterer:

- JHU Preferred Green Caterers provide compostable service-ware at no extra cost, can provide bulk water, and have eliminated Styrofoam.
- Consider reusable service-ware.
- If reusable service-ware is not an option, confirm that ONLY compostable bowls, plates, cups, napkins and utensils will be provided.
- Bulk, bulk, bulk! Beverages, condiments, trays, coffee condiments, spreads. Provide tap water for speakers.
- Accurately gauge the size of your event to avoid purchasing more food than needed.
- Don’t see your favorite caterer? Help get them green preferred by contacting sustainability@jhu.edu

Request compost and/or recycling bins:

- Ask that bins be provided where the event will be held through Facility Management Event Support. See page 9 for contact info by campus.
- 50 people = 1 bin.
- Only request the necessary bins. If all your materials are compostable/recyclable, request that the trash bins be hidden.

(Note: composting bins should only be requested if the caterer or event planner is providing compostable or reusable bowls, plates, cups, napkins AND utensils.)
1. Before the Event (cont.)

Source giveaways responsibly:

♦ Consider eliminating giveaways all together
♦ If it is necessary, consider products that are made in the USA (Maryland), fair trade, made from recycled materials, organic (i.e.-t-shirts),
♦ Choose giveaways that guests can reuse (i.e.-water bottles, reusable mugs, utensils). A favorite sustainable vendor is ChicoBag, offering a range of options.
♦ Brand with the Hopkins Eco-Smart graphic. Contact the Office of Sustainability for approval.

Minimize printed materials:

♦ Advertise using digital media options (i.e.-FlashAds, JHSPH Digital Signs)
♦ Utilize Today’s Announcements, Evite, Twitter, and Facebook, MailChimp, Google Forms, and Survey Monkey.
♦ Electronic event management services like Paperless Post, Eventbrite, Brown Paper Tickets, Greenvolope, PostMark, and Formstack
♦ Zkipster, Social Tables, and All Seated offer tools for electronic check-in, seating charts, and communication tools.
♦ Create materials without the year on them so you can reuse year to year.
♦ Send event materials to attendees before the event via email

TIPS: Reusable water bottles, to-go mug, utensils, reusable bags are great sustainable giveaway options.

AVOID: keychains, magnets, cheap giveaways
1. Before the Event (cont.)

Encourage alternative transportation:
- Select a central location accessible via alternative modes of travel
- Encourage attendees to use these modes of travel in invitations and pre-event communications. Make it easy by linking to schedules and maps.
- Consider webcasting the event to eliminate any transportation emissions

Use natural and reusable décor:
- Consider using reusable, functional or natural decorations
- Linen tablecloths, potted plants
- Avoid disposable and impractical giveaways or decorations.
- Keep dates off of banners so as to use them for future events
2. Day of the Event

Find ways to conserve energy:
- Consider event spaces where daylight can be utilized
- Shut off equipment when not in use

Check for proper waste bin set up:
- Double check ALL bins are properly labeled
- Recycling, composting and/or trash bins should all be grouped together
- NOTE: Composting bins should be equipped with a compostable bin liner

Promote your sustainability efforts:
- Announce your green commitment at your event (see the Sample Green Commitment Statement). Announce how to sort waste before guests stand up.
- Strategically place recycling and composting table tents near bins or high visibility spots
- Use the Hopkins Eco-Smart graphic (below) on promotional materials.
- If you have a slide show, include a composting and recycling slide prior to the beginning of the event.
- Assign volunteers to be bin monitors, helping guests sort their waste.
3. After the Event

Once the event is over, and the guests have left, there are just a few more things to do! When at Homewood, make sure to submit a Free Food Alert to your leftover food with hungry students. Ask caterer to provide to-go containers for extra food. When cleaning up your event space, make sure you are saving materials that can be used later on for future events (i.e.- utensils, banners, etc.). Once you have finished gathering everything, make sure all lights and equipment are turned off.

And then last but not least...

CELEBRATE!

Because you have just successfully hosted a green event!

Composting is only available at the Homewood, School of Public Health, Keswick, and Mt. Washington campuses.
Bin Request Contacts

Requesting bins is one of the most critical to-dos for ANY event, especially a green event. This process varies by campus. Let them know what you need about 2 weeks prior to your event.

<table>
<thead>
<tr>
<th>Campus</th>
<th>Office</th>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>550 and 1830 Buildings</td>
<td>Property Management</td>
<td>Rosetta Shore</td>
<td>410-955-2156</td>
</tr>
<tr>
<td>Bayview</td>
<td>Housekeeping</td>
<td>Michele Sasser</td>
<td>410-550-1146</td>
</tr>
<tr>
<td>Carey - DC</td>
<td>Campus Operations</td>
<td>Melissa Kirkendall</td>
<td>202-588-0597</td>
</tr>
<tr>
<td>Carey - Harbor East</td>
<td>Campus Operations</td>
<td>Jodi Kubisiak</td>
<td>410-234-9465</td>
</tr>
<tr>
<td>Eastern</td>
<td>Property Management</td>
<td>Corinne Odo</td>
<td>443-997-8988</td>
</tr>
<tr>
<td>Homewood</td>
<td>Homewood Recycling</td>
<td>Ryan Kielbasa</td>
<td>410-516-5736</td>
</tr>
<tr>
<td>Hospital</td>
<td>Sustainability</td>
<td>Kelsey Hallowell</td>
<td><a href="mailto:sustainable@jhmi.edu">sustainable@jhmi.edu</a></td>
</tr>
<tr>
<td>Keswick</td>
<td>Transwestern</td>
<td>Courtney McKeon</td>
<td>443-997-0680</td>
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<tr>
<td>Mt. Washington</td>
<td>Transwestern</td>
<td>Leanne Burnette</td>
<td>410-735-7727</td>
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<tr>
<td>Peabody</td>
<td>Plant Operations</td>
<td>Eric Owens</td>
<td>667-208-6510</td>
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<tr>
<td>SAIS</td>
<td>Zendesk</td>
<td>Debbie Walls</td>
<td>202-6636-5665</td>
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<tr>
<td>School of Education</td>
<td>Campus Operations</td>
<td>Sabrina Scarborough</td>
<td>410-516-4925</td>
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<tr>
<td>School of Public Health</td>
<td>Facilities Management</td>
<td>Latrenya Hines</td>
<td>410-955-3404</td>
</tr>
<tr>
<td>Schools of Medicine &amp; Nursing</td>
<td>Facilities</td>
<td>Mike Humphreys</td>
<td>410-955-3324</td>
</tr>
</tbody>
</table>

Online Request Systems:
Homewood: www.jhfre.jhu.edu/services/maintenance_and_repair/recycling_request_form.html
SAIS: sais.zendesk.com
Feel free to use this sample green commitment statement below as a guide for highlighting the green steps you have taken in planning your event. Make your own edits and include this in your promotional materials (website, e-mails, posters, etc.), in your event program (if you must print one), and announce it aloud at your event.

The Johns Hopkins University is committed to taking smart and responsible actions that prioritize people, natural resources, and finances to safeguard the health of future generations. The University’s commitment to sustainability extends to all aspects of campus life – including on-campus events.

To demonstrate our commitment, (NAME OF SPONSORS OF EVENT), have been thoughtful and deliberate throughout the event planning process to take steps to reduce environmental impact and support the vision of sustainability. These steps include:

(LIST STEPS i.e. minimizing print materials, using local caterers who specialize in green practices, switching from disposable to reusable or compostable service-ware, and having these items, along with food scraps, collected for recycling and composting.)

We invite you to join us in this commitment by adopting sustainable practices in your work and life at Johns Hopkins and beyond.
Preferred Green Caterers Directory:

This directory contains a list of Baltimore region caterers that have demonstrated a strong commitment to environmental responsibility in their operations and service. This is designed to help you choose the best caterer for your event.

All of the caterers listed in this directory:

- Offer healthy food options that feature organic and local ingredients
- Offer substantial vegetarian options
- Provide compostable cups, plates, napkins, utensils, and other service-ware at no extra cost

Alma Cocina Latina
Atwater’s
Biddle Street Catering and Events
Blue Pit BBQ
Bon Appetit
Cafe Azafran
Charles Levine Caterers
Chef’s Expressions
Chesapeake Food Works
City Seeds
Copper Kitchen
Culinary Architecture
CUPS Coffeehouse
Entrée Metropolitan Catering
Felici Café Catering
Graul’s Market
J. Burke Catering
Jay’s Deli
La Prima Catering
Marie Louise Bistro
ROUGE Fine Catering
Stall 11
The Classic Catering People
The Pantry Catering
Zeffert & Gold Catering
Zia’s Café