



Sustainable Event Guide

Sustainability is defined as meeting the needs of the present generation without compromising the needs of future generations. This guide will walk you through the necessary steps to plan and execute your green event at UCSB according to the 2016 Associated Students Green Bill.

Before the Event

Explain to all involved (planning team, vendors, venue staff) that you are making an effort to have a green event. You can also include a “sustainability clause” in all agreements associated with your event. This creates a clear understanding of how you expect business to be conducted between you and the sponsors, suppliers, or vendors at your event.

Communicate with the guests & planning team about sustainability

- Use only electronic communication (such as email, Facebook, Google Docs, etc.) for invitations, event registration, announcements and updates
- Shared online calendars and documents are great for collaborating with others. This reduces paper waste while also expanding opportunities for remote collaboration.

Inform your caterer that you're planning a green event

- Ask for compostable or recyclable serving ware if you're having a more casual event, or reusable dishware if you're having a more formal event. The Zero Waste Committee can provide your organization with compostable dishware, please refer to the index for more information. www.sustainability.ucsb.edu/the-zero-waste-committee
- Avoid boxed meals and individually packaged foods (chips, cookies, etc.)
- Serve local, organic, Fair Trade Certified and humanely raised food
- Ask caterers to provide signage explaining how they contributed in making the event green (such as sustainable food offerings, a limited waste plan, etc.)

Purchase smart promotional products, prizes, and giveaways

- If your event has some sort of goodie bag of SWAG (stuff we all get), demonstrate your eco-friendly values by choosing sustainable options or even opting not to do giveaways.
- Recycled content goodies are easy to find online and range from pens, mugs, notebooks, tote bags, sunglasses, lanyards, and much more
- Consider who manufactures the products that you purchase. Choose to buy American made items and look for companies that have a commitment to sustainable manufacturing or fair wages for workers. Please refer to the index for more information.
- Choose items that are useful, reusable, durable, or have educational value -- avoid single use items. Guests are more likely to keep these SWAG items and not waste them.
- Support local sustainable business by featuring their products or services.
- Give gift certificates for local businesses. This promotes shopping locally and gives recipients more opportunities to get something they want out of your event.





Market your green event online

- Take credit for your green efforts by highlighting your green event efforts in your social media for the event. This communicates your organizations' values and may attract even more people to your event.
- News releases will multiply your event exposure to the public. If you send your press release to the Public Affairs office at UCSB with enough time in advance, they can help publicize your release. Local news media is very responsive to UCSB Public Affairs official releases, visit their website for more information at www.ia.ucsb.edu/pa/.

Encourage strategies to reduce carbon emissions created by transportation

- Choose a venue that reduces transportation expense

During the Event

Practice what you preach by remembering to reduce, reuse, and recycle

- Use whiteboards or flat screen TVs to post announcements
- Provide reusable name badges and collect them at the conclusion of the event
- Use power strips for all electronic equipment (laptops, projectors, etc.) and shut off power strips during breaks or between sessions
- Use rechargeable batteries for electronic devices (cameras, laser pointers, etc.)

Use campus resources to help your event run smoothly and minimize waste

- Zero Waste Committee (ZWC) is a group of enthusiastic students sharing a variety of interests and experience relating to the environment. These students are working to ensure that all waste products are recycled or composted by 2020. Your organization can buy from the Zero Waste Committee's Stock of Compostable Goods. Their exchange program provides on-campus groups with sustainable serving ware with plates, cups, and utensils for prices comparable to paper serving ware. ZWC Compostable Products is available at the Annex, and must be filled out to take out serving ware. If you are interested in their services, or would like more information, visit their website at www.zerowaste.as.ucsb.edu or email them at zerowaste.ucsb@gmail.com.
- Associated Students Recycling (ASR) is a student-run organization working towards zero waste by 2020. The organization plays an active role in waste management and diversion on campus. Your organization can hire ASR for waste services at UCSB affiliated events. For your event, ASR team members will set up landfill, compost, and recycling bin stations prior to the start of your event; take the bins down after the event; and properly dispose of everything collected. This service is a great way to ensure that your event produces a minimal amount of landfill waste. If you are interested in their services, or would like more information on recycling, visit their website at recycling.as.ucsb.edu or email them at ucsbrecycling@gmail.com.



After the Event

- Associated Students Recycling will dispose of your compost, landfill, and recycling bins if you scheduled them to help with your event
- Collect all items that can be reused later and store them for future events
- With your planning team, go over your successes and problems in order to improve for your next event

Off-Campus Events

Getting to the Event

- Book non-stop flights whenever you can: It's takeoffs and landings that create most of an airplane's carbon emissions.
- If you're traveling with family or friends and the destination is within driving distance, consider taking a road trip. If you're traveling by yourself, it's more eco-friendly to fly!
- If you do fly, consider doing so with one of the 30+ IATA (International Air Transport Association) member airlines who offer carbon offset programs to neutralize the aircraft's carbon emissions by investing in carbon reduction projects.
- If you drive and your car isn't eco-friendly, rent a hybrid or electric vehicle, which use less fuel and produce less carbon emissions than gas-guzzlers.
- If you have the time, traveling via bus or train generally has less environmental impact.

Staying Overnight

- When traveling in the U.S., check to see if the hotel has LEED Certification from the U.S. Green Building Council, which judges on sustainable site development, water savings, energy efficiency, material selection, indoor environmental quality, and innovation in design.
- Look for seals of approval from other certification programs, such as EarthCheck (Australia), Green Globe, Rainforest Alliance (Latin America, Caribbean), and Green Tourism Business Scheme (UK).
- Find out what percentage of the hotel's resources is local. Do they hire local staff? Do they get most of their foods locally? Do they use locally sourced materials in the décor? Companies that utilize indigenous resources tend to be more sustainable, as they're investing in the local economy.





Saving Water and Energy

- Take a BPA-free water bottle you can refill over and over again
- Take showers. Showers use just 10-25 gallons of water, while baths use up to 70 gallons.
- Take shorter showers – turn the water off while you lather up, shave, or brush your teeth.
- Never use hotel laundry, as they typically wash every guest's clothes separately (even when there are only a few items).
- Hang towels after each use, which is the universal sign that you'd like to use them again.
- When you leave your room, turn off all lights, heat/AC, and television.
- Leave the "Do Not Disturb" sign on the door for the duration of your stay, which cuts down on chemical cleansing agents, electricity used in vacuuming, and the washing of bed linens.
- Walk, bike or use public transportation to get around whenever possible, which cuts down on gas usage and saves money.
- Return maps, brochures and other tourist info once you're finished with them.
- Take any leftover soap, shampoo, or toothpaste with you. Unused portions are often thrown away, and you can reuse the plastic bottles in the future.

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The recommendations above are based on the following guidelines of the Associated Students Green Bill. These rules must be followed by organizations funded by Associated Students.

Purchasing used items should be highly encouraged assuming all other policies are followed.

- A. Sustainable Purchasing of Food, Drinks, and Serving ware
 1. Absolutely no single-use water bottles may be purchased. Water coolers and 5-gallon jug pumps must be used for event hydration stations.
 2. All coffee and tea must be certified Fair Trade and certified organic.
 3. All public events that provide food must have vegetarian and vegan options.
 4. A.S. spaces may not purchase single-use products such as coffee cups or paper plates for daily office users; daily users should provide or be provided with reusable items.
 5. Certified compostable single-use food service products, including plates, bowls, utensils and napkins, may be purchased for events and guests. These items should be purchased from the A.S. supply of compostable goods in order to minimize costs.
- B. Sustainable Purchasing of Swag and Giveaway Items
 1. Clothing and apparel must be made in the U.S. and must be made from either recycled and/or reclaimed materials (preferred), organic cotton, or U.S. grown cotton.
 2. Reusable bags must be made in the U.S. and must be made from either recycled and/or reclaimed materials (preferred), organic cotton, or U.S. grown cotton.



3. Water bottles must be made in the U.S. and must be made of either glass, aluminum, stainless steel, or BPA-free plastic.
- C. Sustainable Purchasing of Paper and Office Supplies
1. White printing paper must be made up of 100% post-consumer recycled content. Colored paper must be at least 30% post-consumer recycled content.
 2. Office supplies should be purchased from the A.S. supply cabinet whenever possible as these items have been bought with sustainable principles in mind.
- D. Sustainable Purchasing of Paint
1. All paint must be water-based and low or no-VOC (volatile organic compound).
 2. Before purchasing new paint, groups are encouraged to check the paint exchange cabinet at Environmental Health and Safety for free supplies.
- E. Sustainable Purchasing of Cleaning Products
1. All cleaning products must be GreenSeal certified.
 2. Before purchasing new cleaning products, groups are encouraged to seek out free all-purpose cleaners from Custodial Services.
- F. Sustainable Purchasing of Electronics, Appliances and Batteries
1. Computers, laptops, tablets, monitors, printers, copiers and TVs that are purchased new must be certified as EPEAT Gold. Used equipment does not need to meet this standard.
 2. Refrigerators, computers, laptops, tablets, monitors, printers, copiers and TVs must be EnergyStar certified.
 3. Printers that are purchased new must be capable of double-sided printing. Printers purchased used do not need to meet this standard.
 4. Coffee makers that use single-serving plastic pods instead of traditional coffee filters are not permitted in A.S. spaces.
 5. All batteries should be rechargeable.

Exceptions to this policy may only be granted by Finance Board. Those requesting exceptions should expect to demonstrate that they have made a good faith effort to comply, but that doing so would cause a great hardship and would inhibit a core function of that group's mission.

