

# Sustainable Practices for Green Events!

[www.tnsustainabletourism.com](http://www.tnsustainabletourism.com)



“Events” are a major contributor to Tennessee’s tourism industry. Like other tourist attractions, events can be thoughtfully planned in order to minimize the impact and help increase awareness. “Greening” your event helps set a great example to your visitors and citizens and will cast a positive light on your sponsors. Moreover, all of your participants will appreciate your efforts and will hopefully return for the next green event!

**How To Become a Green Event?** Start with implementing a few of these steps toward sustainable tourism practices.

Begin tracking all sustainable activities that you are practicing at your event and make sure to let your guests know how your destination / business is using sustainable practices.

- ♻️ **Recycling.** Event provides recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
- ♻️ **No Styrofoam.** Event eliminates the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
- ♻️ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities to be minimized whenever possible!
- ♻️ **Waste Reduction.** Event planners make a general commitment to reduce the amount of waste generated by their event. See below for more details.
- ♻️ **Green Signage.** Event planners communicate to their participants about *how green* the event is. Event signage should list all “green activities” practiced in the planning and operation of the event.

The following are some specific details on how you can **Green** your event:

**Event Recycling.** For the public, recycling is the most visible sign of your environmental commitment. Recycling bins should be plentiful, well-marked, and offered everywhere that regular trash cans are. Signage should indicate what is recyclable at your event:

- ♻️ Aluminum Cans
- ♻️ Plastic Bottles
- ♻️ Glass Bottles
- ♻️ Paper
- ♻️ Cardboard
- ♻️ Composting of food & other compostable items

**No Styrofoam.** There is now a wide variety of bio-based products that can be used in place of Styrofoam. See examples: [www.tennessee.gov/generalserv/purchasing/greenproducts.html](http://www.tennessee.gov/generalserv/purchasing/greenproducts.html)  
[www.worldcentric.org/bio/bagasse.htm](http://www.worldcentric.org/bio/bagasse.htm) [www.ecoproducts.com](http://www.ecoproducts.com)

- ♻ Disposable cups, containers, and cutlery:
- ♻ bio-based materials
- ♻ recyclable
- ♻ recycled content
- ♻ compostable

**Printed Materials.** Printed materials are another area where you can easily display your commitment toward sustainable tourism. [www.epa.gov/greeningepa/practices/greenprinting.htm](http://www.epa.gov/greeningepa/practices/greenprinting.htm)

- ♻ Use electronic registration, correspondence and forms
- ♻ Print brochures and other printed items on recycled content paper, use soy-based inks, and all 2-sided copying.
- ♻ Purchase/use all paper products with high recycled-content

### **Waste Reduction.**

- ♻ Choose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting.
- ♻ Review the use of environmentally-friendly, portable restrooms
- ♻ Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- ♻ Encourage the use of mass-transit and/or carpooling to your event.
- ♻ Purchase “Green Tags” or “Carbon Offsets” to offset the additional energy and/or environmental impacts resulting from your event (see [www.green-e.org](http://www.green-e.org) or [www.carbonfunc.org](http://www.carbonfunc.org))
- ♻ Serve food items that are sustainable, organic or locally-grown (see [www.sustainabletable.org](http://www.sustainabletable.org))
- ♻ Use non-bleached napkins or maintain a supply of cloth napkins.
- ♻ Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc.
- ♻ Avoid box lunches – trays/platters of food are much less wasteful.

**Green Signage.** It is important to tell the public about the many great things you’ve done behind the scenes to reduce your event’s impact. Here are some good ideas:

- ♻ Create a green event section on your event’s webpage highlighting your sustainable activities
- ♻ Post signs at registration which lists all of your sustainable activities
- ♻ Try to quantify your greening efforts and post estimates of your reduced impacts by using a using a pollution calculator. [www.cleanerandgreener.org/resources/pollutioncalculator.htm](http://www.cleanerandgreener.org/resources/pollutioncalculator.htm)

If you need additional information on Tennessee Sustainable Tourism, please contact:

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**Thank you for support and commitment toward sustainable tourism in Tennessee.**  
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