

# Sustainability and Materials Management Green Events Guide





# Sustainability and Materials Management Guide

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## Sustainability and Materials Management Green Events Guide

*“The Sustainability & Materials Management Green Events Guide”*

*was developed to*

*assist event planners,*

*venues, suppliers/*

*vendors, exhibitors, and*

*hotels in implementing*

*sustainable practices*

*to make events and*

*services greener...”*

“The Sustainability & Materials Management Green Events Guide” was developed to assist event planners, venues, suppliers/vendors, exhibitors, and hotels in implementing sustainable practices to make events and services greener. The guide includes a menu of actions and recommendations based on the ASTM (American Society for Testing and Materials) Standards for Environmentally Sustainable Meetings, Events, Trade Shows and Conferences, the United Nations’ Green Meeting Guide, and the experience of venues such as the Greater Columbus Convention Center.

The guide is organized into five sections: event planners, venues, exhibitors, vendors/suppliers, and hotels. Each section contains a menu of actions applicable for implementation by those represented in each section. The actions were intended to provide as many options as possible. While ideally every action would be implemented, it will not be possible in every situation.

If you need assistance implementing any of the action items, please let us know what kind of assistance you may need and our team will work to pull in available resources. Please contact Brandi Whetstone at 614-233-4174 or [bwhetstone@morpc.org](mailto:bwhetstone@morpc.org).

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Thank you to the Greater Columbus Convention Center, and to the following partners who assisted with the guide:

- Angel Arroyo-Rodriguez, Ohio Environmental Protection Agency (Ohio EPA)
- Kristi Higginbotham, Solid Waste Authority of Central Ohio (SWACO)
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- Bob Thomas, Exhibit and Event Management
- Brandi Whetstone, Mid-Ohio Regional Planning Commission (MORPC)

# Green Guidelines

## EVENT PLANNING TEAM

### REGISTRATION MATERIALS

- Make the conference schedule and other relevant information available via website, phone app, or QR code.
- Purchase badges, holders, lanyards, ribbons, registration bags and other items that are reusable, biodegradable or made of post-consumer recycled content.
- Donate reusable leftover registration and exhibit materials.
- Collect badges, holders, lanyards, ribbons and other items for reuse or recycling.

### GRAPHICS/SIGNAGE

- Use display graphics/signage that do not need frequent content updates or use easily updatable signage for those requiring only printable inserts.
- Utilize reusable graphics/signage.
- Repurpose or recycle graphics/signage after use.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
- Use biodegradable foam board.
- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Recycle signage after use if it cannot be reused.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).
- Strategically place volunteers in the event space to direct attendees, which could reduce printed signage.

### DISPLAY STRUCTURE

- Utilize a display made from sustainable materials (recycled content, sustainably produced, biobased, compostable).
- Rent or purchase locally (from a source located within 100 km of Columbus, Ohio USA).
- Use a reusable structure.

### PRINTED MATERIALS

- Reduce the amount or replace printed material.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.



# Green Guidelines

## EVENT PLANNING TEAM

- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Distributed materials should be recyclable and include the recycling logo.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### IDEAS TO REDUCE OR REPLACE PRINTED MEDIA

- Use a computer or electronic display to share information.
- Include a QR code on display signage linking to a website.
- Collect email addresses and follow up with electronic files or links.
- Provide information on a CD.
- Have information available for immediate transfer to a flashdrive or e-mail.
- Use single sheet, double-sided pages for printed material.
- Make generic business cards featuring company website address, QR codes linking to information or appropriate instructions to access information.

### PROMOTIONAL ITEMS

- Limit the number of items distributed.
- Select items that have a use or purpose.
- Use items made from sustainable materials (recycled content, sustainably produced, biobased, compostable).
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### STAFF APPAREL

- Purchase items made of sustainably grown fibers, organic fibers or recycled materials.
- Avoid clothing designs (printed or otherwise) that are only relevant for a single event.

### FIELD TRIPS

- Provide lunch options with minimal packaging or packaging with recycled content, avoid the use of polystyrene containers and plastic bottles.
- Collect recyclables and food scraps.
- Encourage participants to bring their reusable water bottles and/or provide reusable drink containers.

# Green Guidelines

## EVENT PLANNING TEAM

### RECYCLING

- Determine a baseline for waste diversion at the facility, and set a measurable diversion rate. ASTM suggests 40%.
- Offer training upon request to conference center or appropriate staff to ensure success.
- Provide means to recycle during set-up, conference and take-down.
- Provide clear signage to direct attendees to collection areas, which should be located next to trash cans.
- Provide for the collection of plastic bags and other film plastic.

### FOOD SCRAPS

- Donate food leftovers to local organizations.
- Collect pre-consumer food scraps and related non-food compostable items.
- Collect post-consumer food scraps and related non-food compostable items.
- Recycle fats, oils and greases (FOG).

### SHIPPING

- Ship minimum necessary quantities.
- Utilize smallest packaging possible.
- Use no, minimal, or recycled content packaging.
- Use efficient low-carbon footprint freight carriers, such as SmartWay certified or equivalent programs.
- Use shipping containers that are reusable and/or recyclable, such as rotomolded (recycled) plastic containers, cardboard boxes, and green packing supplies (no polystyrene).
- Save boxes after set-up for reuse for packing upon leaving the event. Recycle boxes you don't need.
- Plan single shipment well in advance and avoid multiple shipments via express shipping.
- Transport display and/or supplies in a single vehicle or trip.
- Ship from and/or to another event to reduce transport to/from home office.

### FOOD AND BEVERAGE PROCUREMENT

- Vendors should procure foods and beverages that include any or all of the following attributes: organic, locally grown and produced, environmentally sustainable, fair-trade, cage-free (as defined by ASTM).
- Offer vegetarian and vegan options.

# Green Guidelines

## EVENT PLANNING TEAM

- Showcase and promote local food and beverage products where possible.
- Utilize reusable service items such as china, cloth napkins and tablecloths, and bulk condiments.
- Require that any single-use serveware or food containers are compostable and napkins/paper products are processed chlorine-free.
- Consider garnishes, centerpieces and decorations that can be eaten, donated, recycled, reused, planted or composted.
- Print paper menus and other printed materials on a single sheet, double-sided page made of recycled content with preference for paper with post-consumer content and processed chlorine free paper, and soy or EcoSmart certified inks.
- Procure coffee for events that is as least one of the following: certified organic, Bird Friendly, Rainforest Alliance, Fair Trade Certified or other similarly certified product.

### ENERGY CONSUMPTION/LIGHTING

- Inquire with event venue about lighting and energy efficiency provisions.
- Provide venue with detailed schedule of events to allow for adequate scheduling of lighting, HVAC systems and escalators.
- Unplug all electric equipment at the close of each day (except for refrigeration of perishable products).
- Use LEDs or LCDs rather than plasma for flat panel monitors.

### TRANSPORTATION

- Provide designated bike parking at the event venue, and provide designated space for parking for low emitting and fuel efficient vehicles. Vehicles can include hybrid, electric, compressed natural gas (CNG), or roughly 35 MPG.
- Provide attendees with information about rail travel and other alternatives to air travel pre-conference.
- Provide attendees with information about alternative transportation options located within the conference city (including bus routes, multi-use trails, taxis, shuttles, bike rentals, and rideshare services).
- Consider renting hybrid or alternative fuel vehicles for conference related travel.
- Use carbon off-sets for air travel to and from the event.
- Select hotels within walking distance.
- Event staff should use a form of transportation other than driving alone to and from the event venue, e.g. walking, biking, car pool, public transit.

### AIR QUALITY/GREENHOUSE GAS (GHG) EMISSIONS

- Establish a no-idling policy and post signage at the event venue.

# Green Guidelines

## VENUE MANAGEMENT

### STAFF APPAREL

- Purchase items made of sustainably grown fibers, organic fibers or recycled materials.
- Avoid clothing designs (printed or otherwise) that are only relevant for a single event.

### RECYCLING

- Determine a baseline for waste diversion at the facility, and set a measurable diversion rate. ASTM suggests 40%.
- Offer training upon request to conference center or appropriate staff to ensure success.
- Provide means to recycle during set-up, conference and take-down.
- Provide clear signage to direct attendees to collection areas, which should be located next to trash cans.
- Provide for the collection of plastic bags and other film plastic.

### ENERGY CONSUMPTION/LIGHTING

- Conduct an energy audit and prepare lighting and energy efficiency plan if one is not in place.
- Obtain a detailed schedule of events from the event planner to allow for adequate scheduling of lighting, HVAC systems and escalators.
- Use a motion sensor lighting system to avoid unnecessary lighting.
- Unplug all electric equipment at the close of each day (except for refrigeration of perishable products).
- Use LEDs and LCDs rather than plasma for flat panel monitors.
- Use LED and/or fluorescent lighting.

### FOOD AND BEVERAGE PROCUREMENT

- Vendors should procure foods and beverages that include any or all of the following attributes: organic, locally grown and produced, environmentally sustainable, fair-trade, cage-free (as defined by ASTM).
- Offer vegetarian and vegan options.
- Showcase and promote local food and beverage products where possible.
- Utilize reusable service items such as china, cloth napkins and tablecloths, and bulk condiments.
- Require that any single-use serviceware or food containers are compostable and napkins/paper products are processed chlorine-free.
- Consider garnishes, centerpieces and decorations that can be eaten, donated, recycled, reused, planted or composted.

# Green Guidelines

## VENUE MANAGEMENT

- Print paper menus and other printed materials on a single sheet, double-sided page made of recycled content with preference for paper with post-consumer content and processed chlorine free paper, and soy or EcoSmart certified inks.
- Procure coffee for events that is at least one of the following: certified organic, Bird Friendly, Rainforest Alliance, Fair Trade Certified or other similarly certified product.

## FACILITY CLEANING/OPERATIONS/MAINTENANCE

- Use cleaning supplies that are certified environmentally preferable products (ex. Green Seal, Eco-Logo, Design for the Environment or other).
- Purchase cleaning, laundry, and other supplies in bulk to minimize the amount of packaging.
- Use reusable cloth towels, mops, gloves, etc. for cleaning and maintenance instead of single-use products.

## WATER CONSUMPTION

- Facility toilets and urinals should be water efficient.
- All sinks should have motion sensors to reduce the amount of water sent to the drain.
- Establish a graywater or rainwater collection system for irrigation.

## TRANSPORTATION

- Event staff should use a form of transportation other than driving alone to and from the event, e.g. walking, biking, car pool, public transit.
- Provide designated bike parking at the event venue, and provide designated space for parking for low emitting and fuel efficient vehicles. Vehicles can include hybrid, electric, compressed natural gas (CNG), or roughly 35 MPG.

## AIR QUALITY/GREENHOUSE GAS (GHG) EMISSIONS

- Use natural gas, propane or electric powered fork lifts, scissor lifts, and other heavy equipment.
- Utilize fuel-efficient fleets.
- Establish a no-idling policy and post signage at the event venue.

# Green Guidelines

## VENUE VENDORS

### GRAPHICS/SIGNAGE

- Use display graphics/signage that do not need frequent content updates or use easily updatable signage for those requiring only printable inserts.
- Utilize reusable graphics/signage.
- Repurpose or recycle graphics/signage after use.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
- Use biodegradable foam board.
- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Recycle signage after use if it cannot be reused.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### PRINTED MATERIALS

- Reduce the amount or replace printed material.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Distributed materials should be recyclable and include the recycling logo.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### IDEAS TO REDUCE OR REPLACE PRINTED MEDIA

- Use a computer or electronic display to share information.
- Include a QR code on signage linking to a website.

### RECYCLING

- Utilize the venue's recycling facilities or independently establish a recycling program.

### FOOD SCRAPS

- Donate food leftovers to local organizations.
- Collect pre-consumer food scraps and related non-food compostable items.
- Collect post-consumer food scraps and related non-food compostable items.
- Recycle fats, oils and greases (FOG).

# Green Guidelines

## VENUE VENDORS

### ENERGY CONSUMPTION/LIGHTING

- Unplug all electric equipment at the close of each day (except for refrigeration of perishable products).
- Use LEDs or LCDs rather than plasma for flat panel monitors.

### FOOD AND BEVERAGE PROCUREMENT

- Vendors should procure foods and beverages that include any or all of the following attributes: organic, locally grown and produced, environmentally sustainable, fair-trade, cage-free (as defined by ASTM).
- Offer vegetarian and vegan options.
- Showcase and promote local food and beverage products where possible.
- Utilize reusable service items such as china, cloth napkins and tablecloths, and bulk condiments.
- Require that any single-use serveware or food containers are compostable and napkins/paper products are processed chlorine-free.
- Consider garnishes, centerpieces and decorations that can be eaten, donated, recycled, reused, planted or composted.
- Print paper menus and other printed materials on a single sheet, double-sided page made of recycled content with preference for paper with post-consumer content and processed chlorine free paper, and soy or EcoSmart certified inks.
- Procure coffee for events that is as least one of the following: certified organic, Bird Friendly, Rainforest Alliance, Fair Trade Certified or other similarly certified product.

### FACILITY CLEANING/OPERATIONS/MAINTENANCE

- Use cleaning supplies that are certified environmentally preferable products (ex. Green Seal, Eco-Logo, Design for the Environment or other).
- Purchase cleaning, laundry, and other supplies in bulk to minimize the amount of packaging.
- Use reusable cloth towels, mops, gloves, etc. for cleaning and maintenance instead of single-use products.

### TRANSPORTATION

- Event staff should use a form of transportation other than driving alone to and from the event, e.g. walking, biking, car pool, public transit.

### AIR QUALITY/GREENHOUSE GAS (GHG) EMISSIONS

- Use natural gas, propane or electric powered fork lifts, scissor lifts, and other heavy equipment.

# Green Guidelines

## EXHIBITORS

### REGISTRATION MATERIALS

- Donate reusable leftover registration and exhibit materials.

*“See the attached Exhibitor Green Ribbon Program document for an example of a recognition program that can be implemented with your event.”*

### GRAPHICS/SIGNAGE

- Use display graphics/signage that do not need frequent content updates or use easily updatable signage for those requiring only printable inserts.
- Utilize reusable graphics/signage.
- Repurpose or recycle graphics/signage after use.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
- Use biodegradable foam board.
- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Recycle signage after use if it cannot be reused.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### DISPLAY STRUCTURE

- Utilize a display made from sustainable materials (recycled content, sustainably produced, biobased, compostable).
- Rent or purchase locally (from a source located within 100 km of Columbus, Ohio USA).
- Use a reusable structure.

### PRINTED MATERIALS

- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
- Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
- Distributed materials should be recyclable and include the recycling logo.
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).



# Green Guidelines

## EXHIBITORS

### IDEAS TO REDUCE OR REPLACE PRINTED MEDIA

- Use a computer or electronic display to share information.
- Include a QR code on display signage linking to a website.
- Collect email addresses and follow up with electronic files or links.
- Provide information on a CD.
- Have information available for immediate transfer to a flashdrive or e-mail.
- Use single sheet, double-sided pages for printed material.
- Make generic business cards featuring company website address, QR codes linking to information or appropriate instructions to access information.

### PROMOTIONAL ITEMS

- Limit the number of items distributed.
- Select items that have a use or purpose.
- Select items made from sustainable materials (recycled content, sustainably produced, biobased, compostable).
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### STAFF APPAREL

- Purchase items made of sustainably grown fibers, organic fibers or recycled materials.
- Avoid clothing designs (printed or otherwise) that are only relevant for a single event.

### SHIPPING

- Ship minimum necessary quantities.
- Utilize smallest packaging possible.
- Use no, minimal, or recycled packaging.
- Use efficient low-carbon footprint freight carriers, such as SmartWay certified or equivalent programs.
- Use shipping containers that are reusable and/or recyclable, such as rotomolded (recycled) plastic containers, cardboard boxes, and green packing supplies (no polystyrene).
- Save boxes after set-up for reuse for packing upon leaving the event. Recycle boxes you don't need.
- Plan single shipment well in advance and avoid multiple shipments via express shipping.
- Transport display/supplies on a single vehicle or trip.
- Ship from and/or to another event to reduce transport to/from home office.

# Green Guidelines

## EXHIBITORS

### ENERGY CONSUMPTION/LIGHTING

- Unplug all electric equipment at the close of each day (except for refrigeration of perishable products).
- Use LEDs or LCDs rather than plasma for flat panel monitors.
- Use LED and/or fluorescent lighting.
- Consider no lighting or Non-AC lighting (no electric connection required).

### TRANSPORTATION

- Consider renting hybrid or alternative fuel vehicles for conference related travel.
- Use carbon off-sets for air travel to and from the event.
- Event staff should use a form of transportation other than driving alone to and from the event venue, e.g. walking, biking, car pool, public transit.

### AIR QUALITY/GREENHOUSE GAS (GHG) EMISSIONS

- Use natural gas, propane or electric powered fork lifts, scissor lifts, and other heavy equipment.
- Establish a no-idling policy and post signage at the event venue.

# Green Guidelines

## HOSPITALITY

### PRINTED MATERIALS

- Reduce the amount or replace printed material.
- Use paper and card stock made of recycled content with preference for paper with post-consumer content and processed chlorine-free. Consider using paper certified by the Forest Stewardship Council and the Chlorine Free Products Association.
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- Select items that have a use or purpose.
- Use items made from sustainable materials (recycled content, sustainably produced, biobased, compostable).
- Purchase materials that are sourced locally (produced within 100 km of Columbus, Ohio USA).

### STAFF APPAREL

- Purchase items made of sustainably grown fibers, organic fibers or recycled materials.
- Avoid clothing designs (printed or otherwise) that are only relevant for a single event.

### RECYCLING

- Determine a baseline for waste diversion at the facility, and set a measurable diversion rate. ASTM suggests 40%.

# Green Guidelines

## HOSPITALITY

- Offer training to appropriate staff to ensure success of recycling efforts.
- Provide means to recycle.
- Provide clear signage to direct attendees to collection areas, which should be located next to trash cans.
- Provide for the collection of plastic bags and other film plastic.

### FOOD SCRAPS

- Donate food leftovers to local organizations.
- Collect pre-consumer food scraps and related non-food compostable items.
- Collect post-consumer food scraps and related non-food compostable items.
- Recycle fats, oils and greases (FOG).

### SHIPPING

- Ship minimum necessary quantities.
- Utilize smallest packaging possible.
- Use no, minimal, or recycled packaging.
- Use efficient low-carbon footprint freight carriers, such as SmartWay certified or equivalent programs.
- Use shipping containers that are reusable and/or recyclable, such as rotomolded (recycled) plastic containers, cardboard boxes, and green packing supplies (no polystyrene).
- Save boxes for reuse and recycle boxes you don't need.

### ENERGY CONSUMPTION/LIGHTING

- Conduct an energy audit and prepare lighting and energy efficiency plan if one is not in place.
- Obtain a detailed schedule of events from the event planner to allow for adequate scheduling of lighting, HVAC systems and escalators.
- Use a motion sensor lighting system to avoid unnecessary lighting.
- Unplug all electric equipment at the close of each day (except for refrigeration of perishable products).
- Use LEDs and LCDs rather than plasma for flat panel monitors.
- Use LED and/or fluorescent lighting.

### FOOD AND BEVERAGE PROCUREMENT

- Vendors should procure foods and beverages that include any or all of the following attributes: organic, locally grown and produced, environmentally sustainable, fair-trade, cage-free (as defined by ASTM).
- Offer vegetarian and vegan options.

# Green Guidelines

## HOSPITALITY

- Showcase and promote local food and beverage products where possible.
- Utilize reusable service items such as china, cloth napkins and tablecloths, and bulk condiments.
- Require that any single-use serveware or food containers are compostable and napkins/paper products are processed chlorine-free.
- Consider garnishes, centerpieces and decorations that can be eaten, donated, recycled, reused, planted or composted.
- Print paper menus and other printed materials on a single sheet, double-sided page made of recycled content with preference for paper with post-consumer content and processed chlorine free paper, and soy or EcoSmart certified inks.
- Procure coffee for events that is at least one of the following: certified organic, Bird Friendly, Rainforest Alliance, Fair Trade Certified or other similarly certified product.

## FACILITY CLEANING/OPERATIONS/MAINTENANCE

- Use cleaning supplies that are certified environmentally preferable products (ex. Green Seal, Eco-Logo, Design for the Environment or other).
- Purchase cleaning, laundry, and other supplies in bulk to minimize the amount of packaging.
- Use reusable cloth towels, mops, gloves, etc. for cleaning and maintenance instead of single-use products.

## WATER CONSUMPTION

- Facility toilets and urinals should be water efficient.
- All sinks should have motion sensors to reduce the amount of water sent to the drain.
- Establish a graywater or rainwater collection system for irrigation.

## TRANSPORTATION

- Staff should use a form of transportation other than driving alone to and from the event, e.g. walking, biking, car pool, public transit.
- Provide designated bike parking at the event venue, and provide designated space for parking for low emitting and fuel efficient vehicles. Vehicles can include hybrid, electric, compressed natural gas (CNG), or roughly 35 MPG.

## AIR QUALITY/GREENHOUSE GAS (GHG) EMISSIONS

- Use natural gas, propane or electric powered fork lifts, scissor lifts, and other heavy equipment.
- Utilize fuel efficient fleets.
- Establish a no-idling policy and post signage.

# GLOSSARY

List of selected terminology as defined by ASTM International in the standards for environmentally sustainable meetings, events, trade shows and conferences. (Designation: E2741-11, E2742-11, E2743-11, E2745-11, E2746-11, E 2747-11, E2773-11, E2774-11)

**Alternative Fuel**, n—a fuel that is substantially nonpetroleum based conventional liquids (for example, non-gasoline or non-diesel), yields substantial energy security benefits, and offers substantial environmental benefits. These fuels can include: pure methanol, ethanol, and other alcohols; blends of 68 % or more of alcohols with gasoline; natural gas and liquid fuels domestically produced from natural gas; liquefied petroleum gas (propane); hydrogen; electricity; biodiesel; fuels, other than alcohol, derived from biological materials; and P-Series fuels.

**Biobased**, adj—a product determined by USDA to be a commercial or industrial product (other than food or feed) that is composed, in whole or in significant part, of biological products or renewable domestic agricultural materials (including plant, animal, and marine materials) or forestry materials.

**Biodegradable**, adj—capable of decomposing under natural conditions into elements found in nature.

**Cage Free**, adj—birds not confined to cages.

*Discussion*—Generally, this means that the birds live on the floor of a large barn. Birds may have access to the outside.

**Compost**, n—the stable humus material that is produced from a composting process.

**Compostable**, adj—capable of undergoing biological decomposition in a compost site as part of an available program where facilities exist, such that the material breaks down into carbon dioxide, water, inorganic compounds, and biomass, at a rate appropriate for such program.

**Diversion Rate**, n—the rate or percentage of waste materials diverted from traditional disposal such as landfills or incineration to be recycled, composted, or reused.

*Discussion* -The diversion rate includes contamination in the recycling or composting stream that is sent to the processor. The recovery rate is the amount of acceptable recyclable or compostable material recovered after the contamination has been removed.

**Environmentally Preferable Products**, n—products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

*Discussion*—This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal. These products may possess biodegradable, organic, reusable, recycled, or recyclable attributes.

**Environmentally Sustainable**, adj—environmental focus on components, functions and systems that meets the needs of the present without compromising the ability of future generations to meet their own needs.

**Exhibitor**, n—an exhibitor is someone who organizes an exhibit for others to see.

# GLOSSARY

**Fair Trade**, adj—fair trade principles include the following:

- (a) Fair prices,
- (b) Fair labor conditions,
- (c) Direct trade,
- (d) Democratic and transparent organizations,
- (e) Community development, and
- (f) Environmental sustainability.

*Discussion*—Fair trade certification empowers farmers and farm workers to lift themselves out of poverty by investing in their farms and communities, protecting the environment, and developing the business skills necessary to compete in the global marketplace.

**FOG**, n—acronym for animal and vegetable fats, oils, and grease; which are natural by-products of the cooking and food preparation process.

**Hybrid Vehicle**, n—vehicles which use a mixture of more than one power source, such as electric and petroleum. Hybrid-electric vehicles (HEVs) combine the benefits of gasoline engines and electric motors and can be configured to obtain different objectives, such as improved fuel economy, increased power, or additional auxiliary power for electronic devices and power tools.

**Local**, adj—relating to or applicable to a city or town or district rather than a larger area.

*Discussion*—The exact distance for purposes of sourcing goods (including food and beverage), services, and personnel will be determined by the planner or supplier, or both, and be based upon the event location adjusting for location size and season. No standard definition exists to define local, inherent in this practice is the philosophy to use sources geographically proximate to the event and be practical given wide dispersion of services and products across geographic areas.

**No-idling Policy**, n—a written statement that sets limits on the maximum idling time for engines or motors of all vehicles.

**Planner**, n—person whose job it is to oversee and arrange every aspect of an event; an employee or hired ad hoc by large companies, professional associations, or trade associations to plan, organize, implement, and control events, conventions, and other events.

**Post-Consumer**, adj—refers to materials that are reclaimed from products that have already served their intended end-use as consumer items.

**Pre-Consumer Material**, adj—refers to material that are reclaimed from manufacturing and other industrial processes and products which have not served their intended end-use as a consumer item.

*Discussion*—Pre-consumer materials include: culls, trimmed materials, print overruns, overissue publications, and obsolete inventories.

**Recycle**, v—recovering or reprocessing materials for use in the form of raw materials in the manufacture of new products other than fuel for producing heat or power by combustion.

*Discussion*—The use of the word recycle used in this specification applies to planners and their suppliers which provide event products and services Recycling, as defined, does not extend to the activities of the suppliers' vendors or suppliers.

**Recycled Content Products**, n—products that contain pre-consumer or post-consumer materials as all or part of their feedstock.

*Discussion*—Recycled-content products may contain some pre-consumer waste, some post-consumer waste or both. A product does not have to contain 100 % recovered materials to be considered “recycled,” but clearly the higher the percentage of recycled content, the greater the amount of waste that is diverted from disposal.

## GLOSSARY

**Shade Grown**, adj—coffee grown under a canopy of a minimum height, with a minimum percentage of shade cover, and a minimum average number of species of shade trees per unit of area (also known as “bird-friendly”).

*Discussion*—Current certifications which include shade grown are Rainforest Alliance and Bird Friendly.

**Supplier**, n—purveyor, provider, vendor, or contractor offering facilities, products, or services, or any combination thereof (for example, a convention and visitor bureau [CVB]).

*Discussion*—For the destination sector, suppliers will be understood to be destination professionals. Destination professionals may include destination marketing organizations (DMOs), CVBs, third-party site-selection companies, destination management companies (DMCs), chambers of commerce, and economic development departments or regional authorities.

**Sustainable Food**, n—food which is produced with in a way that is healthy for consumers and animals, does not harm the environment, is humane for workers, respects animals, provides a fair wage to the farmer, and supports and enhances rural communities.

*Discussion*—For purposes of this specification, sustainable food includes food which is:

(a) Protected Harvest Certified, Food Alliance Certified, Rainforest Alliance Certified, Bird Friendly, shade grown, and certified biodynamic;

(b) Animal based products labeled as: Raised Without Antibiotics/No Antibiotics Administered, Certified Humane Raised and Handled, Animal Welfare Approved, American Humane Certified, raised without antibiotics that cause antibiotic resistance in humans, raised without added hormones/no hormones added, grass-fed, free range, and cage free;

(c) Seafood identified as sustainable by the following organizations or certifications: Salmon Safe, Marine Stewardship Council, Friend of the Sea, Monterey Bay Seafood Watch, Shedd Aquarium, Ocean Friendly, and Aquaculture Certification Council;

(d) Socially responsibly produced food include: Directly Purchased, Fair Trade Certified, Rainforest Alliance Certified, and Food Alliance Certified;

(e) And includes food which meets other recognized, second-party, or third-party certified standards for socially responsible products, environmentally preferable, or sustainability standards.

**Sustainability**, n—the maintenance of environmental, economic, and social components, functions, and systems for future generations.

**Vegan**, n or adj—food which excludes all forms of animal products including meat, fish and poultry, eggs, dairy, and their derivatives, such as gelatin and whey.

**Vegetarian**, n or adj—food which excludes meat, poultry, game, fish, shellfish or crustacean, or slaughter byproducts.3.1.20 transportation, n—the movement of people or goods.

**Waste**, n—discarded residue for disposal or recovery.



## REFERENCED RESOURCES

### **Chlorine Free Products Association (CFPA)**

CFPA is an independent not-for-profit accreditation and standard setting organization. The focus of CFPA is to promote sustainable manufacturing practices, implement advanced technologies free of chlorine chemistry, educate consumers on alternatives, and develop world markets for sustainability produced third party certified products and services.

Learn more at: <http://chlorinefreeproducts.org/>

### **Design for the Environment (DfE)**

The U.S. EPA's DfE program helps consumers, businesses, and institutional buyers identify cleaning and other products that perform well, are cost-effective, and are safer for the environment. DfE works in partnership with industry, environmental groups, and academia to reduce risk to people and the environment by finding ways to prevent pollution. For more than 15 years, through partnership projects, DfE has evaluated human health and environmental concerns associated with traditional and alternative chemicals and processes in a range of industries. These analyses have empowered hundreds of businesses to select safer chemicals and technologies. DfE focuses on industries that combine the potential for chemical risk reduction with a strong motivation to make lasting, positive changes.

Learn more at: <http://www.epa.gov/dfe/>

### **EcoLogo**

EcoLogo provides customers with assurance that the products and services bearing the logo meet stringent standards of environmental leadership. The EcoLogo Program is a Type I eco-label, as defined by the International Organization for Standardization (ISO). This means that the Program compares products/services with others in the same category, develops rigorous and scientifically relevant criteria that reflect the entire lifecycle of the product, and awards the EcoLogo to those that are verified by an independent third party as complying with the criteria.

Learn more at: <http://www.ecologo.org/en/>

### **EcoSmart Certified Inks**

Braden Sutphin is among the first commercial ink manufacturers to establish environmentally responsible ink guidelines for printers, print buyers and end users. The EcoSmart certification program gives printers, print buyers and end users the ability to easily identify and understand the attributes of environmentally friendly ink products. EcoSmart ink products can be easily identified by the EcoSmart seal. Upon purchasing EcoSmart products, printers are allowed to use the EcoSmart seal for their own marketing purposes. Additionally, customer documents printed with EcoSmart certified inks may also carry the seal, alerting consumers that a safe ink has been used.

Learn more at: <http://www.bsink.com/ecosmart.html>

### **Fair Trade**

The FAIRTRADE Certification Mark is a registered trademark of Fairtrade International. It certifies that products meet the social, economic and environmental standards set by Fairtrade. The Mark certifies products not companies. It does not cover the companies or organizations selling the products. There are strict rules governing the use of the Mark. When a product carries the FAIRTRADE Mark it means the producers and traders have met Fairtrade Standards.

Learn more at: <http://www.fairtrade.net/361.html>

## REFERENCED RESOURCES

### **Forest Stewardship Council (FSC)**

FSC is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC enables businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics. FSC facilitates the development of standards, ensures monitoring of certified operations and protects the FSC trademark so consumers can choose products that come from well managed forests.

Learn more at: <http://www.fsc.org/index.htm>

### **Green Globe**

Green Globe is the global travel and tourism industries' certification program for sustainable tourism. The Green Globe Standard is a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. Businesses can monitor improvements and document achievements leading to certification of their enterprises' sustainable operation and management. Green Globe Members save energy and water resources, reduce operational costs, positively contribute to local communities and their environment and meet the high expectations of green leisure and business travelers.

Learn more at: <http://greenglobe.com/>

### **Green Seal Certified**

Green Seal is a non-profit organization that uses science-based programs to empower consumers, purchasers and companies to create a more sustainable world. Green Seal develops life cycle-based sustainability standards for products, services and companies and offers third-party certification for those that meet the criteria in the standard. Green Seal actively identifies and promotes sustainability in the marketplace. Over the years the reputation of the Green Seal brand has grown to symbolize environmental leadership.

Learn more at: <http://www.greenseal.org/>

### **Rainforest Alliance**

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. They work to ensure millions of acres of working forests, farms, ranchlands and hotel properties are managed according to rigorous sustainability standards. The Rainforest Alliance uses the power of markets to arrest the major drivers of deforestation and environmental destruction: timber extraction, agricultural expansion, cattle ranching and tourism. Programs help to link businesses to conscientious consumers, who identify their goods and services through the Rainforest Alliance Certified™ seal and Rainforest Alliance Verified™ mark.

Learn more at: <http://rainforest-alliance.org/>

### **SmartWay Certified Carriers**

SmartWay is a public/private collaboration between the USEPA and the freight transportation industry that helps freight shippers, carriers, and logistics companies improve fuel-efficiency and save money. The SmartWay Transport Partnership also helps to increase environmental performance, and increase supply chain sustainability. Participation in SmartWay helps carriers identify opportunities to improve efficiency, demonstrate efficiency to potential customers and reduce fuel costs. The program also helps shippers and logistics companies choose more efficient carriers, assess optimal mode choices and reduce their transport carbon footprint.

Learn more at: <http://www.epa.gov/smartway/>

# Exhibitor Green Ribbon Program

FOR EXHIBITORS AND EXHIBIT HALL DISPLAYS

Dear Exhibitor,

You are invited to participate in the EcoSummit Green Ribbon Recognition Program for exhibitors and exhibit hall displays. The program is an effort to promote exhibits that incorporate sustainability principles, and recognize exhibitors that implement them by displaying a Green Ribbon in the exhibit identifying it as an exhibit reflecting the values embodied in the conference.

How the program works:

The program consists of eight green initiative areas related to common aspects of exhibits. Each green initiative area will list at least one implementation action that has been assigned value points for a total of 120 available points. To earn a green ribbon, the exhibitor must select and commit to implement actions totaling a minimum of 75 points. The program works on the honor system. The exhibitor will complete and submit the implementation actions commitment form to Bob Thomas, Exhibits Manager at 614.538.9019 (fax) or [BobThomas@ExhibitManagement.com](mailto:BobThomas@ExhibitManagement.com)

In addition, the exhibitor must submit a brief description (300 words or less) explaining specific efforts taken to implement the action items, as applicable, and any other efforts to be green at this event. If there are implementation actions that would be applicable to your exhibit but that you cannot implement, please give us the details. We are also interested in suggestions for implementation actions that should be added to our list for future events. Last, we want to hear about any other barriers to participation in the program so that they can be addressed for future events. The completed commitment form and narrative must be submitted by August 15, 2012 to the Exhibitions Manager.

The Commitment Form can be found in the next page. Ideas on how to meet some of the implementation actions, a list of known local service suppliers and submission instructions are provided following the Commitment Form.

Thank you for considering being a Green Ribbon Exhibitor!

The EcoSummit 2012 Host Committee

# Exhibitor Green Ribbon Program

FOR EXHIBITORS AND EXHIBIT HALL DISPLAYS

## Commitment Form

Exhibitor's Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Green Initiative Areas & Points	Implementation Actions (check those to be incorporated in your exhibit)	
<b>Promotional Items</b>		
10	<input type="checkbox"/>	Items made from sustainable materials (recycled content, sustainably produced, bio-based, compostable).
3	<input type="checkbox"/>	Sourced locally (manufactured within 100 km of Columbus, Ohio USA).
<b>Staff Apparel</b>		
5	<input type="checkbox"/>	Made of sustainably grown or organic fibers or recycled materials.
<b>Printed Materials</b>		
7	<input type="checkbox"/>	Distributed materials are recyclable and include the recycling logo.
7	<input type="checkbox"/>	Paper and card stock is made of recycled content with preference for post-consumer content and chlorine-free paper. Consider using Forest Stewardship Council (FSC) certified paper.
5	<input type="checkbox"/>	Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
10	<input type="checkbox"/>	Reduce amount or replace printed material.
3	<input type="checkbox"/>	Sourced locally (printed within 100 km of Columbus, Ohio USA).
<b>Display Graphics / Signage</b>		
2	<input type="checkbox"/>	Utilize reusable graphics/signage.
5	<input type="checkbox"/>	Use paper and card stock made of recycled content with preference for post-consumer content and chlorine-free paper. Consider using Forest Stewardship Council (FSC) certified paper.
5	<input type="checkbox"/>	Use soy or EcoSmart certified inks. Consider additional green printing certifications such as Green Globe.
2	<input type="checkbox"/>	Use biodegradable foam board.
3	<input type="checkbox"/>	Repurpose or recycle graphics/signage after use.
3	<input type="checkbox"/>	Sourced locally (produced within 100 km of Columbus, Ohio USA).
<b>Display Structure</b>		
3	<input type="checkbox"/>	Made from sustainable materials (recycled content, sustainably produced, bio-based, compostable)
3	<input type="checkbox"/>	Rented or purchased locally (from a source located within 100 km of Columbus, Ohio USA).

# Exhibitor Green Ribbon Program

## FOR EXHIBITORS AND EXHIBIT HALL DISPLAYS

4	<input type="checkbox"/>	Reusable structure.
<b>Exhibit Lighting</b>		
10	<input type="checkbox"/>	No lighting or Non-AC lighting (no electric connection required).
5	<input type="checkbox"/>	LED and or fluorescent lighting.
<b>Transportation</b>		
5	<input type="checkbox"/>	Exhibit staff uses a form of transportation other than driving alone to and from the Greater Columbus Convention Center, e.g. walking, biking, car pool, public transit.
5	<input type="checkbox"/>	Air travel carbon off-sets for travel to and from Columbus.
<b>Shipping</b>		
3	<input type="checkbox"/>	Ship from and/or to another event to reduce transport to/from home office
3	<input type="checkbox"/>	Use shipping containers that are reusable and/or recyclable, such as roto-molded (recycled) plastic containers, cardboard boxes, and green packing supplies (no styrofoam).
3	<input type="checkbox"/>	Save boxes after set-up for reuse for packing upon leaving the event. Recycle boxes you don't need.
3	<input type="checkbox"/>	Plan single shipment well in advance and avoid multiple shipments via express shipping.
3	<input type="checkbox"/>	Transport display supplies on a single vehicle or trip.
<b>Total Points:</b>		

## IDEAS FOR IMPLEMENTING ACTIONS

### Display Graphics/Signage:

- Use display graphics / signage that do not need frequent content updates or use easily updatable electronic signage or those requiring only printable inserts.

### Promotional Items:

- Limit the number of items distributed.
- Select items that have a use or purpose.

### Staff Attire:

- When using uniform attire for exhibit staff, avoid clothing designs (printed or otherwise) that are only relevant for EcoSummit.

# Exhibitor Green Ribbon Program

## FOR EXHIBITORS AND EXHIBIT HALL DISPLAYS

### Ideas to reduce the amount or replace printed media:

- Use single sheet, double-sided pages for printed material.
- Make generic business cards featuring company website address, QR codes linking to information or appropriate instructions to access information.
- Use electronic data capture for contact information instead of exchanging business cards.
- Include a QR code on display signage linking to website or information.
- Use a computer or electronic display to share information.
- Collect email addresses and follow up with electronic files or links.
- Provide information on a CD.
- Have information available for immediate transfer to a flashdrive or e-mail.

### Shipping:

- Ship minimum necessary quantities.
- Utilize smallest packaging possible.
- Use no, minimal, or recycled packaging.

## LIST OF LOCAL SUPPLIERS

Exhibitors are encouraged to purchase printed materials, giveaways and other exhibit components from a source within 100 km of the Greater Columbus Convention Center. Below is a list of known local suppliers that practice or promote sustainability initiatives. Please let us know of similar suppliers that could be added to the list.

**Fern Expositions & Events** (graphics, exhibit structures, transportation, furniture, carpet rental, etc).  
614.251-1500 [www.FernExpo.com](http://www.FernExpo.com) Contact: Carolyn Hodge

**Weisenbach Recycled Products** (promotional items, awards, office supplies, apparel, bags, etc)  
(614) 251-8585 [www.RecycledProducts.com](http://www.RecycledProducts.com) Contact: Dan Weisenbach

**Hopkins Printing** (printing, handouts, brochures, folders, fliers, business cards, etc) 800.319.3352  
[www.HopkinsPrinting.com](http://www.HopkinsPrinting.com) Contact: Woody Woodward

**Old Trail Printing** (printing, handouts, brochures, folders, fliers, business cards, etc) 614.443.4852  
[www.OldTrailPrinting.com](http://www.OldTrailPrinting.com) Contact: Warren Johnson

# Exhibitor Green Ribbon Program

FOR EXHIBITORS AND EXHIBIT HALL DISPLAYS

**Watkins Printing** (printing, handouts, brochures, folders, fliers, business cards, etc) 888.276.1307  
www.WatkinsPrinting.com Contact: William Green

Submit your form and narrative to the EcoSummit Exhibits Manager before August 15 to earn your Green Ribbon Award to be displayed at your booth during EcoSummit.

Bob Thomas, Exhibits Manager

614.538.9004 (questions)

614.538.9019 (to fax your application)

BobThomas@ExhibitManagement.com (to email your application)