



Sustainable Life Media

GREEN EVENT GUIDE

At Sustainable Life Media, we strive to provide a business-friendly environment where you can connect with credible thought leadership, tangible solutions, and products and services to help you meet your sustainability goals. Additionally, we choose to lead by example and set the bar high for our own operating standards. We are committed to showcasing the undeniable value that comes from embracing the environment, our staff and our stakeholders. It is our goal to create an event experience that not only appears effortlessly green, but that also engages and educates attendees in the process. Inside you will find an outline of Sustainable Life Media's current greening activities, tips for how to participate in our eco-friendly events, and other sustainable event resources.

Learn more about Sustainable Life Media at www.sustainablelifemedia.com!

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HOW SUSTAINABLE LIFE MEDIA DOES GREEN. . .

Practice What We Preach

- Business relationships are carefully crafted giving preference to companies, nonprofits, and NGO's that share our greening principles
- When working with vendors who have yet to embrace the green wave, our greening policy is communicated in hopes of showing the value that can be created from taking on sustainable initiatives

Waste Reduction

- No bottled water –water in plastic bottles will not be distributed at our events
- When possible, receptacles for composting and recycling are provided and guests are made aware of how to use them thorough proper signage and announcements
- Overall paper use is limited by cutting down on direct mailings, offering online registration, electronic confirmations and the option of viewing event programs electronically
- When mailings are absolutely necessary, paper use is reduced by choosing a postcard format
- Marketing and on-site materials are printed on certified recycled paper using eco-friendly printers and inks
- The website is used as the ultimate resource - pointing people online gets them the information they need and reduces the need for printed materials
- Vendors are asked to use reusable or compostable cutlery and dishes when available
- When possible, condiments and beverages are provided in bulk
- When possible, reusable signage and event materials such as, lanyards, name tags, holders, and dry erase boards are purchased
- Exhibitors and sponsors are encouraged to use eco-friendly promotional materials
- Presenters are asked to make handouts available for download and printing on-demand, resources are also hosted on our website
- The gifts we give are minimally packaged and made from non-toxic materials

Energy Savings

- Preference is given to green AV providers who use standby
- Natural lighting is utilized when possible
- Carbon offset opportunities are provided through our website for traveling attendees
- Opportunities are sought for offsetting on-site energy use
- Ambient air temperature is kept at a moderate level reducing the need for heating or cooling

Transportation

- Being that the event industry is transportation heavy, a plan is currently being developed to allow people to participate in our events online

Food & Beverage

- Local organic and vegetarian food options are served at all events
- When possible, leftover food is donated to the local food bank

HOW YOU CAN GET INVOLVED...

Event Attendees

- Bring an empty water bottle and coffee mug to re-use throughout the event
- Only take promotional materials that you know you will use
- Be sure to recycle, compost or re-use everything you can, using the provided receptacles
- Offer to drive a friend or join a carpool
- If offered, use mass transportation
- Educate yourself on how to travel green (see resources below)
- Re-use hotel linens and take quick showers to minimize water use
- Take the things you learn at the conference and practice them every day!

Event Sponsors and Vendors

- Choose promotional materials that can be re-used or consumed during the event
- Choose natural materials over plastics
- Only bring printed materials if absolutely necessary – instead try communicating verbally about your company, setting up an informational display, or directing attendees to online resources
- If printing is a must, here are some tips for doing it green:
 - Remove the date from collaterals you might be able to use again
 - Use double-sided printing as a default
 - Keep document design to a minimum (conserves paper and ink)
 - If you can't avoid color printing, eliminate dark blues, reds and purples which inhibit the de-inking process

FURTHER READING AND RESOURCES...

[Environmental Protection Agency: Green Meetings](#)

[Blue Green Meetings](#)

[Sustainable Travel International](#)

[Go Green Travel Center](#)

[SpaceShare](#)

If you have suggestions or saw something we missed, send a note to abby@sustainablelifemedia.com!