GREEN EVENTS CONSULTING

STUDENT GUIDEBOOK
DEAR STUDENT LEADERS,

We’re the ASG Sustainability Committee’s Green Events Consulting Team. Our job is to make student organizations run more smoothly and sustainably. Over the past year, we’ve met with dozens of student groups and have helped them reduce the environmental impact of their events. This guidebook is meant as a preliminary way for your group to start thinking green. We’ve organized our information into four sections with easy, cost-effective steps for your organization to take. We look forward to working with you further in the future! If you have any questions or would like to receive one-on-one consulting for your group, don’t hesitate to contact us at asg-gec@u.northwestern.edu.

Thank you, and best of luck with your event!

Sincerely,

GREEN EVENTS CONSULTING TEAM
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BEFORE YOUR EVENT...

Advertising

- LISTSERV BLASTS
- CHALKING
- SOCIAL MEDIA
  (cover photos, profile pictures, facebook pages)

- COORDINATE MATCHING APPAREL
  for your group to wear before the event.

- SUBMIT HERE TO CAMPUS LOOP.
  (sent to 3,000+ students’ emails)

- RESERVE TABLE-TOPS at dining halls.
- MAKE A BANNER at Artica to hang by the arch.
- RESERVE TV AD SPACE
  in Norris.
  in Residence Halls.
  in Tech.
- ADVERTISE ON COFFEE SLEEVES.

If this is an annual event, consider making flyers or other materials without dates so you can reuse them from year to year (e.g. “this Saturday” instead of “Saturday, May 3”).

USE RECYCLED CONTENT PAPER.

USE BACK SIDES of old flyers or other handouts.

HAND OUT QUARTERSHEETS to minimize paper use.
WASTE

DURING YOUR EVENT...

about paper...

USE TECHNOLOGY AS MUCH AS POSSIBLE.
• E-MAIL agendas.
• make electronic versions of handouts.

USE DOUBLE-SIDED & HALF-SHEET PAPER.

about bins...

HAVE ENOUGH TRASH, RECYCLING, AND COMPOST BINS.
• if you need more, contact recycling@northwestern.edu.

BE SURE ALL TRASH CANS HAVE RECYCLING BINS NEXT TO THEM.

PLACE PAPER RECYCLING BINS FOR PAPER HANDOUTS ON THE WAY OUT OF THE EVENT.
• station group members next to recycling bins to encourage recycling.
• make an announcement to recycle during your event.

PUT SIGNS ABOVE BINS SAYING WHAT CAN AND CAN’T GO IN THEM.
• check what’s recyclable at Northwestern here.
WASTE

DURING YOUR EVENT...

be low-impact...

REUSE DECORATIONS.

USE LOW-IMPACT GIVEAWAYS.
• buy useful or green-themed items that people won’t throw away within a few days, such as reusable water bottles

USE REUSABLE, RECYCLABLE, OR COMPOSTABLE TABLEWARE.

about food...

PLAN TO COMPOST
• contact recycling@northwestern.edu at least two weeks before your event to learn if composting is an option.
• have people monitoring your compost bins to ensure correct disposal (contact asg-gec@u.northwestern.edu for volunteers).

DONATE EXTRA FOOD.
• to Campus Kitchens (search for the Northwestern branch on the website).
QUICK TIPS

REDUCE FLYERING/PRINTING AS MUCH AS POSSIBLE.
• in a survey sent out in winter of 2013, Northwestern students labelled “flyering” as the LEAST effective form of advertising, with “word of mouth” being the most successful. • capitalize on electronic advertising - it’s free, quick, and generally more successful than flyering.

DISPOSE OF WASTE PROPERLY.
• clearly label which items at your event are and aren’t recyclable/compostable.
• try to opt for recyclable tableware.
  (Hint: Northwestern only recycles PLASTIC #1-5!)
• but, better yet, just choose the reusable route.

DON'T WASTE FOOD.
• only buy as much food AS NEEDED.
• make sure the leftovers get donated (Campus Kitchens!).
• if your event is going to be large, try to set up composting before your event. (contact recycling@northwestern.edu).

Only recycle plastic #1-5.
WHEN YOU'RE MEETING...

SEEK OUT NATURALLY-LIT MEETING ROOMS TO CONSERVE ENERGY.
• if it’s sunny out, open the blinds and turn off the lights.

WHEN THE WEATHER’S NICE, MEET OUTSIDE.
• by the way, it puts your group in good spirits, too!

IF YOU'RE MEETING INSIDE, CHOOSE A LEED-CERTIFIED BUILDING.
• McTrib
• Silverman
• Harris
• Searle
• Ford

WHEN YOU LEAVE ROOMS, TURN OFF ALL LIGHTS AND PROJECTORS.
Energy/Transportation

When you're going somewhere...

Encourage walking, biking, or public transportation.
- Northwestern shuttles
- the El
- Pace Bus

Put as many people in one vehicle as possible, if you are using a car.
- post a RIDE-SHARE page on your event website.
- rent vehicles through the Northwestern Motor Pool or Enterprise/Zipcar

Offset carbon emissions from transportation if you decide to fly.

If you're staying in a hotel, choose a site that is close to your event.
- encourage members to SHARE a hotel shuttle service.
- encourage members to WALK to the event.
- if needed, hire shuttles or use mass transit to the event.
USE ON-CAMPUS CATERERS TO REDUCE GASOLINE-USE DURING DELIVERY.

COORDINATE ARRIVAL TIMES.
- transportation from the airport can be consolidated into one trip.
- if guests need to be picked up from hotels and driven to campus, plan to make one trip.

TRY TO KEEP EVENTS WITHIN WALKING DISTANCE.
IF YOU'RE MAKING YOUR OWN FOOD

PURCHASE FROM BUSINESSES THAT SUPPORT LOCAL, ORGANIC FOOD.
• Whole Foods
• Trader Joe’s

BUY IN SEASON.
• check out this [link](#) for a guide to fruit and veggie seasons.

GO TO YOUR LOCAL FARMERS’ MARKET.
• intersection of University Place and Oak Avenue
  Saturdays, May 10 - November 8
  7:30AM - 1PM

• Evanston Ecology Center: 2024 McCormick Boulevard
  Saturdays, December 7 - April 26
  9AM - 1PM
IF YOU'RE BUYING FROM A RESTAURANT...

CHOOSE RESTAURANTS THAT VALUE SUSTAINABILITY OR ARE LOCALLY SOURCED.
- Whole Foods
- Chipotle
- Farmhouse
- Blind Faith Cafe
- Prairie Moon
- Peckish Pig
- Found
- Edzo’s
- Sodexo
- Uncommon Ground
- Rose’s Wheat Free Bakery

AVOID PURCHASING FOODS IN INDIVIDUAL, DISPOSABLE WRAPPERS OR CONTAINERS.
- opt for bulk or buffet options.
- ask for condiments in bulk instead of individual packets.

DO NOT USE DISPOSABLE PLASTICWARE.
- ask your caterer if they can provide you with reusable serving ware.
- encourage participants to bring their own silverware and plates.
  (and let anyone who does be first in line!)

IF CATERING WITH SODEXO...

GET REUSABLE CHINAWARE & WATER DISPENSERS INSTEAD OF INDIVIDUAL BOTTLES.
- Note: Sodexo doesn’t provide this automatically.
  YOU MUST request it specifically.

AVOID BUYING SODA IN INDIVIDUAL CANS.

ASK IF THEY WILL COMPOST OR DONATE YOUR LEFTOVERS.
QUICK TIPS

COMPOST YOUR FOOD!
• if you’re interested in learning about composting options, contact recycling@northwestern.edu at least two weeks before your event.
• if you need volunteers to man your composting bins, contact asg-gec@u.northwestern.edu.
• see what you can and can’t compost [here](#).

MAKE YOUR EVENT VEGETARIAN/VEGAN.
• this seems daunting, but it’s not that hard!
• chances are, your members won’t even notice they weren’t served meat.

IF YOU CAN’T GO VEGETARIAN, ELIMINATE RED MEAT.
• red meat is incredibly carbon intensive, expensive, and less healthy.
• use chicken or fish instead!

PURCHASE ONLY THE AMOUNT OF FOOD YOU PLAN TO EAT!
• if you do have leftover food, coordinate a pickup with [Campus Kitchens](#), who will donate it to people in need.
RESOURCES

**BUYING SHIRTS OR APPAREL?**
- **TS Designs:** environmentally-friendly apparel
- **SustainU Clothing:** 100% recycled apparel
- **Imprintables:** certified as a green business by the Business Alliance for a Sustainable Evanston

**GOT WASTE?**
check what is and isn’t recyclable at Northwestern.

**BUYING FOOD?**
- click [here](#) to find green restaurants nearby next time you eat out or cater
- click [here](#) to see SustainNU’s recommendations

**BUYING STUFF?**
check out the Net-Zero Walgreens located at [635 Chicago Avenue](#).
- it’s completely carbon neutral!

**HAVING WATER AT YOUR EVENT?**
rent the [Evanston Mobile Water Station](#) for the day.
- holds 250 gallons of water
- requires no electric source
- saves your group money on plastic bottles
- contact [DStoneback@cityofevanston.org](mailto:DStoneback@cityofevanston.org) to rent the station

**DRIVING SOMEWHERE?**
- Zipcar & Enterprise car sharing systems
- rent an environmentally-friendly car for transportation.
AND REMEMBER...

ADVERTISE ALL YOUR SUSTAINABLE CHOICES!

You want the credit for going green!!
(and it’ll give your group some great publicity)

If you have any other questions, contact us at asg-gec@u.northwestern.edu!