

Planning a Green Event in the City of Richmond

GREEN EVENTS RESOURCE GUIDE

Together We Can Reduce Our Environmental Impact

The City of Richmond's Green Events Team is proud to present these guidelines to help event planners and vendors reduce their impact on the environment of the city. Your support and participation in this initiative is appreciated and vital for success. As a result of our efforts to recycle and encourage composting, our goal is to reduce the overall amount of waste material going to the landfill from each event!

Thank you for your participation!

The City of Richmond is committed to reducing the amount of waste going to landfills.

Are YOU Ready?

What is a Green Event? A Green Event is one that conserves and restores resources, adds value to the local economy and educates event participants and vendors about the benefits of 'going green.'

Help the City of Richmond reduce the amount of waste going to landfills. It's as easy as recycling familiar materials such as glass, cardboard, cans, plastic bottles and paper. You can also compost food and food service items to reduce your impact even further.

Preventing or reducing waste at the source is another way to minimize the impact of your event. Avoid or minimize plastic straws, drink lids and Styrofoam; consider compostable or recycled-content plates and napkins; self-serve bulk condiments, reusable signage and more.



Green Events in Action



Join in the Effort!!



Inform Vendors Before Your Event

- Send a message to your vendors describing your sustainability efforts.
- Ask vendors to describe items they plan to distribute or sell and estimate how much non-recyclable waste they will produce.
- List specific waste management procedures for the event, such as what materials can be recycled and where the recycling collection containers will be located throughout the event
- Let the public know why you are taking the extra steps to make your

Publicize Your Green Event

- Specify your goals and objectives
- Integrate the green message into all event materials and press releases
- Inform your attendees and vendors with informative

Steps to Making Your Event “Green”

Planning a successful “Green Event” means making good decisions from the outset

Events can produce a lot of excess waste - but this waste does not have to end up in a landfill. Fortunately, Richmond has a comprehensive recycling program that can help boost your landfill diversion rate while sending the message that your organization wants to make a difference.

Reduce Waste At the Source:

- Try to make all correspondence and marketing via email, web, radio or television -- reduce paper!
- Avoid single-serving condiments -- serve in bulk
- Avoid straws and cup lids
- Use durable silverware
- Consider finger foods that do not require utensils
- Provide water refill stations for attendees to refill water containers

Choose products packaged in or made with recycled / recyclable materials:

- Aluminum cans, plastic bottles, glass bottles
- Recycled content paper products (napkins, paper towels, plates)
- Aluminum and paper trays

Avoid products that cannot be recycled or composted:

- Styrofoam
- Plastic utensils
- Plastic or plastic coated plates and cups
- Plastic wrap

Other Green Practices

- Set up grease recycling for vendors
- Try compostable food service items & set up a composting service
- Measure and calculate landfill diversion rate (baseline data for subsequent years comparison)
- Evaluate success of green initiative & summarize “lessons learned” to assist with making improvements in the future



Venture Richmond's
Easter on Parade Recycles!

For more helpful ideas and a
checklist to jumpstart your
“green” event, visit
[www.Richmondgov.com/
SpecialEvents/GreenEvents.aspx](http://www.Richmondgov.com/SpecialEvents/GreenEvents.aspx)