

SHAPE UP US



GREENLIGHT GREENPAPER

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Published a **16**-page workbook containing best practices for creating more sustainable events, addressing **7** key planning decisions was created.

Created by GreenLight at

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Our partnership with Shape Up Us challenged our project group with creating a booklet containing ideas to make any event more sustainable. The creation of the booklet would provide us the opportunity to not only make the project partners' events more sustainable, but to potentially make other individuals' events more sustainable by distributing our booklets to the participants at those events for their own use. Therefore, we were challenged to create a sustainable event booklet that would be applicable to all different kinds of events, large and small, that take place across the nation.

Our project partner explained that she wanted a booklet that was **16** pages long to match previous booklets in her series. Our research found over **20** references from colleges to professional planning institutions that contained best practices in sustainable event management. From these resources, we sorted best practices into the following **12** categories:

- **Pre-Event**
 - How to Source Items
 - How to Select the Proper Venue
 - How to Plan Transportation Options
 - How to Generate Interest
 - How to Decorate Your Event
- **During Event**
 - How to Manage Waste
 - How to Serve Food and Beverages
 - How to Use Energy Sources Efficiently
 - How to Engage Your Audience
- **Post-Event**
 - How to Minimize Cleanup Waste
 - How to Repurpose Leftover Food
 - How to Reflect on the Event
- **Additional Resources**

BENEFITS TO PROJECT PARTNER

Jyl Steinback is able to learn more about sustainable initiatives to implement within her own events. Jyl is also able to hand out these booklets to pass on the knowledge and spread the impact.

BENEFITS TO SOLUTIONEERS

As contributors to the book, not only was this a great learning opportunity and experience, but it has also provided us with the chance to enhance our time management and organizational skills. Furthermore, since the booklet was professionally published, we are now all accredited as authors. All in all this experience has taught us valuable event planning techniques that we will utilize in future hosting opportunities to make every event more sustainable.

BENEFITS TO THE COMMUNITY

The local community as well as people nationwide have access to a booklet which includes examples on how to host a sustainable event that they can implement into planning a range of social occasions.