

BOOSTING SUSTAINABILITY WITH GREEN EVENTS SERVICES



GREENLIGHT GREENPAPER

SPRING 2023



Executed **2** events, scheduled **11** partner meetings, and recruited **5** new volunteers.

CREATED BY GREENLIGHT SOLUTIONS:

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Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.



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Green Events Services wanted to partner with our Project Team because they were interested in advancing their mission. They wanted to partner with more events to achieve high waste diversion from the landfill and provide their services at a greater scale. In addition, growing their volunteer base was an important part of their vision. Green Events Services wanted to recruit from the general student body at Arizona State University, but needed to find innovative ways to reach new people. They also wanted to expand to other local institutions and the greater Phoenix area. A larger volunteer base would not only help Green Events Services execute their growing number of events, but it would also spread the reach of GreenLight Solutions.

Our first objective was to research and create a list of events in Arizona that may need help with waste diversion. The second objective was to execute 1 event, but we were able to execute **2** events: Celebrate Mesa and the FOR Energy Earth Day Celebration. Our third objective was to build a volunteer base that is available year-round to work with us at these events. We created an infographic and sent it out to various volunteer organizations, recruiting **5** new volunteers.

At Celebrate Mesa, we were able to divert **120 pounds** of compost, which, in terms of emissions, is equivalent to 93 miles driven by an average four-door sedan. We provided waste, recycling, and composting services for the FOR Energy Earth Day Celebration, and were able to achieve a **68%** waste diversion rate. Some of the future events that we were able to add to the pipeline for Green Events Services include the Country Can Festival, Lake Powell Half Marathon, and Fountain Festival of Fine Arts & Crafts.

BENEFITS TO PROJECT PARTNER

- 2 new successfully executed events
- 11 events added to the pipeline
- 5 new volunteers

BENEFITS TO SOLUTIONEERS

- We gained real-world experience meeting with event managers and creating a plan for how to best meet the event's needs
- We learned how to properly divert waste from the landfill
- We improved our public speaking skills through presenting at the Solutioneer Showcase

BENEFITS TO THE COMMUNITY

- Awareness and education of items that can be composted and recycled
- Sense of pride knowing that the event they attended was working to be more sustainable
- Less waste sent to the landfill