



Minimize Your Environmental Impact Before, During and After Your Event

No matter how green you already are, you can usually get a little greener. Consider these tactics to reduce your event's environmental footprint.

Before Your Event

Venue Selection

- Choose a location that is easy to access by public transportation
- Interview potential venue hosts, clearly stating your environmental goals and asking for environmental policies

Set Environmental Goals

- Know what you want to achieve, such as a reduction in food waste or a reduced need for shipping, and communicate that to your venue host so he or she can help you meet your goals

Menu

- Discuss food choices that are environmentally friendly, such as locally grown, seasonal and organic foods
- Make sure there is a plan for leftovers, including unused condiments and utensils
- Ask for compostable cups at water stations and outdoor events
- Remember that used pizza boxes are not recyclable
- Accurately gauge the number of attendees so waste is minimized
- Avoid individually packaged beverages, such as bottled water, opting instead for water carafes on tables or water stations that offer biodegradable cups

Event Promotions

- Use social media and websites as much as you can to promote your event
- Print posters using paper that has already been printed on one side, since only one side of a poster is seen anyway
- Plan to reuse larger items, such as banners, so don't include dates or other limiting information

Giveaways and Supplies

- Avoid giveaways that people are likely to toss and instead consider consumable items or none at all
- If purchasing shirts, choose organic cotton
- Check with your company's office products supplier to see if it offers eco-friendly choices
- Rather than shipping printed materials, such as copies of presentations, electronically submit files to a printer near the venue, reducing shipping costs and fuel consumption
- Invest in reusable name badge holders and collect them after the event



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During Your Event

Recycling

- Make sure recycling is clearly marked and placed next to trash bins
- Label the recycling containers so it's clear what is recyclable and what is not

Energy Usage

- Turn off equipment when it's not in use
- Close doors to the outside and keep windows closed
- Turn on lights only when necessary; sometimes daylight is all you need

Communicate

- Tell people that yours is an environmentally friendly event; most people will then try a little harder to participate in sustainable practices

After Your Event

- Check with the venue to ensure that recyclables are in the right place for recycling and that unused food and utensils are somehow being used
- Meet with your venue host and other key people and discuss whether or not you met your environmental goals, and apply that learning to your next event

Learn more about Monona Terrace's sustainability practices at mononaterrace.com. Or talk to an event planner by calling 608.261.4000.



Monona Terrace is the first convention center in the country to receive silver level certification under the U.S. Green Building Council's Leadership in Energy and Environmental Design for Existing Buildings (LEED - EB) rating system.