



Guide to hosting a **GREEN EVENT** at Marquette University



MARQUETTE
UNIVERSITY

Sustainability

ABOUT

Why plan a green event

With heightened pressure to change our lifestyles to prevent major climate damage, we must analyze every aspect of our lives where we generate waste and emissions. Events often have detrimental environmental impacts because of their reliance on single use materials, food waste, and energy consumption. This guide is intended to provide the framework for planning and executing an event that has less impact on the environment.

Who is this guide for?

This guide is meant for Marquette University student organizations & clubs, Greek life, all Marquette staff who plan and host events; and internal & external conferences, reunions and any other event that takes place on campus.

How to use this guide

This guide is intended be utilized on day one of conceptualizing an event but can be implemented at any point during the event planning process. It covers food choices, invitations, advertising, travel, lodging, giveaways, waste, clean up, and more. It's formatted like a checklist for ease of use.



Outcomes

By using this guide, events will produce less waste, increase sustainability knowledge, and lower the event's overall environmental impact. It may also have the added benefits of increase exposure of the event.



Key Actions

When planning your event, consider the following key actions to ensure success.

- Designate a green ambassador on your event planning team to ensure this guide is implemented.
- Meet with stakeholders and review your green expectations
- Designate roles for volunteers and staff related to waste collection, bin guards, etc.
- Properly train staff or work with event space coordinator to properly review with staff procedures you would like to follow.
- Promote green event intentions during marketing and on invitations.
- Provide clear signage for waste receptacles, food ingredients, water fountains, etc.



Benefits

Incorporating sustainable practices your event may realize these important benefits:

- Lower costs
- Increase event exposure
- Increase event attendance
- Show environmental leadership
- Reduce waste sent to landfills, divert materials to higher uses such as compost and recycling
- Align with the University's commitment to the Saint Francis Pledge to care for our common home.



Reach out to Marquette Sustainability for ideas and tips on how to successfully plan a green event.

EVENT GUIDE CHECKLIST

Advertising

- Utilize social media and other forms of digital outreach
- Use sidewalk chalk instead of paper signage
- Advertise on Axis TV's

Decorations

- Use bubbles, chalk, or compostable confetti rather than balloons, confetti, and other single use decorations
- Borrow, rent, or purchase second-hand decorations
- For Sodexo catered events, request to have linens and cloth napkins rather than single-use table cloths and paper napkins
- Centerpieces: rent or purchase plants that could then double as giveaways
- Photobooth backdrop: consider a decorative tapestry instead of balloons
- Use creative lighting instead of plastic-based decorations to create ambiance

Event Space

- Reserve an outdoor space like the central mall when weather permits
- Reserve spaces properly sized for the intended number of attendees to reduce excess heat and energy use
- Reserve a space in a LEED (Leadership in Energy and Environmental Design) certified building, such as:
 - The Commons
 - Engineering Hall
 - Zilber Hall
 - Marquette Hall
 - Eckstein Hall
- Choose a location where attendees can use less fossil fuel intensive modes of transportation traveling to the event

Giveaways

Avoid giveaways whenever possible, but if you must include them, ensure they are gifts with utility. Intentional gifts leave a long lasting impression and are more sustainable.

- Give experience-oriented gifts, like gift cards for local events, businesses and restaurants. (See the list of local environmentally friendly restaurants on the resources page for examples.)
- Give sustainable gifts, like:
 - plants or seeds
 - local products, like coffee
 - reusable travel cutlery
 - beeswax wraps, reusable bags and canvas totes
- Commonly wasted gifts to avoid:
 - rubber bracelets, plastic water bottles, cozies, drawstring bags, keychains, sunglasses, frisbees, stress balls



Recycling one aluminum can saves enough energy to power a TV for two hours

*-Environmental Protection Agency
WasteWise Program*

Materials

- Ensure all print materials are double sided, black and white, and on recycled or post-consumer paper
- Use a website, digital displays, or larger printouts for the event program instead of handing out individual programs

Waste

- Request a compost bin for food waste
- Make an announcement to the attendees where garbage and recycling cans are located, and inform them of proper recycling practices:
 - Recycle plastics 1-7, glass, aluminum, cardboard, paper, aluminum foil
 - Keep food and liquid out (properly clean out food and beverage containers if necessary)
 - No flimsy plastic



MEALS & CATERING

Catering and food have the potential to be the largest source of waste at your event. If you are supplying food and drink to guests, ensure you provide food and drink with the lowest environmental impact and the least amount of plastic and food waste. It is also important to right-size your food order to avoid excess waste. Once it is decided what sustainable aspects you want to implement, it is critical to communicate your expectations with your catering provider. On campus, event organizers have two options for catering: Sodexo catering services, or outsourced catering.

General guidelines to green any food event:

- Encourage attendees to bring their own water bottle and cutlery if china service is not provided. Include this in the event sign up page or advertising stage.

- Serve a plant based menu. Plant-based foods are just as delicious as animal products and have a significantly lower environmental impact.

- Choose locally sourced and seasonal products when possible

- Request buffet-style and chinaware or pre-plated single servings on chinaware
Avoid all styrofoam products.
Only request compostable server ware if compost bins are available, otherwise request server ware that can be recycled.
 - note: plastic cutlery cannot be recycled

Sodexo Catering:

The Square Tomato is to only be used by student organizations, whereas the MCity Menu can be used by any event hosts.

MCity Menu:

- Request china service ware (complementary in the AMU, an additional \$4.50 per guest in other locations)
- If you are not able to utilize the china ware service, request foods with less packaging and plastic waste like handheld foods
- Avoid choosing single serving packaged foods, like condiments, chips, etc.
- Request linen tablecloths and napkins rather than disposable

The Square Tomato:

- Only served in disposable containers, so request to omit plastic cutlery, serving utensils, and water bottles in favor of guests or hosts bringing their own
- Choose handheld foods

Outsourced Catering:

Available for events not in the Alumni Memorial Union or Eckstein Hall

- Hosting a small event?
 - Check out takeaway from Certified Lake Safe Milwaukee Restaurants
- For larger events, these businesses focus on catering local, plant based, low waste, or low ecological footprint food
 - Lee John's Locavore
 - Eno's Catering
 - Beans and Barley
 - Strange Town Catering
 - Miss Molly's Cage Catering
 - Café Manna
- Ask vendors to omit plastic cutlery and water bottles in favor of guests bringing their own reusable cutlery and water bottles.



LARGE EVENTS

Marquette campus is often host to conferences, reunions, and other large events that require significant planning, travel, and energy use for both hosts and guests.

Technology:

- Encourage guests to use Ecosia, a web browser in which 80% of their profits goes to planting trees
- Rather than handing out paper materials, use digital modes of communication or give flash drives with necessary content to the guests

Travel/Transportation:

- If your guests are not local, encourage them to travel to Milwaukee via the Amtrak train, a bus, or carpool to the city
- Consider a shuttle to transport guests from a hotel to campus
- Encourage the use of public bus system, bublr bikes, or carpool to get around the city and to the event.

Lodging:

- Find an environmentally friendly hotel
 - The Pfister
 - Hotel Metro
 - The Brewhouse
 - The Hyatt Regency

Event Space:

- If possible, book the central mall or other outdoor location to reduce energy use

Energy:

- Consider having the option to join the event virtually
 - though some events are not suited for this, this is the most effective way to reduce emissions

THANK YOU

Thank you for incorporating sustainability into your on campus event, and promoting green practices at this university. Your actions not only reduce waste and emissions, but have long lasting impacts of setting examples for others and educating the community on sustainable lifestyles.

Additional Resources

- [MCity Menu 2023](#)
- [Craveable Creations Menu](#)
- [AMU Event Services](#)
- [Event Space Request](#)
- [Residence Life Reservable Spaces](#)
- [Marquette Event Planning Guide](#)
- [Event Registration](#)
- [EPA carbon calculator](#)
- [NCX carbon offsets](#)
- [Milwaukee Recycling Guide](#)
- [City of Milwaukee Green Events Guide](#)

