

Green Events Program



EQUITY & SUSTAINABILITY EVENT CHECKLIST

We're creating a sustainable and inclusive event culture at the Beach!

As a university, we're working toward a more just and sustainable future for all members of the campus community while also promoting a culture of social & environmental responsibility.

The Office of Sustainability developed the Green Event Host Certification Program and Equity & Sustainability Checklist and Toolkit to assist hosts in reducing the environmental impact and improving accessibility of their on-campus events.

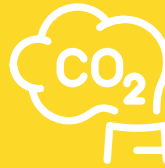
Benefits of implementing these recommended strategies:



**Save
Resources**



**Save
Energy**



**Reduce Waste
and Pollution**



**Support Local
Economy**



**Create Inclusive
Spaces**



**Set an
Example**



**Educate
Participants**



**Advance
Sustainability Goals**

An equitable and sustainable event is one that..

- Inspires attendees to live more sustainably and participate in climate action
- Models what environmentally responsible operations and activities can look like in an event setting
- Promotes, diversity, inclusion and accessibility

Planning events on campus with **equity and sustainability** in mind moves CSULB closer to its sustainability goals, increases general knowledge of sustainability and climate justice, and creates educational opportunities for all students and employees.



EQUITY & SUSTAINABILITY EVENT CHECKLIST

CATEGORIES

1. **Planning with Diversity, Inclusion, and Accessibility in Mind**
2. **Marketing and Attendee Education**
3. **Mindful Purchasing**
4. **Selecting Sustainable Food & Beverages**
5. **Reducing & Managing Waste**
6. **Minimizing our Transportation Footprint**
7. **Event Assessment**

Events can have a far-reaching effect when our Beach community knows that an organization or department is committed to equitably protecting the environment.

Don't forget: Our Equity and Sustainability Event Toolkit provides tips and examples to help you implement the actions in the Checklist.



PLANNING WITH DIVERSITY, INCLUSION AND ACCESSIBILITY IN MIND

Equitable event planning ensures that events are diverse, inclusive, and accessible, providing opportunities for individuals from all backgrounds to participate. By addressing such issues, we can create events that celebrate the diversity of our campus community and ensure that everyone feels welcome and valued.

- | | YES | NO | N/A |
|---|-----|----|-----|
| <p>1.1 Review the Checklist and establish goals for your event.
Make note of your goals, assign roles, and explain how you will execute and measure the outcomes of your event.</p> | YES | NO | N/A |
| <p>1.2 Include a land and territorial acknowledgment. Recognize the Tongva/ Gabrielino/ Acjachemen people whose land is occupied by our campus. If your event doesn't include a welcome or introductory speech, a written land acknowledgment can be included in the event marketing or posted at the entrance of the event. Link: CSULB Land Acknowledgment Guide</p> | YES | NO | N/A |
| <p>1.3 Reflect the diversity of our campus community. Be intentional and mindful about the ways that the voices and perspectives of BIPOC and other underrepresented communities are being included and centered in planning meetings, event marketing, and at the event itself.</p> | YES | NO | N/A |
| <p>1.4 Evaluate accessibility of location and activities. Work to ensure that any event activities, as well as food & beverage service areas, are physically accessible to those with impairments. Link: CSULB Accessibility Map</p> | YES | NO | N/A |
| <p>1.5 Ensure outreach materials follow accessibility guidelines.
Ensure that all event web pages, documents, presentation materials, and promotional materials follow accessibility guidelines. Link: CSULB accessible technology</p> | YES | NO | N/A |
| <p>1.6 Include directions for requesting accessibility accommodations at the event. It's important that your program advertisements include a statement that directs attendees to the Bob Murphy Access Center. Visit BMAC event tips to learn more.</p> | YES | NO | N/A |
| <p>1.7 Make a plan to document your event's equity & sustainability efforts.
Designate someone to take photographs at the event and prepare a post-event survey to gather feedback from attendees and partners on the measures you implemented and suggestions for improving future events.</p> | YES | NO | N/A |

MARKETING AND ATTENDEE EDUCATION

Designing your communications to highlight your equity and sustainability efforts can contribute to positive event outcomes by encouraging guests and partners to adjust their behavior and prepare accordingly.

2.1	Highlight your sustainability efforts. Include your Certified Green Event Host badge and information about your sustainability efforts in your marketing materials	YES	NO	N/A
2.2	Reduce paper consumption. Avoid paper handouts as much as possible by advertising your event virtually and allowing attendees to access resources digitally via a QR code displayed on just a few printed flyers at the event.	YES	NO	N/A
2.3	Leverage multiple digital marketing channels. Use multiple social media platforms, ask other departments & organizations to repost your event onto their social media, and send emails to promote your event.	YES	NO	N/A
2.4	Communicate your event's sustainability expectations. Inform event team, off-campus vendors, and community partners about sustainability efforts and expectations.	YES	NO	N/A
2.5	Create signage that helps attendees practice sustainability. Signs should educate attendees about the sustainable practices incorporated into the event and how they can participate.	YES	NO	N/A
2.6	Provide a location to return reusable supplies. Provide a convenient location with clear signage for attendees to return any supplies that can be reused for future events (e.g. nametags and other supplies).	YES	NO	N/A

MINDFUL PURCHASING

It's important to adopt mindful purchasing practices that consider the full lifecycle costs and environmental impacts of products. Think about the environmental impact of your event materials as they get produced, move through the economy, are procured for use at CSULB, and leave the campus as either waste, recycling, or compost.

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|------------|---|-----|----|-----|
| 3.1 | Use sustainable or repurposed decorations. Avoid things like disposable plastic table covers and balloons. Instead use sustainable materials like reusable table cloths potted plants, flowers, etc. | YES | NO | N/A |
| 3.2 | Borrow or rent before purchasing something new. Ask around to other departments or clubs to find out if they have items you can borrow before buying your own. | YES | NO | N/A |
| 3.3 | Support the local economy. Research whether there are any local businesses that can supply your materials or services. Link: Partner with Certified Green Businesses whenever possible. ¹ | YES | NO | N/A |
| 3.4 | Support Woman, Veteran, LGBTQ, and/or BIPOC owned businesses. Research businesses in your area that are led by members of underrepresented or marginalized communities. ¹ | YES | NO | N/A |
| 3.5 | Minimize packaging. Whenever possible, buy materials in bulk rather than individually wrapped items. If you do need to buy plastic packaged products, choose those made with post-consumer recycled materials. | YES | NO | N/A |
| 3.6 | Use paper made from recycled content. Reduce demand for paper made from deforestation of virgin trees by purchasing paper made from at least 70% post-consumer content for all unavoidable printed materials. | YES | NO | N/A |
| 3.7 | Prioritize purchasing green certified products. Certified green products are verified to be less toxic, made from more ethically sourced materials, and/or produced in a way that protects workers' rights. | YES | NO | N/A |
| 3.8 | Green your giveaways. Take steps to ensure that all "swag" items given out at the event (by the host and partners) have utility. Items should bring value to the recipient and avoid needless packaging. | YES | NO | N/A |

1. Make sure to follow all university procedures related to purchasing goods and hiring service providers. Link: [How to Purchase and Pay](#)

SELECTING SUSTAINABLE FOOD & BEVERAGES

Catering is an area where small changes can lead to big positive impacts. We can use our purchasing power to advocate for organically grown & ethically sourced foods that directly support the health and wellbeing of people and the planet.

- | | YES | NO | N/A |
|---|-----|----|-----|
| <p>4.1 Prioritize organic, fair trade, locally sourced, and low carbon foods and beverages. Ask your caterer to provide organic, fair trade, and locally sourced foods and beverages as much as possible. (Fair trade coffee, tea, chocolate, sustainably sourced seafood, etc.). Always provide low carbon vegan & vegetarian options as well.</p> | | | |
| <p>4.2 Ask guests to RSVP to reduce food waste. Cater for the appropriate number of people. It is typically safe to assume that a minimum of 10% of guests who RSVP won't show up so a good rule of thumb is to not order over 10-15% more food than confirmed attendees.</p> | | | |
| <p>4.3 Have a plan for leftovers. Bring containers or give them away to students/staff through Beach Bites or local food banks.</p> | | | |
| <p>4.4 Serve food buffet style and/or with minimal packaging. Avoid individually packaged meals. Ensure all single use packaged food items are either compostable or fully recyclable and use bulk-size serving containers to avoid individually packaged condiments and snacks.</p> | | | |
| <p>4.5 Use reusable or compostable tableware. Provide reusable dishes and utensils in order to eliminate single-use plastics. If reusable options are not possible, opt for 100% compostable paper tableware and bamboo/wood utensils.</p> | | | |
| <p>4.6 Avoid plastic bottles or cups for beverages. Instead, use refillable water, coffee, or tea stations to serve drinks in reusable cups. If reusable cups are not possible, use 100% compostable cups or provide aluminum-canned drinks that can be recycled.</p> | | | |
| <p>4.7 Choose a pre-approved caterer that prioritizes sustainable, plant-forward menu options and/or is owned by an underrepresented group. Link: Pre-Approved Caterers. If you feel like the university's catering options are limited, email the university and encourage them to add more sustainability-minded catering businesses owned by BIPOC, Veterans, Women, LGBTQ individuals to the list.</p> | | | |
| <p>4.8 Encourage the use of hydration stations as an alternative for bottled water. Provide a map and/or signage directing attendees to the nearest filtered water hydration stations.</p> | | | |

REDUCING & MANAGING WASTE

Waste is one of the most visible and harmful environmental impacts of an event. Your goal should always be to run a zero-waste event even if you can't achieve it 100%. A zero-waste event can be achieved by following our Waste Not principles of Rethink, Reduce, Reuse, Recycle, & Responsible disposal.

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|------------|---|-----|----|-----|
| 5.1 | Request an appropriate # of landfill and recycling bins. Work with Event Services, to request recycling bins in addition to waste bins. Place your bins in strategic locations and keep them in pairs to help minimize contamination. | YES | NO | N/A |
| 5.2 | Install bin signage with clear instructions on proper waste sorting practices. It is recommended to make your own signs showing the specific items at your event and clear sorting instructions to reduce contamination. | YES | NO | N/A |
| 5.3 | Set a waste diversion goal. Aim to divert at least 25% of your event waste from landfills. | YES | NO | N/A |
| 5.4 | Inform all team members & partners about single-use plastic policy. Make sure everyone involved in the event including partner organizations, vendors, and caterers are aware of the policy and the plastic water bottle ban. If necessary, purchase compliant compostable products for caterers to use instead of plastics. See the Single-use Plastic Alternatives Matrix for more info on the policy. | YES | NO | N/A |
| 5.5 | Save décor for future use. Create a storage space for your reusable decorations and reuse them at your future events. | YES | NO | N/A |

A note about organics and composting:

The university currently only collects food waste from restaurants and cafeterias on campus that sort their organic waste in the back-of-house. Additionally, our waste hauler does not accept many products labeled “biodegradable” or “compostable” due to restrictions in the regional composting industry. An expanded organics collection program is in development and the Checklist will be updated once that program is widely available. [Click here](#) for more information!

MINIMIZING TRANSPORTATION EMISSIONS

The largest portion of CSULB's carbon footprint is a result of people commuting to campus. With plenty of accessible sustainable transportation options and resources available in Long Beach, this is a great way for our community to directly contribute to achieving our climate action goals.

- | | YES | NO | N/A |
|--|-----|----|-----|
| <p>6.1 Encourage sustainable forms of transportation. Prior to the event, inform participants and attendees about public transit and biking options through social media posts, Canvas, or email updates. If not a viable option for attendees, encourage carpooling. Click here to learn more.</p> | | | |
| <p>6.2 Highlight digital resources available for planning trips. Make your attendees aware of the MOOVIT app and provide links to interactive maps of bike routes as well as bike racks across campus.</p> | | | |
| <p>6.3 Offer Incentives. Incentivize participants who commute using any form of environmentally friendly transportation with small prizes.</p> | | | |
| <p>6.4 Provide a virtual option to attend the event remotely.</p> | | | |

EVENT ASSESSMENT

Congrats on hosting your Green Event!

The next step is to assess the impact of your sustainability efforts by filling out the Event Assessment form. Show us how your efforts empowered the campus community to learn about equity, sustainability, and climate justice!



REMINDER: To keep your Green Event Host Certification current, you must complete an Event Assessment and submit a Checklist a minimum of one time per academic year.



DISCLAIMER: This checklist is a living document and will continue to be updated with best practices. Please email sustainability@csulb.edu if you have any recommendations on how the checklist can be improved.