



Go Online. Go Green

Greener Options = Better Business

10 Ways to Make Your Meetings Greener with ActiveEvents

1. Create an environmental impact statement.

Share your impact statement with others to receive buy-in. For example, you may say that your organization is committed to reducing solid waste and conserving energy at the event.

2. Use paperless technology to manage your event.

Web-based registration and attendee management solutions are making it easier to manage any type of event online in a paperless environment. Take registrations online, send automatic emails to follow up and share reports digitally through a web link.

3. Use paperless channels to market your event.

Email is, in most cases, more effective and less expensive than mailers, and even the most traditional event organizers are moving quickly to email technology to cut costs while reducing their environmental footprint. At a recent RegOnline users event, less than 10 percent of the room reported using direct mail.

4. Stay close.

Try to reduce travel emissions by reducing travel needs at your events. And if you have a large event, book all your sessions close enough that people can walk from venue to venue. If you have events that force your attendees to travel long distances, you may want to consider having more regional events that only require air travel for a few of your staff members.

5. Choose a green hotel.

Before you select a hotel for your event, take the time to understand their commitment to the environment. Make sure your hotel and venue are committed to green policies, including recycling and energy conservation.

6. Eat green.

Look for a green caterer when planning your event. Many caterers are adopting green business practices, which include everything from cooking with seasonal and local vegetables to using recycled and compostable materials.

7. Go digital.

One of the most expensive, and environmentally impactful, pieces of an event is the stacks of hand outs that organizers and presenters print for attendees. Some organizations provide it on their web sites so attendees can review it online – or pick what information they would like to print.

8. Reuse. And Recycle.

When choosing materials for your conferences and meetings, focus on using materials that can be reused or recycled.

For example, The CERES Conference used binders that featured 60% post-consumer paper content in the frame and 39% post-consumer steel in the rings. Plus, the conference printed its brochures with soy ink on recycled paper.

9. Bulk up.

Providing bulk food and condiments for your events can dramatically reduce your environmental footprint. If you have leftovers, consider donating those items to a local food bank or homeless shelter.

10. Pass it on.

The best way to guarantee a greener event is to share your knowledge with others. They'll thank you for it because it may also save them money.