

LEAN, MEAN, & GREEN™ LIST

What is the Lean, Mean & Green™ list?

Simple! It is the list you will find below. In an effort to ensure that every element of our events is analyzed for environmental and social responsibility, we have developed the Lean, Mean & Green™ List.

We work smart to develop eco-innovative solutions to common wasteful industry practices.

While every element on this list is not applicable to every event, we hope this gives you some insight into the level of commitment the Pivotal team holds towards producing responsible events.

We certainly hope you choose Pivotal to realize your dream event but more importantly, we hope you will apply at least a few of these ideas to all of your future events to help move us all in a more positive direction!

Location/Venue

- Choose a site whose venue rental fees will provide a service to the community at large
 - Cultural institutions
 - Non-profits
 - Art galleries
 - Museums
 - Botanical gardens
 - Arboretum
 - Historic homes
 - Parks and nature reserves
 - Japanese gardens
 - Local vineyards
- Choose a site with a lot of natural light to reduce the event's energy consumption
- If the event requires multiple locations, choose venues in close proximity so guests can walk
- Choose a venue close to public transportation routes
- Choose a smoke free venue
- Request each venue's environmental management policies
 - Recycling policy
 - Energy efficiency measures
 - Renewable energy
 - Sustainable procurement
 - Local, fair-trade, seasonal, organic food services
 - Water conservation measures
 - Natural cleaning products
 - Natural ventilation
 - Are these policies monitored and audited
- Ask for / Acquire venue LEED rating (www.usgbc.org/LEED)
- Ensure that management supports green initiatives
- If tenting, choose Natural or Low VOC tenting
- Include environmental agreement/statement in each contract, which includes educating staff in order to facilitate best practices
- Confirm all areas of the venue are ADA compliant
- Destination Events
 - Push for destination countries that are participating in global green initiatives and promote and protect human rights
 - Use local eco-tourism organizations as resources
 - Provide eco-friendly/socially responsible tour groups
 - Choose hotels that have green initiatives in place (linen re-use policies, low flow faucets, bulk shampoo/soap dispensers, etc.)

Transportation/Energy

- Host an event webpage that includes public transportation information
- Offer a car pool/shared ride/shuttle service sign up and efficiency tips
- If applicable, include bike route & bike valet services
- Incentivize or promote alternative travel to the event
- Provide special recognition and services to designated drivers (a special fresh fruit juice bar or a raffle just for designated drivers)
- Offset the carbon emissions that cannot be reduced
- Choose airline carriers & other transportation companies with sound environmental policies
- Consider alternative fuel planning
 - Bio-diesel generators
 - Mobile solar power units
 - Hybrid limo's, shuttles, cars
- Actively monitor & minimize energy usage throughout the event

Décor/Entertainment

- Rent or buy re-usable linens, glassware, flatware, etc.
- Minimize flatware, glassware and linens to cut down on the water and power used for cleaning
- If plates, cups or cutlery must be disposable, use bioplastic, tree-free or cornstarch compostables
- Return hangers to linen and furniture rental companies

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- Request re-usable linen bags (vs. trash bags) for post event linen gathering
- Create seating cards with paper free alternatives
- Rent décor (including plants)
- Incorporate reused, repurposed and recycled décor or pass décor along to the next party
- Donate left over décor to local schools, arts organizations and/or local charities
- Use local resources for décor elements
- Research where décor is coming from to ensure no sweatshop labor is employed in the creation of any part of the process
- Use organic textiles
- Support local artists
 - commission or purchase recycled sculptures or centerpieces
 - commission or purchase recycled glasswork
 - commission or purchase found art pieces
 - Hire an artist to create a live art installation during the event
- Support local musicians
 - Incorporate live music
 - Hire a DJ instead of using an iPod
 - Contract a soundscape artist for ambient sounds & creative noise
- Distribute artists and musicians business cards at the event
- Choose LED & other energy efficient lighting
- Use natural lighting or low lighting to save on energy
- Light soy candles
- Provide organic or locally crafted giveaways
- Forgo giveaways all together and instead make a donation to a charity and acknowledge it at each guests' table setting

Floral

- Purchase local, organic, sustainable, in-season flowers
- Create living centerpieces using potted plants (rent them, turn them into the giveaways, donate them)
- Replace cut flowers all together with other materials (candles, boxes, fruits, takeaways, commissioned art, found objects)
- Replace cut flowers with bamboo
- Donate left over cut flowers to a nursing home or hospital
- Share flowers with another party (consult planner, venue, or florist)

Printing/Invites

- Minimize printed invitation use
- Incorporate waste reduction into the design of the invitation
- Print on seed infused paper
- Use handmade recycled paper
- Use only 100% post consumer recycled paper with no chlorine
- Use tree-free paper
- Avoid virgin tree paper or materials
- Use a printer who uses only vegetable based/non-toxic inks
- Send re-usable or multipurpose sizzle invites (something that can be used again, for example, a branded packets of forget-me-not flower seeds directing guests to an event details website)
- Host a webpage with all of the event details
- Send evites
- Print double-sided

- Create re-usable, date-less signage
- Large Events - send soft copies (PDF) vs. hard copies (Mailings) of all event materials (registration information, directions, floor plans, marketing materials)
- Utilize electronic registration & RSVP systems
- Purchase re-usable name badges and collect them at the end of the event
- Include all environmental credentials on print materials to promote awareness and attendee education

Food/Drink

- Go Vegetarian (or more vegetarian) to help lessen methane gas production and save an animals life
- Acquire meat that is local, organic, free-range, vegetarian fed, ethically treated
 - No foie gras or other inhumanely acquired food products
- Choose fish from companies with sustainability practices
- Choose fish with a low mercury content
- Be sensitive to ethnic and religious dietary needs
- Choose local, seasonal, sustainable, organic food stuffs (incorporate this into all catering contracts)
- Allow attendees to pre-select meals and number of courses
- Encourage the donation of cooking oil to bio-diesel vehicle users
- Offer organic desserts from local independent bakeries

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- Donate prepared and perishable foods to food banks and shelters
- Avoid plastic water bottles (replace with filtered tap water in glasses)
- Avoid cans and individual bottles of soda
- Provide non-alcoholic options besides soda (iced tea, fresh fruit smoothies, fresh juices)
- Serve local and organic wines and beers
- Serve fair trade, shade grown, organic coffee
- Serve fair trade, organic tea (avoid tea bags serve loose tea leaves in reusable tea filters)
- Avoid plastic or wood beverage stirrers
- Avoid individual sugar packets and creamers

Waste Diversion

- Educate attendees, vendors, and sponsors about waste reduction practices expected and the benefits of reducing and reusing
- Provide visible and easy to use recycling area
- Identify all recyclable items
- Educate staff on recyclables and place them at recycling stations to facilitate usage
- Inform event-goers of recycling stations
- Ensure vendors are employing on-site recycling
- Use biodegradable trash bags for remaining trash
- Compost food scraps
- Provide recycled toilet paper and paper products
- Avoid paper towels in restrooms
- Provide organic and fair trade soaps and creams

- Use environmentally friendly cleaning materials
- Use rags for post event cleaning

Attendees, Service Providers & Sponsors

- When choosing a service provider consider
 - Do they have a solid environmental policy
 - Are they a small business
 - Are they a women or minority owned business
 - Are they committed to developing a diverse staff
 - Are they family owned & operated
 - Are they making positive community contributions
 - Do they carry environmentally /socially responsible products
 - Do they offer non-profit discounts
 - Do they employ ethical hiring practices
- Provide referrals for your carefully researched responsible vendors
- Develop green contracts with vendors and service providers that clearly outline your expectations
- Display “Green Posters” that outlines green measures to educate guests

Miscellaneous

- Stick to digital photography
- Register for a photo-sharing website so all your guests can share their event photos and print only the best
- In lieu of gifts, ask that a donation be made to your favorite charity
- Commission art as gifts

- Hire local labor and management
- Notify media of your event's responsible practices to encourage others to join in the fun

Other Ideas

- Throw a cause party
 - Ask guests to bring Christmas gifts, food donations, pet food/supplies, hotel sample shampoos, books or back to school supplies, depending on time of year, and donate them to organizations in need of the supplies
 - Invite a representative from a non-profit to come talk to guests for a few minutes about their program, as well as, volunteer and donation opportunities and needs.
- Throw a Volunteer Party
 - Get your group together to do a beach clean up followed by a beach BBQ

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