

Green Events in Newport



WHAT IS EVENT GREENING?

The terms 'event greening' and 'green' refers to responsible, sustainable decision making and implementation, taking note of environmental, social and economic factors. If an event is hosted in a 'green' manner, the anticipated outcomes are as follows:

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Cost savings: Conserving energy, reducing waste, purchasing local products, and simply consuming less can save money.

Positive reputation: A green event is a very visible demonstration of your organization's commitment to sustainability, and your support of global actions against the negative influence of global warming.

Environmental innovation: Greening efforts promote innovative technologies and techniques, which help us to use resources more efficiently.

Awareness raising: Each event offers a unique opportunity to raise awareness among participants, staff, service providers and the local community about the benefits of sustainable living, and enhances environmental best practice in the region.

Social benefits: If planned and implemented carefully, the event could benefit the local region through providing jobs, selecting regional suppliers, promoting better working conditions, and acting as a catalyst for social improvement.

Influencing decision making: By sharing standards, and introducing new ways of behavior, other organizations could be motivated to introduce environmental and social improvements in their events as well.

Return on investment: By pursuing greening, you will not only reduce costs, but also increase strategic opportunities.

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WHY CREATE SUSTAINABLE EVENTS?

Sustainable event management (also known as event greening) is the process used to produce an **event** with particular concern for environmental, economic and social issues.

Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event.

It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly.

It represents the total package of interventions at an event, and needs to be done in an integrated manner.

Event greening must start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors and suppliers.

The first time that environmental concerns were raised by the public was at the 1992 Albertville Winter Olympics in France, which led to the first 'green Games' in Lillehammer, Norway, in 1994.

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BENEFITS OF EVENT GREENING

Events are highly resource-intensive, and can have negative environmental consequences for the host city and population. Globally, more and more events are hosted in an environmentally, socially and economically responsible way. Many international companies are making event greening a part of their tender process. Greening your event should reduce the negative environmental impact, but should also leave a positive and lasting legacy for the local community.

The following are some of the positive benefits of event greening for the organizers, participants, service providers and the local community:

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To **improve** the **resource efficiency** of the entire event and supply chain management

To **reduce negative environmental impacts**, such as carbon emissions, waste to landfill, and the effect on biodiversity

To **increase** economic, social and environmental benefits (**triple bottom-line**)

To **enhance the economic impact**, such as local investment and long-term viability

To **improve sustainable performance** within an available budget

To **strengthen** the **social impact**, such as community involvement and fair employment

To present **opportunities** for more **efficient planning** and use of equipment and infrastructure

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THE TRIPLE BOTTOM LINE (PLANET, PEOPLE, PROSPERITY)

The overall principle of event greening is the implementation of sustainable living practices, which include a BALANCE between environmental protection, social development, and economic benefit. This is known as the triple bottom-line, also referred to as 'planet, people and prosperity'. It is important that events should promote equality, participation and education in local communities, to leave a lasting legacy.

Environmental protection (planet) refers to reducing the ecological footprint of the event through the responsible management of resources such as energy and water.

Social development (people) refers to fair and beneficial business practices with regard to labor and the community in the region in which the event is held.

Economic value (prosperity) refers to the financial benefit of the event, as well as the real economic impact or benefit enjoyed by the host region.

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GREENING PRACTICES (WHAT TO DO)

Greening an event involves incorporating a combination of the following:

- Environmental best practice
- Eco-procurement
- Waste minimization and management
- Water conservation
- Energy efficiency
- Emissions reduction
- Biodiversity conservation
- Social and economic development
- Education on, and awareness of, sustainability issues
- Monitoring, evaluation and reporting on the event-greening initiatives
- Leaving a positive legacy

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START A GREEN INITIATIVE (HOW TO DO IT)

There is no shortage of local sustainability issues. Make a difference by tackling a specific need:

- 1) Know Your Passion:** What sustainability issue moves you personally. Even more than expertise (which you can learn from others), passion for the issue will drive you forward and make your initiative successful.
- 2) See What Others Are Doing Locally:** Is someone else trying to address this issue in your community already? Learn from them, and work together. And, equally, there is no shortage of smart approaches to address those problems. So if you have time and inclination to, and you might accomplish twice as much!
- 3) Find Out What Is Working in Other Communities:** Connect with people who have tackled a similar need in other towns, and learn from their experience. (These people will also be a great sounding board for you as you grow your initiative in your town.)

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- 4) **Reach Out to Other Local Green Leaders:** People who care about one sustainability issue are supportive of sustainability in other areas as well. They may be busy, but they are usually happy to support your efforts and to connect you with other potential allies. Also, many towns have Green committees in the government, at the local PTA or otherwise in the community. These are natural partners.
- 5) **Welcome Other Community Leaders:** Everybody wants to be green. So if you have a good idea and have established a base of support and credibility with other Green Committees or groups, share your green initiative with community leaders at the school, government or other local institutions. They are important participants in building a sustainable community.
- 6) **Invite the Whole Community to the Party:** Sustainability initiatives are most effective when they are shared, positive efforts that bring people together for common purpose. Invite people to help, in small or big ways, and watch the momentum grow.
- 7) **Celebrate what your group and its volunteers have accomplished:** Volunteers and supporters deserve recognition, whether it's a mention in new or old media, or a private thank you.

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RIDEM GREEN CERTIFICATION

The Rhode Island Hospitality Green Certification Program is a voluntary self-certification program to assist business in the Hospitality sector with attaining green performance standards, implementing best management practices, and complying with environmental regulatory requirements.



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RI Program Elements:

- Voluntary Recognition Program
- Self-audit program using a Check List
- 100 Points = automatic Certification
- After 2 years, 130 points required for recertification

First group of Certifications in April 2008

As of April, 2012, RI has 54 businesses that are certified including restaurants, lodging facilities and others.

Checklist is available on the DEM website:

<http://www.dem.ri.gov/programs/benviron/assist/grncert/pdf/hotlwork.doc>

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A new sustainability framework for RI cities and towns will create jobs, save money for their governments, households and businesses, bolster the a city's sagging tax base, and provide greater opportunity for growth.

Public-private partnerships allow the government to set the policy framework and make initial investments which are then leveraged by the private sector into wholesale change. Public/private partnerships are also effective ways to mobilize a range of stakeholders, particularly stakeholders whose actions have a citywide impact. Public/private partnerships, finally, are able to complement the City's limited financial resources and staff by raising the supplemental capital and bringing additional experience to the table.

Together we can build a sustainable America.

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For further information about Sustainability issues or RI Green Certification contact:

Department of Environmental Management
Office of Technical & Customer Assistance
Rhode Island Hospitality Green Certification Program
235 Promenade Street
Providence, RI 02908-5767

Beverly Migliore:
401-222-4700x7503
E-Mail: beverly.migliore@dem.ri.gov

or

Ron Gagnon:
401-222-4700 ext. 7500
E-Mail: ron.gagnon@dem.ri.gov