



The 7th Annual *Maryland Day* is Growing a Little Greener!
March 21-23, 2014

Environmentally Responsible Event and Meeting Recommendations

This year, thanks to Annapolis Green and its sponsor, Chesapeake Eye Care and Laser Center, Maryland Day will Grow a Little Greener... signaled by the addition of a green petal on our Black-Eyed Susan logo.

As folks travel to your sites and participate in activities, our goal is for them to be inspired by the examples of eco-friendly practices including the use of Annapolis Green's distinctive Eco-Stations at several downtown Annapolis locations that encourage and make recycling easy.



Each year we will continue to help you take sustainable steps by providing the following suggestions and recommendations **and** providing you with a poster template so you can share your good practices with visitors – during Maryland Day and in the future. The overarching goal for this year's Seventh Annual Maryland Day is to encourage good stewardship throughout the region as we play, learn and celebrate all that is good about our state on the Chesapeake Bay.

Tourism is one of Maryland's leading industries but if not conducted thoughtfully, meetings and events can result in significant environmental impacts. From the amount of waste generated and volume of materials used, to the transportation to and from and the energy and water consumed during an event, it adds up. For an environmentally responsible organization, a wasteful meeting or event can have a negative impact on an otherwise positive experience for the participants... and it can be downright embarrassing. Thoughtfully planned Green events will clearly communicate to participants that organizers are committed to minimizing the events' environmental impacts.



Adopting eco-friendly event practices does not mean additional incurred costs – it simply requires a change in mindset and some thoughtful, up-front planning.

Your dedication to Greening your events will garner you respect, attention and more business as it becomes clear that you recognize the benefits of doing the right thing for our environment.

Our Green Event Recommendations are aimed specifically at hosting an event. Many of you are also site coordinators and these recommendations apply to that role as well.

Numerous steps are simple, easy and cost-free, while more significant efforts have upfront costs offset with long-term savings. Two local programs, cited below, can assist you through specific steps that lead to a certification process. We encourage you to review the resources they offer.



Sustainable Annapolis

annapolis.gov/Government/Departments/NeighborhoodEnvironmental/Sustainability.aspx



Maryland Green Travel

visitmaryland.org/green/pages/home.aspx - (Click “Certify your Business” and you will see the downloadable checklist)



Before the Event 

Goals in Writing – Establish an environmental plan for your event. You can start small and build over time. Make sure you communicate your goals with all involved – your staff, your volunteers and your guests. There are always teachable moments. People enjoy learning about what you are undertaking and, especially, to hear about results.

Registration, Correspondence & Promotion Online – Event information should be provided electronically via e-mail or an internet site to reduce paper use, printing and mailing.

Printing and Copying – All printed materials should be on recycled-content paper that contains at least 50% post consumer material and is not chlorine bleached. Strive to use paper that is certified as FSC (Forest Stewardship Council), indicates a high post-consumer content, or is tree-free paper made from agricultural residue. Use the FSC logo to communicate your use of that material.

Use double-sided printing and copying. Contract with printers who use pollution prevention techniques such as soy-based and other less hazardous inks, energy-efficient equipment, recycled content and recyclable paper and banners.

Accurate Ordering – Accurate attendance counts given to service providers will reduce food and other event wastes.

Public Transportation and/or Carpooling – Provide public transportation information as part of the pre-event/registration information to encourage the use of public transportation. Suggest carpooling and use of hybrid and electric vehicles rentals or shuttles.

Recycling – Recycling is always one of the most obvious signs that an event or site is going Green. Does your site provide these services? If so, make sure it is prominently displayed and encouraged. And if not, isn't it time to explore this? A responsible waste hauler can make this possible without substantially increasing your costs. ***Annapolis Green can also help!***

Food and Beverage Service – If you are offering food, ask your caterers about their eco-friendly practices. Can they offer locally sourced items?

Minimize Disposables and/or Go Eco-Friendly – Whenever possible, offer reusable dishes, glassware, silverware, table cloths and cloth napkins. Many banquet tables are designed to be used without tablecloths. Encourage use of bio-degradable disposables, which are now readily available for approximately the same costs. If you cannot buy bio-degradable plates, flatware and cups make sure the plastic is recyclable.

Incentive to Reuse Cups – If you are dispensing drinks offer your patrons a discount if they reuse their cups or bring their own.

No Styrofoam (polystyrene) – Use china coffee mugs, paper or biodegradable materials for disposable cups and take-out containers. Styrofoam used with hot drinks like coffee or in a microwave leaches toxic chemicals into the food or drink. The building block of Styrofoam, styrene, is made of petroleum and is classified as a possible human carcinogen by the EPA and by the International Agency for Research on Cancer (IARC). Further, that material takes centuries to break down.

Straws as an Option – Train workers to not automatically offer straws for soft-drinks; ask customers if they want one.

Pitchers – Plan to provide water and other beverages in pitchers or other bulk dispensers. Limit use of plastic water bottles. Bottled water is expensive and unnecessary use of the petroleum used to make them and the transportation costs to get them to your site. Tap water in pitchers is generally free.

Bulk Condiments – Plan to offer condiments in bulk dispensers to reduce waste.

Composting – Consider composting if the service is available. Up to 60% of waste by weight can be from food. Using compostable disposables will facilitate composting potential. Recycling plus composting can result in event landfill diversion rates of over 90%!

Exhibitors & Vendors – Recruit Green vendors and require all vendors to stay with the Green theme by minimizing wasteful giveaways wherever possible and using available recycling services. Educate the vendors on your recycling and other Green aspects of the event.

Reusable Packing – To reduce packaging, encourage use of crates or cartons versus cardboard boxing.

Staff and Volunteer Training. Ensure that a training program is in place to inform your staff and volunteers about your events' Greening goals and review your site's efforts. An informed and engaged workforce makes all the difference.

During the Event

Although many of your steps in Greening have been coordinated prior to your event, oversight is still needed to make sure things are happening as they should. It's also fun and inspiring to see in action!

Talk the Green Talk – Let your guests know about your efforts to minimize the environmental impacts of your event with signage greeting participants as they enter the event. Display the “Maryland Day Growing a Little Greener” poster, listing all of the Green practices taking place during your event.

Highly-Visible Recycling – The display of recycling bins often signals that the rest of your event is a Green one! Make sure you have the bins visible, easily accessible and clearly identified as recycling. Make sure they are always located with or right next to the trash receptacles. Having a volunteer to help remind guests (as well as vendors) to recycle is often very helpful.



Handouts – In addition to buying from printers who use vegetable-based inks on recycled paper and print on both sides, make sure exhibitors collect the handouts they brought when done so you can eliminate the waste and they can re-use.

Save Energy – Coordinate with your site to ensure lights and air conditioning is turned off when rooms are not in use. Also a message in the restrooms not to overuse water is suggested!



After the Event

Results: How Did You Do? - This is a very important, not-to-be missed step. To determine how effective your efforts were, you need to measure your results. How many bags of recycling did you collect versus trash? Did you get compliments on your efforts?

Recommend Improvements – Once the event is over, assess the event and identify potential improvements and suggestions.

Share Results – When you communicate with your participants after the event, provide all event proceedings and follow-up electronically via e-mail or an internet site and report on how Green the event was.



Thank you for voluntarily committing to help reduce the impact of your event on the environment. Maryland Day is a collaborative event sponsored by Four Rivers Heritage Area including Annapolis, London Town & South County. From historic sites and cultural activities to natural resources and conservation, Four Rivers Heritage Area offers something for every member of the family over this annual weekend celebration of all things "Maryland." Special event activities are being offered for just \$1 or FREE! And, many heritage-minded businesses – restaurants and shops – also participate by offering specials throughout the weekend.

Maryland Day Greening is brought to you by Annapolis Green and Chesapeake Eye Care and Laser Center.



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