



Minneapolis Park & Recreation Board **Become a Certified Green Event!**



Sustainability is a priority for the Minneapolis Park and Recreation Board (MPRB) and very important to our visitors and participants. We've introduced Certified Green Event guidelines to help make it easier for event coordinators to produce environmentally sustainable events.

The Certification Process

Becoming a Certified Green event is an optional process, open to any event held on park property that is interested in reducing its environmental footprint. There are no additional fees associated with certification. To become Certified Green, events must complete the following steps:

1. **Apply.** Fill out the checklist and send it to rvansiclen@minneapolisparks.org. Events need to have **at least half of available check marks (29 total, not including the Required Guidelines)** to be eligible for Certified Green status. If a particular action is not applicable to your event, write "N/A" in the check box and subtract that item from the total available checks.

Example: If your event does not require the use of additional power sources (such as a festival which is not using motorized equipment), mark "N/A" next to "Use a large, silent generator(s) to supply power..." under the Energy headline. This eliminates one of the guidelines, so the total for available checks is now 28.

If you would like to include an action that is not listed, you can add it on the line labeled "Other" in the appropriate category. The events staff will review the action to confirm that it is acceptable for certification. Any added actions must contribute in some way to reducing the environmental impact of the event.

Checklists should be **submitted at least 30 days** prior to the event

2. **Review and approval.** Once the checklist has been reviewed, an MPRB staff will let you know whether your event is eligible for Certified Green status. If the event does not meet the requirements, MPRB staff can assist you in finding additional ways to make your event greener, and you may re-submit your checklist.

3. **Certification.** After approval, the event will receive Certified Green status and the MPRB will provide you with:

- A letter from the Superintendent of Minneapolis Parks recognizing your greening efforts
- MPRB's Certified Green logo which you can use on your event promotions, website, etc
- Inclusion of your event in the Green Certified Events calendar on the MPRB website

It is the event coordinator's responsibility to implement the guidelines leading up to and at the event. Events that occur annually may keep their certification from year to year, provided that they submit a new checklist each year to maintain or increase their greening efforts.

4. **Monitoring and Evaluation.** To ensure guidelines are being followed and assist the MPRB with continual program improvement, events will be monitored for green status. MPRB staff will visit a random selection of small events as well as all large events (over 500 attendees) to conduct evaluations and capture results.

Following the event, coordinators will be asked to fill out an evaluation form to assess their greening efforts. This form allows MPRB staff to ensure that the guidelines are being met and gives event coordinators a chance to reflect on the success of their efforts and consider potential improvements for following years.

Event name: _____

Event Coordinator name: _____

Date of event: _____

Coordinator phone: _____

Coordinator e-mail: _____

| REQUIRED The three guidelines below are required for all events seeking Green Certification. | CHECK IF ACTION TAKEN |
|--|------------------------------|
| Provide recycling containers for event attendees in a 1:1 ratio of recycling containers to garbage containers <ul style="list-style-type: none"> All recreation centers will have access to recycling and organics collection inside the building. For outdoor events or additional container needs, you will need to purchase or rent containers. The MPRB and Hennepin County jointly offer free rental of event recycling containers. | Required |
| Avoid expanded polystyrene (Styrofoam) products <ul style="list-style-type: none"> Use recyclable, compostable, or reusable foodware instead of polystyrene. | Required |
| Promote and encourage public or alternative modes of transportation to get to the event <ul style="list-style-type: none"> List transit options such as bus routes, bike paths, or bike share stations near your event on promotional materials. | Required |
| FOOD AND BEVERAGE | CHECK |
| Use reusable foodware or Use recyclable or compostable foodware <ul style="list-style-type: none"> Use reusable, recyclable, or compostable dishes, beverage containers, utensils, napkins, and tablecloths. Items labeled "compostable" should have a Biodegradable Plastics Institute (BPI) certification logo on the package. | |
| Eliminate disposable water bottles by serving tap or bulk water <ul style="list-style-type: none"> Prohibit the sale or distribution of single-serve bottled water at your event. Ask attendees to bring refillable water bottles or sell/give away reusable bottles or cups and provide water refill stations using tap or bulk water. | |
| Use food produced within 200 miles of Minneapolis <ul style="list-style-type: none"> Seek out food and ingredients that are produced locally. Hire caterers who use local ingredients. | |
| Serve fair trade and/or organic foods <ul style="list-style-type: none"> Check for US Fair Trade and/or USDA Organic labels on items such as coffee, tea, produce, or packaged foods. | |
| Give away or donate leftover food and beverages <ul style="list-style-type: none"> Donate food to a local food shelf or allow volunteers to take home food that cannot be donated (ex. cooked food) | |
| Serve food in bulk <ul style="list-style-type: none"> Serve individual food items buffet style, rather than having boxed meals. Provide condiments in large squirt bottles; ask vendors to do the same. | |
| Other: | |
| PRINTED MATERIAL AND SIGNAGE | CHECK |
| Use paper with at least 30% post-consumer recycled content for printed materials <ul style="list-style-type: none"> Choose the paper with highest percentage of recycled content available (the % is listed on the packaging). | |
| Use green printing options for printed materials <ul style="list-style-type: none"> Opt for double-sided copying, soy ink, and/or chlorine-free paper (available at certain office supply stores or online). | |
| Reuse or recycle printed event materials <ul style="list-style-type: none"> Utilize reusable/recyclable materials for items such as race bibs, wristbands, name badges, etc. Use recyclable paper for event signage and do not laminate single-use signs. | |

Event name: _____

Event Coordinator name: _____

Date of event: _____

Coordinator phone: _____

Coordinator e-mail: _____

| | |
|--|---------------------|
| <p>Utilize post-consumer recycled content for event materials and supplies</p> <ul style="list-style-type: none"> • Use products made from recycled materials (ex. recycled PET (soda bottles) to make vinyl banners or t-shirts). | |
| <p>Provide information electronically or on large signs instead of printing programs or agendas</p> <ul style="list-style-type: none"> • Post schedules on large posters or project them onto a screen rather than handing out printed programs. • E-mail event information to event participants prior to the event; use an online registration process. | |
| <p>Utilize at least two non-print forms of media or communications to promote your event</p> <ul style="list-style-type: none"> • For example, create an event page using Facebook, Twitter, or other social media, and give attendees the option of receiving electronic event updates (ex. e-mail or text message updates). | |
| <p>Other:</p> | |
| <p>WASTE</p> | <p>CHECK</p> |
| <p>Have a team of volunteers to monitor waste stations</p> <ul style="list-style-type: none"> • Utilize volunteer(s) at each station to help event attendees sort their discards. • Provide training for volunteers on recyclable and compostable items that will be present at the event. | |
| <p>Appoint a waste coordinator</p> <ul style="list-style-type: none"> • Choose an event staff/committee member or a volunteer who is knowledgeable about recycling/composting and working with volunteers to lead the waste management effort. | |
| <p>Collect food waste and food-soiled paper for composting</p> <ul style="list-style-type: none"> • Find a waste/recycling hauler who will also collect organics from your event, or self-haul compostables to a facility that will accept them. | |
| <p>Ensure that vendors will recycle and/or compost all applicable materials</p> <ul style="list-style-type: none"> • Inform vendors of the requirements for waste disposal and recycling. • Provide support to vendors during the event, including containers for recycling, organics and trash. | |
| <p>Reuse or donate leftover event products and materials</p> <ul style="list-style-type: none"> • Rent supplies and equipment instead of purchasing them when possible. • Save overstocked items for future events or donate to a charitable organization. | |
| <p>Provide information and giveaways electronically instead of distributing goodie bags</p> <ul style="list-style-type: none"> • Reduce materials given to attendees- for example, create a virtual goodie bag or encourage vendors and exhibitors to reduce their paper distribution. | |
| <p>Use reusable, recyclable or compostable decorations</p> <ul style="list-style-type: none"> • Use reusable decorations when possible • Avoid items such as balloons, stickers, streamers, and plastic tablecloths. | |
| <p>Other:</p> | |
| <p>TRANSPORTATION</p> | <p>CHECK</p> |
| <p>Employ local vendors to supply the majority of goods, materials, and equipment used at the event</p> <ul style="list-style-type: none"> • Find vendors that are based out of Minneapolis or a neighboring city to cut down on the distance to transport products and equipment to your event. | |
| <p>Offer incentives to participants who use public or alternative modes of transportation to get to event</p> <ul style="list-style-type: none"> • Ask sponsors and vendors to donate food or beverage tickets or other giveaways to promote alternative transportation. | |
| <p>Provide additional secure bike facilities such as bike racks or a bike valet</p> <ul style="list-style-type: none"> • Rent additional bike racks, if needed. • Talk to local bike shops about donating supplies or staff time for a bike valet or a tune-up booth. | |
| <p>Other:</p> | |

Event name: _____
 Date of event: _____

Event Coordinator name: _____
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| ENERGY | CHECK |
|--|-------|
| Use power from the grid– use outlets from a nearby building if available, instead of generators <ul style="list-style-type: none"> • If your event is outside, locate the event as close to a park building or power source as possible. | |
| Use alternative energy sources to power your event <ul style="list-style-type: none"> • Rent power sources such as solar power systems/panels or biodiesel generators. | |
| Use a large, silent generator(s) to supply power, asking all suppliers and/or service providers to link up to the grid or main generator(s) <ul style="list-style-type: none"> • Use fewer, centralized generators if possible in order to cut down on noise and on fuel required to power the generators. | |
| Other: | |
| ADDITIONAL IDEAS | CHECK |
| Employ suppliers and/or service providers who implement environmentally conscious practices <ul style="list-style-type: none"> • Include your requirements for sustainable operations in your request for proposals, vendor applications, contracts, or written agreements. | |
| Highlight event’s green features to attendees <ul style="list-style-type: none"> • Remind participants of the event’s sustainable practices by making announcements and engaging them in your greening efforts. • After the event, report on your successes through your website, social media, or other publications or articles. | |
| Promote “greening” efforts on all event marketing materials prior to event <ul style="list-style-type: none"> • Include greening initiatives in advertisements, news releases, and promotional materials. • Let attendees know what greening efforts to expect at your event- for example, include recycling and composting efforts in event promotions. | |
| Educate event participants about going green in their home or business <ul style="list-style-type: none"> • Provide event-goers with information on how to live more sustainably in their daily lives. Include a demonstrative component to the education- for instance, show examples of where recycling goes (especially locally) and products made from recycled materials. | |
| Other: | |
| Other: | |
| Other: | |
| Other: | |
| Other: | |
| TOTAL CHECKS | |

Assistance to Go Green!

The Minneapolis Park & Recreation Board (MPRB) wants to ensure that every event held in the Minneapolis park system is successful in their sustainability efforts. MPRB staff are available to help event coordinators develop, plan and implement sustainable event practices. For assistance or questions, please contact:

612-313-7733
rvansiclen@minneapolisparcs.org

Thank you for helping keep Minneapolis parks a beautiful place to live, work and play!