



Sustainable Event Strategy

Prepared by the Green Events Commission

Art Prom

April 20, 2013

I. Materials

In an effort to provide eco-friendly tickets at Art Prom, the GEC recommends:

1. Using Electronic Ticketing: So far it seems as though SU will be ok with electronic ticketing, though you will need to meet with SIL to ultimately make sure. The basic program would involve putting people's names on a list after they have purchased tickets and then checking the list as well as their ID's when they get on the bus for the event. Since the list could potentially be on a smart phone this system could be fairly easy to operate.

2. Screen Printing Your Own Tickets: Ideally, this would involve soy based inks and recycled paper. This could be a chance to make the tickets creative as well as sustainable. If possible, you could even laminate them for use for future Art Proms.

3. Greener Printer has been used to print tickets for other events that the GEC has consulted for, and offers up to 100% recycled paper and print using soy- and vegetable-based inks rather than petroleum-based inks. They also provide carbon offsets to cover the costs of printing and shipping. Their prices are reasonable and comparable to other online printing services; they also offer a free-of-charge option to add a small tagline to the tickets stating that they were printed on recycled, chlorine-free paper.

<http://www.greenerprinter.com/>

4. Print Firm: Includes environmentally friendly printing with the Art Council's design included; quote of \$28.47 for 1,000 tickets

<http://www.printfirm.com/event-ticket-printing.html>

5. If budget is not an issue, we recommend using **Admit One**, which uses recycled materials, power-saving practices, and environmentally friendly printing. Their cost sits at about \$75 for 750 tickets.

<http://www.admitoneproducts.com/Event+Tickets/Full+Color+Event+Tickets/Party+Style+Event+Tickets/>

6. Overall, we recommend either option 1 or 2

As far as decorations are concerned, we strongly encourage the use of **recycled paper and reused supplies** whenever possible. Newspaper and clothes from goodwill are excellent options for decorations. Be sure to work with Material Monsters for reuse of decorations as much as possible.

II. Waste

The GEC recommends that Art Prom has **composting** available.

Composting can be easily run through St. Louis Composting. This company drops off and picks up bins for your use. However, there can be issues with contamination if everything at the event is not compostable. Ideally, we recommend that all available materials at the venue are compostable, but without knowing the venue or whether drinks will be provided by the venue itself, this is difficult to plan for certain. Otherwise, we recommend that a person is available to man the waste stations and ensure that non compostables. Cost for composting is \$12 per bin, \$25 to pick up, and \$25 to drop off. St. Louis Composting itself can give you more advice on how many bins you will need and other questions you may have. The basic rule is one bin for 60-80 people.

If you have any interest in making this event a zero waste event we would love to consult with you more once the venue is set to determine whether that would be feasible. This involves making sure that all materials used in conjunction with the event are recycled, composted, or reused.

II. **Food and Drink**

The GEC recommends several possible businesses for your catering requirements:

1. Local Harvest Café (<http://localharvestcafe.com/catering/>)

Catering: Wedding menu, holiday platters, year round platters, breakfast, lunch, Hors d'Oeuvres, passed and buffet

They are committed to being a positive part of the community- using green practices, supporting small local farmers and producers, donating to educational and environmental charities.

Phone: 314.772.8815

Fax: 314.480.7119

2. Urban Eats Café (<http://www.urbaneatscafe.com/catering.html>)

Catering: listed on the given page

Social enterprise dedicated to urban revitalization, healthy living and community. Food made fast and are customizable.

Phone: 314.558.7580 Ext 4

3. WUSTL Bon Appetit Catering (<http://diningservices.wustl.edu/catering/Documents/FINAL-CateringGuide2012.pdf>)

They sometimes cater off campus events, but it will depend on the location.

They cater with quality ingredients, seeking out local growers and producers and procuring the freshest regional food available. Menus are customizable to suit event and preferences.

Phone: 314.935.5054

Email: wucatering@cafebonappetit.com

4. Lulu's Local Eatery (www.luluslocaleatery.com)

Lulu's Local Eatery serves fresh, local, and sustainable foods. They cater with 100% biodegradable and composting packaging materials and offer vegan and gluten-free options. Service is customizable to fit individual catering needs.

Email: luluslocaleatery@gmail.com

5. **The Wolf** ([www.thewolfstl.com](http://thewolfstl.com))

Menu: <http://thewolfstl.com/wp-content/uploads/2013/01/WolfMenu-0113.pdf>

They cater with wholesome foods that are fresh, local, and real ingredients.

Menu: <http://thewolfstl.com/wp-content/uploads/2013/01/WolfMenu-0113.pdf>

Phone: 636.527.7027

With regards to drinks, all of the following information is contingent on whether the venue will be providing beverages.

1. Purchasing in bulk from local suppliers will greatly reduce the carbon footprint of your event.

2. For water we suggest using **Wydown Water**. If you are composting, make sure to ask Wydown Water to provide compostable cups.

3. In addition, **Fitz's** will rent kegs of soda for \$99 and \$149. Email maureen@fitsrootbeer.com for more details. This is a great local option that does not require bottles/ cans. We recommend that you try to get more compostable cups from Wydown Water or purchase them separately.

III. **Advertising and PR**

Whenever possible, print advertisements on **one-sided paper**, available next to the copiers in the SU office. Leftover one-sided and pre-printed papers may also be returned to or added to this box. Create promotional materials using quarter-sheets whenever possible to minimize paper use. Please plan to recycle. When using professional printing companies, seek to use soy-based ink as opposed to traditional, petroleum-based inks.

We also suggest using a **laminated sign** in order to provide a large advertisement for your event. Printing this sign without a date will allow you to reuse it annually by optionally writing in the date with an erasable marker.

The GEC also recommends using **additional advertising means** to promote Art Prom, such as setting up a Facebook event, painting the Underpass, chalking, making slides for DUC TV screens, and/or advertising in Studlife.

IV. **Transportation**

Listed below are a few environmentally-friendly transportation options available in St. Louis.

- **Holiday Tours** provides eco-friendly charter buses that hold up to 48 persons:
<http://www.htbus.com/index.html>
- **Go Best Express** offers motor coaches that cost \$169 per hour with an 8% field charge. They require a 5 hour minimum and are available to be used as a shuttle if guests wish to arrive at different times.
<http://www.gobestexpress.com/group-transportation.html>

Thank you for you for your time and consideration of our proposals. Please contact us with any questions or comments.

After Art Prom, we would also greatly appreciate your completion of our feedback survey at <http://gec.wustl.edu/node/20>

Thank you again and good luck with the rest of your planning!