



GREENING YOUR EVENT

It is your responsibility to model best environmental practices. Your event represents your values. If you want your community to conserve resources, demonstrate that with your event. Yes, costs may go up, but you are sending a message to your community, sponsors, and media that environmental responsibility is about every aspect of our daily lives.

1. **Offer organic!** Seek out vendors who offer organic food and drinks or other natural products. Support healthy pollinators, ecosystems, and your own body. Your local natural food store might donate food to your event!
2. **Use alternative energy!** Contact your local solar company to help – it's a great way for them to promote your business. The local media will love advertising that your event is solar powered!
3. **Avoid disposables!** Brand your event "zero waste" – this is becoming more popular and people will recognize this term. Ask people to bring their own dishes. Rent dishes and recruit a team of volunteer dishwashers.
4. **Take advantage of Klean Kanteen's pint cup program!** Our national partner, Klean Kanteen, offers stainless steel pint cups. You can buy them with your logo or the Wild & Scenic logo, then resell them with a drink for a profit. Reduce waste, raise funds, and add a fun element to your event!
5. **Avoid plastics!** Making bottles to meet America's demand for bottled water uses more than 17 million barrels of oil annually, enough to fuel 1.3 million cars for a year. [Ten percent](#) of the plastic manufactured worldwide ends up in the ocean, the majority of that settling on the ocean floor where it will never degrade. Alternatively, offer reusable cups and/or ask people to bring their own cup. Do NOT offer plastic water bottles.
6. **Don't be fooled by bio-plastics!** Yes, bio-plastics might be better than petroleum-based single-use plastics. BUT, they do not break down in home-scale compost piles, only in commercial composting facilities. They pollute the recycling stream because they look like recyclable plastic but they are not. They are typically made from GMO corn, which requires a lot of land and water to grow.
7. **Recycling!** Every place you have a trash bin, also put a recycle bin there. If you have a trash bin by itself, inevitably non-trash items will end up there. Make sure recycle bins are well-marked.
8. **Paper – reduce and recycle!** How many ways do you use paper at your event? Posters, flyers, event program, brochures, napkins, paper towels, toilet paper... Request recycled paper for everything you do! By requesting recycled products, you help to expand the recycling market. If you invite other groups to table, ask them not to bring handouts but to have a beautiful enticing display and a human being to share information! Do you really need to have paper napkins and paper towels?
9. **Compost!** Someone in your community has a compost pile and would be GRATEFUL to take your event's compost home. Compost is a valuable resource. Keeping food scraps out of the landfill means reducing greenhouse gases which contribute to climate change. Plus, landfills are someone's habitat – by composting you can protect habitat and build healthy soil! Place a compost bin everywhere that you recycle and trash bins.
10. **Waste station volunteers!** You'll be amazed at how much trash you avoid making just by having educated volunteers help audience members know where to put their waste. Most materials at your event will be recyclable or compostable; therefore the trash produced will be very little as long as you help your audience in knowing what to put where.



DRESSING YOUR EVENT

“Dressing up” makes the event a festival! Once you have secured the outreach and marketing, add some sparkle and shine. We’ve given you all the nuts & bolts for a successful event, but now make it your own. Have some fun!

Have a Good Emcee

A good emcee makes all the difference. They keep the energy going and are sometimes an act all themselves. Think charisma! Also think of someone who can make a membership appeal and is familiar with your mission.

Refreshments

People love food and drinks! Remember, you are asking people to attend an event right at dinner time. Offering light snacks and drinks can keep the energy high and people happy until the end. Make it more than an evening of watching films but a chance for people to network and mingle! Put the “C” for community into your event!

Have a Keynote Speaker

A keynote speaker can add a classy touch. Bring in a guest speaker to give a short introduction. It could be a high-profile environmentalist, or someone working on a community project. Someone on staff or your board may know someone in the public eye. Look within your social circles. They could be an adventure traveler or photographer who is a good storyteller. Have them do a 15 minute slide show. If you do, promote and celebrate this special feature!

Showcase a Local Film

Wild & Scenic is a great stage to showcase a local environmental film. A local film can create a lot of buzz and hook media. People want to see stories about where they are from and recognize local faces.

Invite a Filmmaker

Wild & Scenic provides you contact information for filmmakers. Having a filmmaker introduce their film adds dimension and gives a larger scope. You may find a member who is able to host the filmmaker at their house.

Childcare

Recruit some high school volunteers to organize childcare on-site at the venue. Space permitting, you could promote that the kids will see kid-friendly films and be served snacks! Makes your event even more marketable!

Make it Look Pretty

Give the venue some flair. Think flowers, candles, decorations, ambiance ... it really makes a difference.

Side Parties and Events

Add one or more of the following fun and money-generating activities:

1. Opening reception
2. After party
3. LIVE music, Have local musicians play while people take their seats
4. Raffle
5. Wine tasting and/or food pairing
6. Silent auction
7. Children’s program



8. Get a local business to giveaway a green product to the first 100 people
9. Add a slide presentation with photos representing your organization's mission.

Giveaways

Have door prizes. Remember to get contact info. Promote that the first 50-100 people will get a FREE gift.

1. **Water Bottles!** Encourage people to reuse their water containers by giving away water bottles with your logo on them. Or get a sponsor to cover the cost and put their logo on the water bottles. Work with Klean Kanteen – they are a national partner and a company with integrity.
2. **Organic Cotton Cloth Totes!** Ask your local Patagonia dealer if they or their sales rep can donate Patagonia Canvas Tote Bags made from Organic Cotton. Place your logo, the Wild & Scenic logo and sponsor logos on the totes. Encourage people to use less plastic bags! www.enviro-tote.com

Mini-Enviro Fair

Share the spotlight; invite local nonprofits to table. It shows a strong sense of community and helps to highlight issues affecting the area. It provides a positive and busy atmosphere in the lobby where people are circulating and talking before the show and during intermission. And that's what we want people doing – talking and taking action. It offers a great opportunity for all groups to conduct petitions, letter writings and gather names.

Mini Farmer's Market

Invite local farmers to table before and during intermission. They could sell prepared dinners or offer food samples. It provides a fun and festive atmosphere and a great way to promote locally produced seasonal food.

Switch Up the Event Format

Surpass the 2.5-hour, evening format and organize a 5-hour all-day event. Or chop it up and have a festival series! A festival series could span 3-4 weeks and be one hour of films once a week. You will leverage your planning efforts and spread it out over a few weeks. It gives you more press time, allows you to show more feature length films that can take up too much time in a 2.5-hour program, and captures people who may have missed the week before. Works well when you have a free or donated venue or venue that is slow during the week.

Initiate Community Dialogue

1. Include conversation starters in the film program. Questions that will initiate dialogue between attendees after the festival is over. It will take the issues outside the venue and keep people thinking so they are more inclined to take action.
2. Provide home energy audit suggestions in the film program with resources for greening your home.
3. After intermission, have the emcee, guest speaker or local advocate engage the audience in a 5-minute, "what can we do locally?" The moderator would ask things like: what can the community do better to reduce carbon emissions, how can we pressure industries to change policies, etc.
4. Coordinate a community roundtable with key, community influencers. Here is where you start to make your evening film festival wrap throughout the weekend. Personally invite a wide array of specific people to attend the festival i.e. community leaders, politicians, and business owners. An open discussion makes it more about the films than who is right or wrong. It gets people talking in order to reach a common ground and place for compromise.