

# Light The Night Sustainable Event Planning Checklist



LLS realizes the need for sustainable practices as part of our commitment to being responsible member of the community. This checklist is a tool to help track sustainable tactics and identify where you're excelling and where there is room for improvement.

As an organization, LLS focuses on 4 SDGs to help achieve our mission: SDG **3**, SDG **5**, SDG **10**, and SDG **12**. These goals emphasize the need to prioritize the health and well-being of attendees, promote gender equality, reduce inequalities, and encourage responsible consumption and production practices.



## Event Information

Region:

Market:

### How to use the guide:

Below is a checklist of potential steps that will help your Light The Night event become more sustainable. As you review this checklist, mark each sustainability practice that you have implemented. The document will update your score automatically. Use the scoring system on page 5 to determine how sustainable your event is. You will receive a badge each year you host a more sustainable event! Thank you for helping us in contributing to a more sustainable future!

Points available range from 1- 3: (1) point represents lower impact with easy implementation, (2) points represents moderate impact with moderate implementation, and (3) points represents high impact with more involved steps to implementation.

The numbers next to each category indicate which SDGs are relevant to each impact area.

In addition to using this checklist, be sure to research sustainability ordinances specific to your city and location and reach out to your city/town representatives. Look at your city/town government websites with some key words: "zero waste", "environmental initiatives", and "sustainable compliance".

# Pre/Day of Event Practices



Use the following list of actions to determine points achieved and then find out your event's Sustainability level. (1), (2), (3) represent the total number of points for completing the action.

## Category 1: Materials Management **3 11 12**

Achieved	<b>Waste Reduction</b>	Points
<input type="checkbox"/>	Create and distribute informative signage and bin guards at all waste receptacle sites (1)	<input type="checkbox"/>
<input type="checkbox"/>	Ensure that event vendors and staff are aware of the location of the nearest recycling station and landfill bins (1)	<input type="checkbox"/>
<input type="checkbox"/>	Place landfill bins in close proximity to recycle and compost bins (2)	<input type="checkbox"/>
<input type="checkbox"/>	Use unbleached, recycled content, and chlorine-free paper products (napkins) (3)	<input type="checkbox"/>
<input type="checkbox"/>	Offer reusable beverage containers with water refill stations (3)	<input type="checkbox"/>
<input type="checkbox"/>	Set up lantern return stations with appropriate signage (3)	<input type="checkbox"/>
<input type="checkbox"/>	Use washable, recyclable, or compostable products and serviceware (3)	<input type="checkbox"/>

Achieved	<b>Waste Diversion</b>	Points
<input type="checkbox"/>	Ensure your products are reusable, compostable and recyclable by State/County/City standards or made of recycled materials (2)	<input type="checkbox"/>

Achieved	<b>Procurement and Sourcing Practices</b>	Points
<input type="checkbox"/>	Order with a request for no-excess packaging (1)	<input type="checkbox"/>
<input type="checkbox"/>	Styrofoam products are not purchased or used (2)	<input type="checkbox"/>
<input type="checkbox"/>	Ask food vendors to only provide recyclable or compostable containers. When choosing compostable items they should be BPI-certified and have no fluorinated chemicals (2)	<input type="checkbox"/>
<input type="checkbox"/>	Ask vendors only hand out SWAG that's either made with sustainable materials including organic cotton, recycled materials, etc. (3)	<input type="checkbox"/>
<input type="checkbox"/>	Event supplies are borrowed, purchased secondhand, rented or reused (3)	<input type="checkbox"/>

### Ask your vendors:

- Are your products reusable, compostable and recyclable or made of recycled materials?
- Does your business utilize environmentally friendly and socially friendly products and processes? These can include: ECOLOGO, Fair Trade, Forest Stewardship Council, Green Seal, etc.
- Does your business:
  - Attempt to reuse or eliminate waste during the delivery of products and services?
  - Provide living wages?
  - Try to eliminate waste during product manufacturing, use and disposal?

*Continued on Next Page*

## Category 2: Emissions, Energy and Transportation **3** **7** **11**

<b>Achieved</b>	<b>Alternative Transportation</b>	<b>Points</b>
<input type="checkbox"/>	Encourage participants to arrive using sustainable transportation (1)	<input type="checkbox"/>
<input type="checkbox"/>	Provide a bike valet to watch over attendee's bikes during the event (2)	<input type="checkbox"/>
<input type="checkbox"/>	Share information on local public transportation and include information on stops located near the venue in the with participants (2)	<input type="checkbox"/>
<input type="checkbox"/>	Choose a venue with secure bicycle parking or offer a bike valet to watch over attendee's bikes during the event (2)	<input type="checkbox"/>

<b>Achieved</b>	<b>Energy</b>	<b>Points</b>
<input type="checkbox"/>	Choose buildings/venues that have LEED certifications or certifications that ensure the building/venue is green (1)	<input type="checkbox"/>
<input type="checkbox"/>	Choose venues that have EV charging stations available for use (1)	<input type="checkbox"/>
<input type="checkbox"/>	Use LED lights for all stage and venue lighting (1)	<input type="checkbox"/>
<input type="checkbox"/>	Create a method for tracking and measuring GHG emissions at Light The Night Events (2)	<input type="checkbox"/>
<input type="checkbox"/>	Ensure your event runs on renewable energy (either by the event organizers or through the local energy grid system) (2)	<input type="checkbox"/>

<b>Achieved</b>	<b>Equipment</b>	<b>Points</b>
<input type="checkbox"/>	Construct equipment or art for the event with reusable or recycled materials (1)	<input type="checkbox"/>

## Category 3: Training and Education **3** **5**

<b>Achieved</b>	<b>Pre-Event Planning</b>	<b>Points</b>
<input type="checkbox"/>	Advertise, promote, and market event to a diverse audience (1)	<input type="checkbox"/>
<input type="checkbox"/>	Share event sustainability efforts with attendees in pre-event literature, signage, announcements, media, and marketing (1)	<input type="checkbox"/>
<input type="checkbox"/>	Inform attendees and request their help in meeting waste diversion and event sustainability goals (1)	<input type="checkbox"/>
<input type="checkbox"/>	Ensure that event planning staff communicates the sustainability goals or objectives to staff/volunteers, and clearly assigns sustainability duties to staff/volunteers (1)	<input type="checkbox"/>
<input type="checkbox"/>	Meet with stakeholders, event owners, site owners, vendors, and contractors to let them know the goals of the sustainable event guideline. Invite their input and advise them of any sustainability expectations and requirements (2)	<input type="checkbox"/>

## Day of Event Practices

Achieved

Offer event information in different languages specific to event location and demographics (1)

Points



Display and define sustainability terms and concepts in a comprehensible manner at the event (1)



Educate attendees about sustainable practices through activities/ demonstrations, such as waste and/or recycling demonstrations, composting talks, or hands-on activities (1)



Educate attendees about sustainable food practices when serving food. This can be done by appropriate signage, menu notes, or by food servers (1)



## Category 4: Food and Beverage **3** **6** **12**

Achieved

### Food and Menu Choices (if applicable)

Points

Ensure vendors use Fair Trade, Direct Trade, Rainforest Alliance, or organic products (1)



Choose vendors that provide vegetarian and vegan options (2)



Have a contract with food providers to ensure sustainable practices. (For example, zero waste practices, vegan/vegetarian options, local/seasonal etc.) (3)

Achieved

### Water and Beverage

Points

Appoint volunteers to monitor water stations to reduce wasted water (1)



Encourage event attendees to bring their own refillable beverage container (1)



Eliminate bottled water sales or giveaways. Provide alternative sources of water (e.g., from bulk water taps) (2)



Choose venues with drinking fountains or hire temporary water stations. Ensure the water refill stations are centrally and strategically located with clear labeling (2)

## Category 5: Marketing and Communications **12** **17**

### Marketing

Achieved

Include promotion of key sustainability actions in your marketing plan (1)

Points

Distribute event maps, guides, agendas, programs, etc. electronically prior to the event (1)

Appoint a spokesperson who can talk about the sustainable features of the event (2)

### Communication

Achieved

Clearly communicate objectives to staff, suppliers, contractors, volunteers and enforce contract clauses (1)

Points

Use signage and electronic media to inform participants about event sustainability practices and initiatives (1)

## Category 6: Local Communities and Inclusivity **3** **5** **8** **10**

### Local Communities and compliance

Achieved

Communicate sustainable efforts, requirements and suggestions to vendors (2)

Points

Research local ordinances related to the sustainability of your event. Ensure that all apply (3)

### Inclusivity

Achieved

Hold your event at a time that considers a majority of your audience and avoids major religious holidays (1)

Points

Set diversity targets and measure your progress. This can include sourcing minority-owned vendors or attendee demographic. (2)

Use Inclusive language<sup>1</sup>, images, and graphics in marketing (2)

Develop a customized land acknowledgement and practice pronunciation beforehand (2)

Make sure the entire venue, or a significant portion, is accessible for persons with reduced mobility (3)

# Post Event



When planning your Light The Night event, consider using this page as a guide to help you plan for after your event.

Achieved	Post-event Training and Education	Points
<input type="checkbox"/>	Recognize sustainability efforts by staff and vendors (1)	<input type="checkbox"/>
<input type="checkbox"/>	Meet with stakeholders to determine whether goals were met. Invite feedback from stakeholders, staff, volunteers, and attendees on how targets can be better reached in subsequent iterations of the event. Feedback is collected promptly following the event (2)	<input type="checkbox"/>
<input type="checkbox"/>	Share performance metrics with stakeholders, staff, volunteers, and attendees (2)	<input type="checkbox"/>
	<b>Waste Diversion</b>	
<input type="checkbox"/>	Collect name tags and badges to reuse at future events (1)	<input type="checkbox"/>
<input type="checkbox"/>	Save artwork, decoration, centerpieces and supplies for reuse (1)	<input type="checkbox"/>
<input type="checkbox"/>	Reuse, recycle or return packaging materials (2)	<input type="checkbox"/>
	<b>Equipment</b>	
<input type="checkbox"/>	Donate equipment or store it for reuse after the event (1)	<input type="checkbox"/>
	<b>Food and Menu Choices (if applicable)</b>	
<input type="checkbox"/>	Require vendors to partner with a local charities, food banks, or compost services to collect leftover food post event (1)	<input type="checkbox"/>
	<b>Marketing/Communications</b>	
<input type="checkbox"/>	Prominently display objectives and achievements at key areas and touchpoints pre, during and post event, to raise awareness, engage and encourage behavior change (1)	<input type="checkbox"/>
<input type="checkbox"/>	Distribute surveys to attendees post event on sustainable topics to document their views, values, barriers and aspirations (1)	<input type="checkbox"/>



## Sustainability Efforts by Category:

Category	Points Achieved
Materials Management (Page 1):	<input type="text"/>
Emissions Energy and Transportation (Page 2):	<input type="text"/>
Training and Education (Page 2):	<input type="text"/>
Food and Beverage (Page 3):	<input type="text"/>
Marketing and Communication (Page 4):	<input type="text"/>
Local Communities and Inclusivity (Page 4):	<input type="text"/>
<b>Total Points Achieved</b>	<input type="text"/>

By implementing these sustainability practices, you're helping LLS and Light The Night achieve its goal of giving back to the community and protecting the environment.

Based on your total point average, you have achieved a Light The Night Sustainability level of...

<b>Sprout Event</b>	<input type="checkbox"/>	<b>:: 20 - 39 Points</b>
<b>Seedling Event</b>	<input type="checkbox"/>	<b>:: 40 - 59 Points</b>
<b>Flowering Event</b>	<input type="checkbox"/>	<b>:: 60 - 79 Points</b>
<b>Earth Ambassador Event</b>	<input type="checkbox"/>	<b>:: 80 - 100 Points</b>

