



# Greening County Events

## Alameda County Sustainability

Climate Corps Bay Area

### Promoting Green & Healthy Events

Green & Healthy Events is one of 80 initiatives in the County's *Climate Action Plan for Government Services & Operations*. Starting my fellowship a month after the Green & Healthy Events program launched, I faced the challenge of ensuring the program was successful in its first year so that it could expand.

**Background:** Green & Healthy Event certification is a voluntary program that aims to reduce the environmental impact and model best practices at meetings, conferences, and social events affiliated with Alameda County. Participants fill out an online form, noting how they are reducing waste, promoting healthful behaviors, and helping achieve Countywide sustainability goals.

**Challenges:**

- Maintain momentum from pilot to certify variety of events
- Expand participation to more of the 20 County agencies
- Raise awareness of program among 9,000 County employees
- Leverage limited data on events & event planners

**Solutions:**

To increase participation and ensure the success of this Program, I designed outreach strategies and program tools:

- Promotional online and print materials emphasizing benefits to planners such as raffle prizes, suitable for peer sharing
- Trainings for employees using interactive quiz format
- Consistent social media presence on internal networking site
- Outreach schedule to remind event planners to certify
- Wrote procedures to ensure consistency in future



Composting is encouraged by Green & Healthy Event certification.



Event planners find that participants appreciate healthy food options.



Dozens of employees have pledged to support green and healthy events.

### Achievements

	<b>Events</b>	<b>Participant Engagement</b>	<b>Outreach</b>
<b>Goal:</b>	Certify 30 events	Reach 3,000 participants	Strategic outreach
<b>Outcome:</b>	Certified 55 events	Reached 7,000 participants	Designed outreach schedule
<b>Benefits:</b>	Reduce GHG emissions	Model healthy and green to employees & the public	Certify more events with less time and effort



### Moving Forward

As a result of my work giving a firm foundation to the program and tracking outcomes, Green & Healthy Events was chosen as the first topic in a new series of employee climate action campaigns.

I recommend that the program:

1. Require certification for events with 50 or more attendees;
2. Show recycling & compost bags at large events for a dramatic demonstration of waste reduced;
3. Direct outreach to administrative staff who plan most events, and meet with them in person;
4. Provide illustrations of typical events (e.g., staff training, conference) and which elective actions are the best fit, to show how simple certification can be.

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Debra leverages her background in urban planning and environmental science to help organizations reduce their environmental impact. Debra holds a Master's of City Planning from University of Pennsylvania and is passionate about sustainability, urban environments, and public engagement.



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