



DENVER

ARTS & VENUES

SUSTAINABLE EVENT PLANNING GUIDE



Introduction

This Sustainable Event Planning Guide is designed to assist event planners and organizers in producing sustainable events at the City of Denver Arts & Venues facilities. The goal of this guide is both to help planners lessen their impact on the environment, while also educating their attendees and stakeholders about the sustainability initiatives taking place at their event and the venue.

There are many benefits to integrating sustainability practices into your event, regardless of where you may be in the process, including:

- Saving time and money
- Engaging attendees
- Reducing the impact of your event on the environment and host community
- Positive messaging around your organization or company

Our goal is to act as a resource and partner for planners during this process and have a Sustainable Program Manager available to help answer any questions and/or assist in implementing your event sustainability goals.



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ENVIRONMENTAL POLICY

The City and County of Denver (CCD) is dedicated to working with our partners towards an environmentally, economically and socially strong future. Our organization and employees are committed to sound business practices, policies, actions, and programs that:

- Conserve energy and natural resources
- Prevent pollution
- Meet or exceed all legal requirements and voluntary commitments
- Continually improve, evaluate, and communicate performance

This policy shall be communicated to all employees, individuals working on behalf of or under the direction of CCD or one of its agencies, and others operating on CCD premises. Each is accountable for following this policy and reporting any environmental, health, or safety concern to the Mayor's Office or to management of the applicable CCD agency.



Mayor Michael B. Hancock

Date July 20, 2015



City of Denver Arts & Venues

Sustainability FAQ's

Q: What can be recycled at City of Denver Arts & Venues?

A: All Arts & Venues facilities offer a front of house single stream recycling program. This means that at each trash can, you will find a recycling bin. In this bin we accept: ALL paper, aluminum and tin, glass (all colors), and plastic containers with the numbers 1-6 on the bottom.

Q: How do we donate leftover event materials?

A: The Colorado Convention Center has a Reclaim Room at the Center to help accommodate unused or unwanted conference materials that can be reused. If interested in donating materials, please consolidate into one location (preferably on the Exhibit Hall level if possible). Let your Event Manager know you would like to donate these materials and the pickup location. For donations at other facilities, contact the Sustainability Manager for arrangements.

Q: What materials are accepted in the Reclaim Room?

A: Common items for the Reclaim Room include: vinyl banners, water bottles, unbroken foam core, conference bags, conference giveaways, and set props.

Q: Where do these materials go?

A: There are several outlets for these materials. Some of these include the following:

- [RAFT \(Resource Area for Teachers\)](#)
- [Habitat For Humanity Denver](#)
- [Food Bank of the Rockies](#)
- [Bolder Path](#)
- [Resource Yard](#)

Q: Can I have compost collection happen at my event?

A: Compost collection is currently practiced in the back of the house at all venues, with the exception of McNichols (which will need to be arranged through contracted caterer). This means the kitchen collects food waste during prep and when bussing events, paper towels, and yard waste.

Red Rocks, the Denver Coliseum, and Denver Performing Arts Complex all have teams to sort waste in the back of house post event.

The Colorado Convention Center, Sculpture Park, and McNichols Building require arrangements to be made with the venue to offer Front of House compost collection and/or Back of House sort.

If you would like to implement a Front of House compost program for your attendees, we offer three options.

- **Option 1:** We place a compost bin at each trash and recycling bin, creating a Resource Recovery station. These stations need to be "manned" by volunteers that help ensure only compostable materials go into the compost bin. This is a great opportunity to educate your attendees on your sustainable goals and the waste stream.
- **Option 2:** The client works with Centerplate, Aramark, or their contracted caterer to ensure that all materials coming out of the food function are compostable. This includes all elements of the meal (no chip bags or cookie wrappers). After review of BEO, unmanned compost collection bins in food areas only.
- **Option 3:** The client arranges to have all waste brought back of house to be sorted by venue staff or volunteers. If staff is provided by the venue, charges may be incurred.

City of Denver Arts & Venues Sustainability FAQ's cont.

Q: What are your green cleaning policies?

A: Our facilities have a very advanced green cleaning policy which focuses on both practices and products. Red Rocks, the Coliseum, and DPAC utilize a green cleaning technology called Orbio which provide effective cleaning without the use of conventional daily-use chemicals. Using the power of transformed water, the Orbio technologies enables cleaning devices and equipment to achieve the same effect without the hazards or large environmental footprint associated with the use of traditional packaged chemicals.. This technology not only reduces the amount of chemicals put into our waterways, but also contributes to better air quality for our patrons and janitorial team.

Q: Do you utilize types of alternative energy?

A: In 2009 the CCC installed a 300kw roof top solar array that generates approximately 350,000kwh per year.

Q: My group would like to offer a volunteer project while in Denver. What do you recommend?

A: In 2010, the CCC adopted 8 acres of land along the Platte River to maintain in its natural habitat. The CCC can help organize a volunteer project with your attendees with this area. This experience includes an ecology talk by a natural ecologist and is only 20 minutes walking distance from the center. In addition, VISIT DENVER has created a Voluntourism page which outlines volunteer opportunities to accommodate various group size, budget, and time frame.

Q: Do the Arts and Venue facilities have any Third Party Certifications or recognitions?

A: Yes, all Arts and Venues facilities are ISO 14001 Certification as part of the CCC City and County of Denver overall certification. In addition, the CCC has received recognition through a third party certification as a Gold LEED Existing Building Operation and Maintenance certification by the US Green Building Council and APEX Sustainable Venue Level 2 certification.

Q: Does Arts and Venues provide Sustainability Post Event Reports?

A: Yes, if given advance notice, we can work with your event to provide sustainability impact metrics in the area of waste for all venues, and water and energy at the Convention Center.

Waste Bin Systems at Venues

We recognize waste is a major contributor to the environmental impact of events hosted at our facilities. To help divert as much from the landfill, we place recycling and compost collection bins throughout our facilities. Below are examples of the bin collection systems located at our venues.

Denver Coliseum:



Colorado Convention Center:

Lobbies



Exhibit Hall



Meeting Rooms



Denver Performing Arts Complex:

Boettcher



Buell



Waste Bin Systems at Venues

McNichols Building:



Red Rocks Amphitheatre:



Sculpture Park



Sustainable Event Check List:



Leadership and Communication

- Develop a written environmental sustainability policy, signed by executive or general manager.
- Designate one or more staff members to implement the event sustainability initiatives.
- Set defined environmental performance outcomes for event and communicate with suppliers and stakeholders.
- Integrate practices early on in the planning process and get all your staff and suppliers on board.
- Request and track event metrics from suppliers year to year and event to event.



Waste Management

- Set clearly labeled recycling bins next to all landfill bins.
- Offer on-line registration.
- Replace conference program with a mobile app.
- When printing is necessary, print on postconsumer content recycled paper.
- Offer event SWAG as optional for attendees rather than “pre-stuffing” conference bags.
- Request sponsors and exhibitors only provide give-a-ways that are useful past the conference.
- Eliminate foamcore signage, as it is not recyclable. Instead request recyclable cardboard signage.
- Create non-dated signs to allow for easy reuse at future events.
- Reuse lanyards and collect post event.



Food and Beverage

- Provide bulk water filling stations instead of individual plastic water bottles.
- Require vendors to use compostable utensils, plates, and cups, and ensure availability of proper disposal.
- Eliminate Styrofoam completely
- Provide condiments in bulk containers/Avoid individual packets.
- Offer vegetarian and vegan meal options
- Work with your chef to create a meal that is in-season in the local community.
- Request leftover food items to be donated post event to a local non-profit.



Energy

- Educate staff, vendors and volunteers and require that all non-essential lighting, equipment and machines be turned off when not in use and after hours.
- Rent office equipment that is energy star rated and EPEAT-certified
- If using generators, look for alternatives to diesel such as solar powered.



Transportation/ Air Quality

- Instruct all vendors, exhibitors, busses, and transportation companies to adhere to the city's anti-idling vehicle policy.
- Promote alternative transportation methods for getting to and from the event such as ride sharing, carpooling, light rail, bike riding and even walking
- Provide attendees with information on how to get to the event through alternative transportation on the event website.

Did You Know:

Recycling aluminum uses only 5% of the energy required to make a new aluminum product. Therefore, recycling one aluminum can saves enough energy to power a computer for three hours. According to the EPA, 75% of America's trash is recyclable, but only 25% is actually recycled.

Resources

The following resources and companies can support your event sustainability goals.

Compostable and Recyclable ServiceWare:

Arts and Venues is proud to partner with EcoProducts to provide clients producing events at our venues with discounted compostable serviceware. By using compostable serviceware, these products can be collected as compost, rather than sent to the landfill. This lessens the impact of your event and helps us reach our Waste Management Goals.

To purchase these products at a special pricing visit:

https://www.zerowasteevents.com/denver_arts_and_venues.html

Once on the site, enter the code: DenArtVen2017!

Additional vendors that provide products that are American Standards for Testing Materials (ASTM) D6400 compliant include:

- [Be Green Packaging LLC](#)
- [EcoTensil](#)
- [Genpak Harvest \(R\)](#)
- [World Centric](#)

Sustainable Promotional Items and Office supplies:

Purchase promotional items that are made of sourced responsibly, made of recycled materials, or have other sustainable attributes:

- [Fairware](#)
- [Office Sensei](#)
- [Eco Promotions](#)

Carbon Offset Providers:

The VISIT DENVER website has a [FREE Carbon Calculator](#) for events. This calculates attendee, supplier, and organizer travel, as well as use of the venue. The calculator is connected to the [Colorado Carbon Fund](#) which helps to support projects located in the State of Colorado.

Other Carbon Offset, Renewable Energy Credit, and Water Restoration Credit providers include:

- [Southpole Group](#)
- [Carbonfund.org](#)
- [Bonneville Environmental Fund](#)
- [TerraPass](#)
- [Green - E](#)

VISIT DENVER Resources

[VISIT DENVER Green Vendor Directory](#)

VISIT DENVER is the leading resource for sustainable meetings in Denver. Many of their member businesses are leading the way towards a more sustainable city for our residents and visitors. To demonstrate their commitment and continually improve their practices, many have adopted and been certified to the leading standards in their industry. Our Green Vendor Directory allows visitors to sort businesses by certification type and practice. We are proud to support and promote our partners and their sustainable efforts.

[VISIT DENVER Sustainable Hotel Survey](#)

Denver's hotels are leading the way in sustainable hospitality. To assist visitors in understanding the efforts of our hotels, we have created a Green Hotel Directory which outlines the practices at various properties throughout the City. Visit the Directory to learn about the efforts of LEED Silver Certified Embassy Suites Denver Downtown and LEED Gold Certified Springhill Suites by Marriott Denver Downtown. Together, we are leading the country as a sustainable destination.

[VISIT DENVER Voluntourism](#)

Interested in providing volunteer opportunities for your attendees during the conference? Visit our voluntourism guide to find the right opportunity during your stay in the Mile High City. From keeping the city clean and beautiful to working with seniors or youth in need, the Convention & Visitors Bureau looks forward to helping you determine what will work with your schedule and interests. Your help will not only enrich the community and environment of Denver, it will also enhance your visit with memories that will last a lifetime.

Additional Resources

- [We Don't Waste](#)
- [TerraCycle](#)
- [Event Industry Council Green Meetings](#)
- [Colorado Environmental Leadership Program](#)
- [Certifiably Green Denver](#)

Sustainability: Common Terms and Definitions

Biodegradable — capable of decomposing under natural conditions into elements found in nature.

Compostable — capable of undergoing biological decomposition in a compost site as part of an available program where facilities exist, such that the material breaks down into carbon dioxide, water, inorganic compounds, and biomass, at a rate appropriate for such program.

Corporate social responsibility (CSR)— a policy that functions as self-regulating mechanism whereby the organization monitors and ensures its support of legal and ethical standards, and international norms addressing activities affecting the environment, consumers, employees, communities, stakeholders, and all other members of the public sphere.

Diversion rate — the rate or percentage of waste materials diverted from traditional disposal such as landfills to be recycled, composted, or reused.

Environmental Policy — is an essential tool to the environmental practice. It sets the stage for expectations and performance of persons, individuals or groups, and it precedes the development of specific procedures or practices that should be followed to realize the expectations of the policy.

Environmentally Preferable Products (EPP) — products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

Hazardous air pollutants (HAPs)—toxic air pollutants as identified in Title III of the Clean Air Act.

Hazardous materials — any material or combination of materials that because of their quantity, concentration, or physical or chemical characteristics poses an unreasonable risk to the health and safety of persons or the environment, or both.

High-efficiency fixtures — plumbing fixtures (faucets, toilets, urinals and shower heads) that meet the minimum low flow performance characteristics.

No-idling policy — a written statement that sets limits on the maximum idling time for engines or motors of all vehicles. The City of Denver has a 5 minute or less idling policy.

Post-consumer — refers to materials that are reclaimed from products that have already served their intended end-use as consumer items. Waste from industrial processes are not considered post-consumer. Post-consumer materials are a subset of recovered materials.

Pre-consumer material — refers to materials that are reclaimed from manufacturing and other industrial processes and products which have not served their intended end-use as a consumer item. Pre-consumer materials include: culls, trimmed materials, print overruns, over issue publications, and obsolete inventories.

Recovered materials — waste material and byproducts which have been recovered or diverted from the waste stream, but such term does not include those materials and by-products generated from, and commonly used within, an original manufacturer process.

Recyclable — product that can be reprocessed where such facilities exist.

Recycle — recovering or reprocessing materials for use in the form of raw materials in the manufacture of new products other than fuel for producing heat or power by combustion

Recycled content products — products that contain pre-consumer or post-consumer materials as all or part of their feedstock.

Reduced toxic materials — products or services that have lesser or reduced toxicity levels when compared with competing products or services that serve the same purpose.

Renewable energy — energy obtained from renewable or perpetual resources, including wind, solar, ocean (including tidal, wave, current, and thermal), geothermal, biomass, and hydroelectric energy resources.

Sustainable products — products, which in addition to environmental attributes, take into account social and economic impacts of the product.

Sustainability— the maintenance of environmental, economic, and social components, functions, and systems for future generations.

Volatile organic compounds (VOCs) — any organic compound that participates in atmospheric photochemical reactions.

Thank you to our Arts and Venue Sustainability Partners:



We value hearing from you. Please reach out with any questions or ideas you may have regarding our sustainability program.

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