

# Eco-friendly weddings and meetings



Does anyone really want a  
green wedding or green meeting?

# Eco-friendly weddings and meetings



## YES – brides and grooms

- green weddings are a top 5 wedding trend
- 48 % of couples are committed to incorporating eco-friendly elements into their wedding
- while general wedding spending fell 25% green wedding spending actually increased 6%
- *weddingplanninginstitute.com*  
*November 2010*

## YES – meeting planners

- 71% ask about green initiatives
- nearly 30% incorporate green considerations into their travel policies
- nearly 25% prefer green meeting suppliers
- 30% will use hotels in the future that feature environmentally friendly amenities and practices
- *Meetings and Conventions, October 2009*

# Eco-friendly weddings and meetings



The first inquiry made,  
the first question asked,  
the first step taken  
by a prospective green-minded client?

Is the venue green?

# Eco-friendly weddings and meetings



Set up some sort of facility-based green program and **certify** at the global, national, state, city or brand level





## Scandic Hotels' Live Sustainability Report:

tallies their environmental achievements (in real time)

allows planners to estimate their meetings' impact

[www.scandic-campaign.com/livereport/?lang=en](http://www.scandic-campaign.com/livereport/?lang=en)



**“calculate the environmental gain by choosing us”**

# Eco-friendly weddings and meetings



- Put that certification on your home page with a navigation tab...
- Now we can party (and meet)!



Offering a beautiful outdoor setting saves on heat, lighting and general energy consumption, provides a built-in natural theme and is easier to decorate.

Consider “green” landscaping and the use of native plants.



## Decoration - Outside





dimmmable  
conventional  
or CFL  
lighting

LED lights,  
string or  
“candle”

soy- or  
beeswax-  
based, lead-  
free candles



**Decoration - Inside**





Fresh, local, organic –  
try the local Farmers  
Market

[OrganicBouquet.com](http://OrganicBouquet.com)

Sharing is green –  
wedding to reception  
to entry hall

Displays without  
floral wire or foam are  
easier to compost

Choose re-usable ,  
eco-friendly  
containers:  
[blumebox.com](http://blumebox.com)



# Flowers



## Centerpieces and Favors

edible,  
plant-able,  
re-usable and  
generous



charity wedding  
favors





## On The Table

# Renting = Recycling

Organic cotton or  
recycled-plastic  
“linens”

Compostable,  
disposable, bio-  
degradable – and  
beautiful WASARA





## Signage

Choose to re-use:  
chalkboards and  
white-boards;  
generic signs

Calligraphy/  
handwritten

Electronic  
signage







Organic golf courses and spas

Local outdoor pursuits

Community-minded efforts

Solar-powered generators for outdoor music events

iPod receptions  
(13% of brides are doing it)

Acoustic bands



## Entertainment



## The Send-Off

Eco-friendly  
confetti

Organic flower-  
petal confetti

Bubbles

FSC-certified  
balloons





Minimize transportation:  
wedding, reception,  
honeymoon in one  
location

Green Limo service

Hybrid vehicles

CNG vehicles

Hydrogen shuttles

Biodiesel

Pedicabs

Rickshaws

Horse and buggy

Public transportation

Offer the purchase of  
carbon offset to the  
couple/attendees:  
[carbonfund.org](http://carbonfund.org)



# Transportation





# Food

Well, that's  
one way to  
get fresh,  
local, organic  
food...  
the rooftop  
garden





Seasonal menus

Responsibly-raised  
meat

Responsibly-caught  
fish

Vegetarian where  
possible

Sit-down meal vs.  
buffet

Minimal packaging –  
go with “finger foods”

Buy in bulk and serve  
in re-usable  
containers

(remember the mini-bar)



# Food



Nearly everything  
is available  
organic

Local

Kegs and  
Cambros

# Organic Open Bar

Rent the glassware  
and recycle the  
bottles

(remember the mini-bar)



# Drink

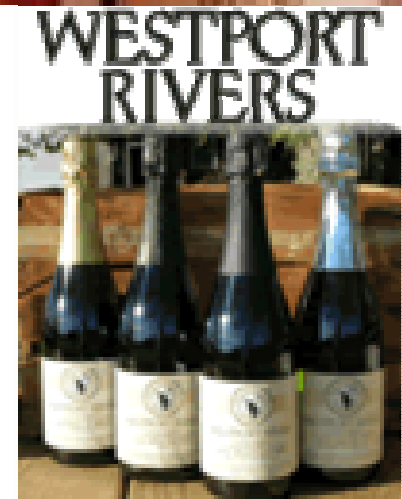


Eco-friendly

does not  
necessarily  
mean

ORGANIC

# Local Libation







On-line registration and communication

Discourage paper-based presentations

Double-sided printing on recycled paper with low-toxicity ink

Recycled-content paper, binders, pens/pencils

Whiteboards

Recycle/reusable nametags, signage and give-aways

Room-based recycling

Motion-detecting climate control

Disposable-free meeting breaks



## Meeting-specific Suggestions

# Coffee Break



## Eco Cup Mug



## Eco Cup on Ice



# Sourcing the Eco-Friendly Event



- **FOOD**
- [www.localharvest.org](http://www.localharvest.org) – farm to fork
- [www.localdirt.com](http://www.localdirt.com) – local food in your area
- [www.montereybayaquarium.org](http://www.montereybayaquarium.org) – seafood watch





## • **BEVERAGES**

- [www.organicvintners.com](http://www.organicvintners.com) – organic wines from around the world; national
- [www.theorganicwinecompany.com](http://www.theorganicwinecompany.com) - world-class organically grown wines
- [www.bonterra.com](http://www.bonterra.com) – organic and biodynamic American wine
- [www.craftbeer.com](http://www.craftbeer.com) – local, by state, brewing companies
- [www.squareonevodka.com](http://www.squareonevodka.com) – certified organic 100% American rye vodka
- [www.vodka14.com](http://www.vodka14.com) – certified organic from the Rocky Mountains
- [www.benromach.com](http://www.benromach.com) – organic single malt Scotch whisky
- [www.casanoble.com](http://www.casanoble.com) – organic tequila
- [www.combierusa.com](http://www.combierusa.com) – organic triple sec
- [www.modmixbeverages.com](http://www.modmixbeverages.com) - organic mixers
- [www.berkshiremountainsdistillers.com](http://www.berkshiremountainsdistillers.com) – local “bourbon” whiskey
- [www.mayflowerbrewing.com](http://www.mayflowerbrewing.com) – local beer
- [www.westportdrivers.com](http://www.westportdrivers.com) – local sparkling wine
- [www.ciscobrewers.com](http://www.ciscobrewers.com) – local rum and vodka

# Sourcing the Eco-friendly Event



- **DECORATIONS**

- [www.environmentallights.com](http://www.environmentallights.com) – LED lights galore
- [www.lightenergydesigns.com](http://www.lightenergydesigns.com) – LED lights for commercial use
- [www.organicbouquet.com](http://www.organicbouquet.com) –organic flowers suitable for gala events
- [www.vivaterra.com](http://www.vivaterra.com) – earth- and people-friendly centerpieces, vases, accessories; “earthera” climate-friendly shipping
- [www.greenfeet.com](http://www.greenfeet.com) – “ecospheres” centerpieces; carbon offset for shipping to warehouse and to customer
- [www.greenshop.com.uk](http://www.greenshop.com.uk) – FSC-approved balloons

- **ENTERTAINMENT**

- [www.auduboninternational.org](http://www.auduboninternational.org) – golf & environment
- [www.mobilesolarpower.net](http://www.mobilesolarpower.net) – solar-powered generators

# Sourcing the Eco-Friendly Event



- **ON THE TABLE**

- [www.macys.com](http://www.macys.com) – Barwil Evolution table linens collection – 100% post-consumer recycled RePET polyester
- [www.branchhome.com](http://www.branchhome.com) – the most beautiful disposable tableware (WASARA)
- [www.compostablegoods.com](http://www.compostablegoods.com) - grenware biodegradable tableware
- [www.isabellacatalog.com](http://www.isabellacatalog.com) – colorful fairtrade cotton napkins
- [www.greenhome.com](http://www.greenhome.com) – 100% organic American cotton napkins and tablecloths made in the USA
- [www.vegware.us](http://www.vegware.us) – natural starch cutlery and tableware (eco-friendly disposable)

- **TRANSPORTATION**

- Boston hotels are leaders in greener transportation, using alternatives like hybrid vehicles, CNG vans, vans that run on biodiesel, Smart Cars, Zip Cars, PlanetTran, Boston Pedicab, preferred parking for hybrids, discount T passes for staff, etc.

# Sourcing the Eco-Friendly Event



- **WEDDING-SPECIFIC**

- [www.aveda.com](http://www.aveda.com) – locate a nearby natural/organic skin-care salon
- [www.beau-coup.com](http://www.beau-coup.com) – eco-friendly confetti and plant-able favors; edible wedding favors
- [www.littlethingsfavors.com](http://www.littlethingsfavors.com) – eco-friendly favors, etc – partnered with carbonfund.org – green wedding poppers (!), freeze-dried flower petals (as confetti)
- [www.greenworldproject.net](http://www.greenworldproject.net) – seed- and tree-seedling-based favors
- [www.plantmemory.com](http://www.plantmemory.com) – seed- and bulb- and flower-based favors and centerpieces
- [www.idofoundation.org](http://www.idofoundation.org) – virtual favors – donate! (charity donation favor cards)
- [www.ecoparti.com](http://www.ecoparti.com) – flower-petal confetti

- **MEETING SPECIFIC**

- [www.rebinder.com](http://www.rebinder.com) – “waste-free office products”
- [www.greenlinepaper.com](http://www.greenlinepaper.com) – “for the office/hotel that cares for the environment”; 100% post-consumer-waste recycled paper, including Strathmore and Post-it notes; carbonfund partner
- [www.staples.com](http://www.staples.com) – “eco-easy” program
- [www.rosinco.com](http://www.rosinco.com) – recycled plastic dry-erase markers that don’t smell(!) and other pens
- [www.greenhome.com](http://www.greenhome.com) – meeting-ready “eco-packs”
- [www.pristineplanet.com](http://www.pristineplanet.com) – billboard padfolios and more
- [www.officedepot.com/techtradein](http://www.officedepot.com/techtradein) - get store credit in return for recycling office machinery

# Sourcing the Eco-Friendly Event



- **CONFERENCE SPECIFIC**

- [www.absolutepromo.com](http://www.absolutepromo.com) – eco-friendly and made-in-USA-eco-friendly items
- [www.eco-promotions.biz](http://www.eco-promotions.biz) - eco-friendly and made-in-USA-eco-friendly items
- [www.farfromboring.com](http://www.farfromboring.com) – eco-friendly promotional items
- [www.tandus.com](http://www.tandus.com) – recycled/recyclable carpeting for hospitality – “unwavering environmental accountability”
- [www.evoexhibits.com](http://www.evoexhibits.com) - line of environmentally-friendly trade show displays

- **GENERAL**

- [www.carbonfund.org](http://www.carbonfund.org) – “zero-carbon events” (carbon offset calculator)
- [www.earthera.com](http://www.earthera.com) – to offset travel and benefit renewable energy producers
- [www.greenamericatoday.org](http://www.greenamericatoday.org) – national green pages
- [www.recyclingbin.com](http://www.recyclingbin.com) - event-specific recycling containers



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planning the eco-friendly event:  
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