



Green Living Magazine Sustainable Events

Sustainability in Small Businesses Case Study

CHALLENGE

Green Living Magazine needed help marketing their Earth Day Extravaganza, recruiting volunteers for the event, and coordinating waste service companies to provide waste diversion. These challenges provided opportunities for collaboration with green clubs and event waste diversion companies

SOLUTIONS

GreenLight Solutions collaborated with Green Living Magazine to engage in the following:

- Research waste diversion best practices and local organizations to assist with recycling & composting
- Utilize social media channels and Arizona State University clubs and organization networks to reach potential volunteers.

OUTCOMES

- recruiting **20 volunteers**
- diverting **81% of waste** from the landfill
- distributing **100** marketing materials to over **1,900 people**

STEPS FOR SUCCESS

Reducing waste at events offers a multitude of positive impacts, from guest impressions, to community support. Collaborations with local organizations can lead to successful waste diversion from events.



**COMMUNITY
ENGAGEMENT AND
OUTREACH**



**WASTE DIVERSION -
DONATING
COMPOSTING
RECYCLING**



**ORGANIZATION
COLLABORATION**

ACTION PLAN

Reach out to local green organizations, clubs, and businesses to establish a waste diversion plan for your event. Engage with your community to meet food donation needs and accomplish your goals.

