



Great Lakes Green Events



Is your organization looking for an opportunity to establish itself as a leader in environmental sustainability? Consider hosting your next meeting, trade show, conference or event as a **Great Lakes Green Event**. Participants in the **Great Lakes Green Events** program earn positive public recognition by supporting tree planting projects and committing to implement at least one sustainable practice at their event (see reverse side). Leave a lasting positive legacy in the Great Lakes region - become a **Great Lakes Green Event** partner today.

Choose the right partnership level for your organization

- **Birch (USD \$1,000+)** - Your financial contribution will support the planting and care of trees in the host community.
- **Oak (USD \$5,000+)** - Combine support for tree planting with a customized event sustainability plan to fit the needs of your event. Financial contribution plants more trees in the local community and supports the creation of a sustainability plan by GSGP staff.
- **Maple (USD \$10,000+)** - Create a meaningful, hands-on volunteer experience for attendees or staff. Your financial contribution covers the cost of trees, planting materials (i.e. gloves, shovels, etc.), refreshments, GSGP and local planting partner time.

Note: Number of trees planted depends on event location (i.e., urban vs. forested), cost of trees, etc. On average, one urban tree costs \$1,000 to plant and maintain for three years. Trees planted in forested areas cost approximately \$5-15 per tree depending on location.

	Birch	Oak	Maple
Environmental impact data for the tree(s) your sponsorship planted	🌳	🌳	🌳
Name and logo recognition on the Great Lakes Trees website	🌳	🌳	🌳
Customized sustainability plan to make your event even greener		🌳	🌳
Recognition on GSGP's LinkedIn pages and Trees Initiative newsletter - reach of 5,000+ people		🌳	🌳
Volunteer opportunity for event attendees and/or staff organized by GSGP in collaboration with a local planting organization. Media outreach and local officials invited.			🌳

The **Great Lakes St. Lawrence Governors & Premiers (GSGP)** created **Great Lakes Green Events** as a program under the **Great Lakes St. Lawrence Trees Initiative** - a regional effort led by GSGP to plant 250 million trees across the region by 2033. Great Lakes Green Events creates opportunities for corporate meetings, trade shows, and events of all sizes to leave a positive legacy in the local community.

To participate or for more information please contact [Cailyn Andrews](#).

www.greatlakestrees.org/green-events





Best Practices for Green Events Organizers



Great Lakes Green Events organizers proactively reduce the environmental impact of their event and financially support tree planting projects. Organizers may choose to implement some or all of the best practices listed below at their event

Reduce

- Provide water refill stations instead of plastic water bottles
- Replace printed agendas or materials with digital materials, event webpages, or apps
- Commit to using FSC-certified products for any unavoidable printed materials
- Eliminate or reduce single-use plastics (i.e., food wrappers, condiment packets, etc.), and styrofoam
- Compost food waste
- Work with the event space to eliminate excessive heating or cooling
- Buy local foods when possible
- Select walkable off-site event spaces or provide group transportation
- Offer virtual attendance options where possible

Reuse

- Collect badges and lanyards at the end of the event
- Provide reusable silverware
- Purchase eco-friendly swag items

Recycle, Upcycle, or Donate

- Recycle or reuse materials when possible and donate meeting decorations to other events
- Work with local organizations to donate leftover food to the community

Contact GSGP today to become a Great Lakes Green Event partner and leave a positive impact on the Great Lakes region!

The typical event attendee creates:

- 4.2 lbs. of waste per day
- 2.6 lbs. of landfill waste per day
- 389.5 lbs. of carbon dioxide equivalent (CO₂E) emissions per day

Planting 2 trees helps sequester the CO₂E emissions from one attendee and helps balance the environmental footprint of your event