

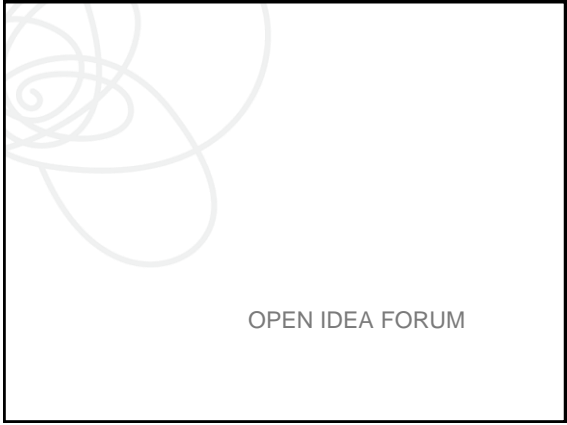


GREEN EVENTS: Expectations & Realities

Stephen King, CFEE
Executive Director

James Bruton
Production Manager
Des Moines Arts Festival®

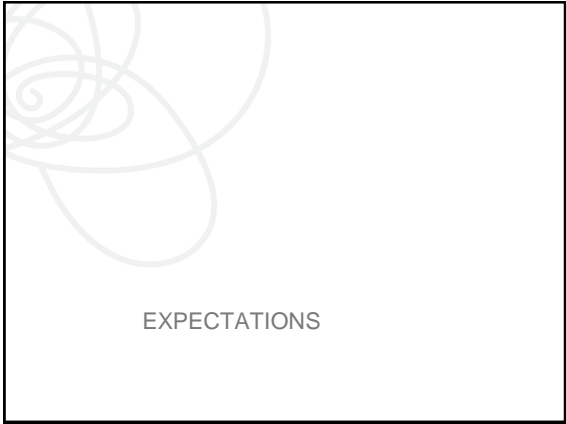
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OPEN IDEA FORUM




THEY KEEP MOVING THE GOAL LINE




EXPECTATIONS



REALITY



GREEN EVENTS REQUIRE A
COMMITMENT



WHAT MAKES A GREEN EVENT GREEN?



SUSTAINABILITY




SUSTAINABILITY requires the reconciliation of environmental, social equity and economic demands



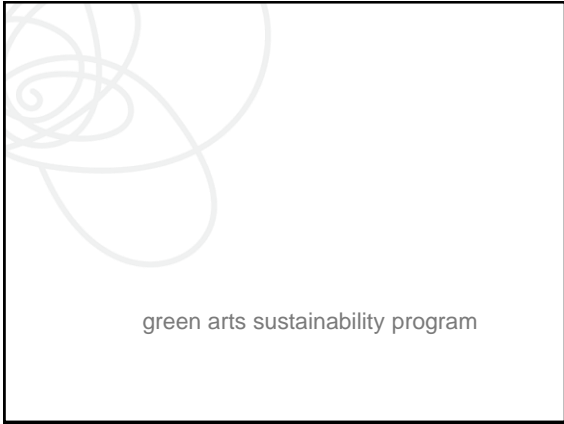
SUSTAINABILITY *is the capacity to endure*

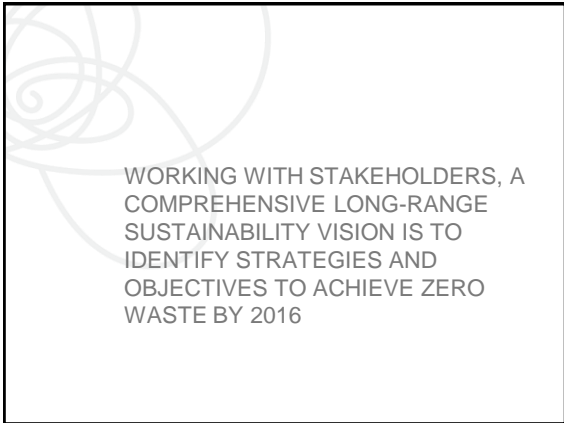


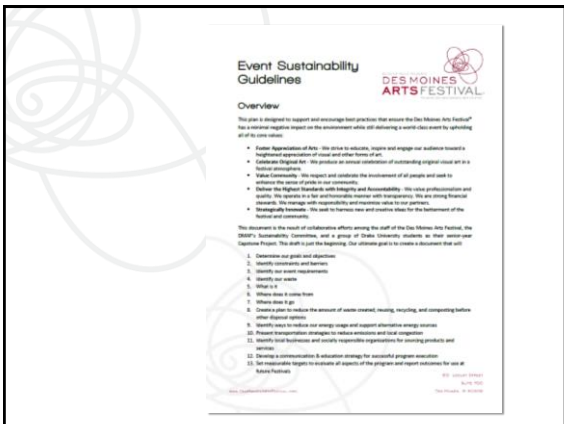
SUSTAINABILITY *is not cost effective*




green arts sustainability program





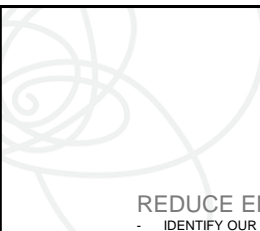




WHERE DO I START?
WHAT DO I WANT TO ACHIEVE?

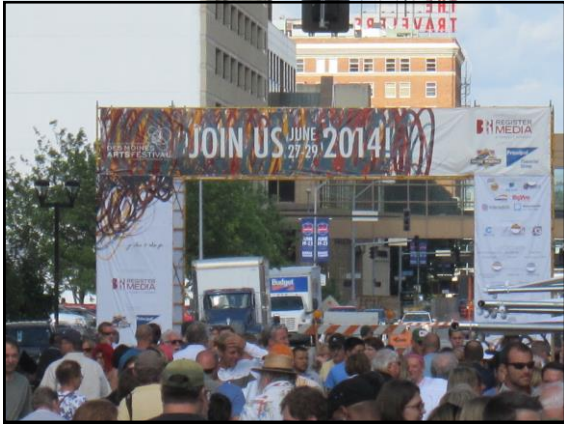


WHAT DO I WANT TO ACHIEVE?



REDUCE ENVIRONMENTAL IMPACT

- IDENTIFY OUR WASTE
- CREATE A PLAN TO REDUCE WASTE
- REDUCE ENERGY USAGE
- REVIEW TRANSPORTATION STRATEGIES
- SOURCE FROM LOCAL AND SOCIALLY RESPONSIBLE ORGANIZATIONS
- DEVELOP COMMUNICATION AND EDUCATION STRATEGIES
- SET MEASURABLE TARGETS

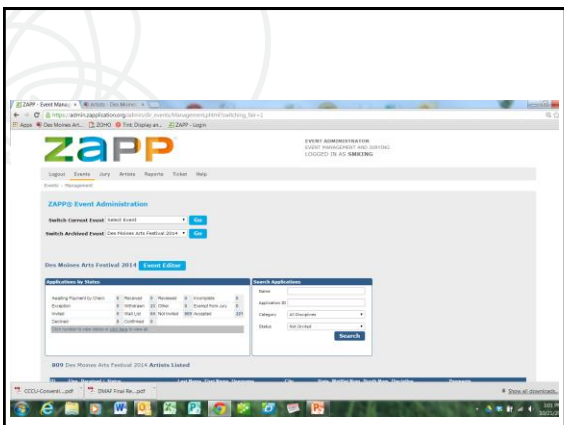




FREE BIKE VALET SERVICE IS OFFERED BY FRIENDS OF IOWA TRAILS ENCOURAGING GUESTS TO CYCLE TO THE FESTIVAL INSTEAD OF DRIVING

















ALL WASTE IS LOGGED AND ACCOUNTED FOR PROVIDING FOR A COMPREHENSIVE CHECKS AND BALANCES FOLLOWING THE FESTIVAL



