

Sustainability Unconference by Important Media

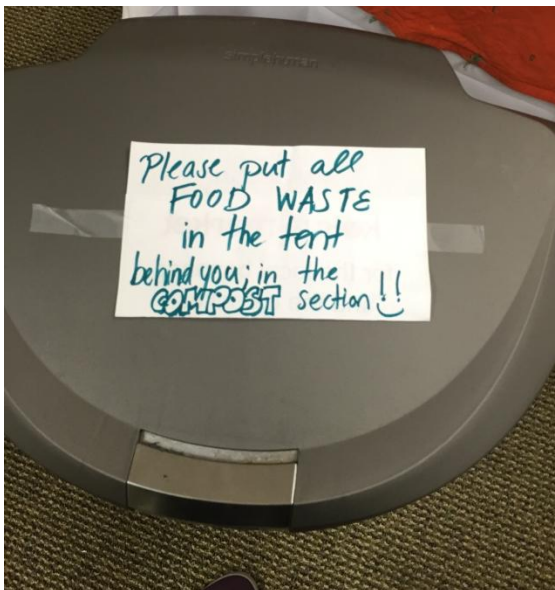


At an unconference, participants decide which topics are most relevant, interesting and important to talk about for that day. The Sustainability Unconference team had a goal of zero waste for the event. Attendees were encouraged via social media outlets to bring their own reusable utensils and food ware and to utilize alternative transportation. ~50% of participants biked, bused, walked, or carpoled. Sponsorships and partnerships were focused on local businesses that are conscious of their materials, resource use, and waste generation. Buffet style breakfast and lunch was served to attendees and volunteers featuring a vegan menu that was primarily local and organic. The team tracked waste data to develop a baseline for future Unconferences and similar sized events. After the all-day event with 50 attendees and 5 volunteers, waste was limited to 10 lbs. recycling, 1.5 lbs. trash, and 18 lbs. of food waste that was composted by Sustainable Coastlines.

Highlighted Green Measures from the Event:



Reusable Mug and Jar



Food waste and composting sign



Composting



Bike valet

Green Events



The Sustainability Unconference is an experiential day of learning and immersing in the wide, wonderful world of sustainability. But what about OUR impacts? We'd hardly be a leader in the sustainability community if we ran events full of styrofoam, GMO products, pesticide laden coffee, plastic waste, and carbon-heavy lunches sourced from factory farms, would we? So what are we doing about our footprint? I'm glad you asked.

Waste

We are working hard to make the Sustainability Unconference a zero waste event. We use reusable name badges, dishware, mugs, and silverware. We are not giving out plastic bags of schwag that you'll never use again, but rather focusing on giving out prizes throughout the day based on participation (all speakers get a gift). These gifts are gift certificates, product samples, and the like, but all of them are as green as possible. An example is a subscription to a local CSA for a month's worth of local veggies delivered fresh to your door.

Our marketing materials are mostly electronic, with paper use limited to repurposed paper (i.e., printed on the back of a used piece of paper for flyers and the like).

Energy & Carbon Footprint

We are selecting our facility based on its energy efficiency and general green attributes. For the Honolulu Sustainability Unconference, for example, we selected the [ProtoHub](#). Additionally, we are offsetting our carbon footprint by planting a tree for each attendee, through a partnership with [Trees, Water, and People](#). TWP works to reforest denuded farms around the world that were clearcut and burned for unsustainable cattle grazing, creating economic incentives for local farmers to preserve forested ecosystems for the long haul.

