

In choosing an appropriate venue for your event, sustainability is a key consideration. These questions are crafted to assess the venue's dedication to overall sustainability and social responsibility. By asking about their sustainability initiatives, you can ensure your event aligns with you & your guests values and minimizes its ecological footprint.

- 1. Can you provide an overview of your venue's sustainability initiatives and commitments?**
- 2. How does your venue incorporate sustainable practices into daily operations, such as waste management and energy efficiency?**
- 3. What measures does your venue take to reduce its carbon footprint, including transportation options for attendees and sourcing of materials?**
- 4. Can you share any certifications or awards your venue has received for its sustainability efforts?**
- 5. How does your venue engage with the local community to promote environmental stewardship and social responsibility?**

To interpret the answers to these questions effectively and discern genuine sustainability from greenwashing, consider the following:

- 1. Look for specific examples.** Genuine sustainability efforts are usually accompanied by concrete examples.

Here are some fundamental sustainability initiatives that you can expect venues to have in place. If they are not mentioned in the venue's response, consider asking about these during your conversation.

- a. Have they installed energy-efficient lighting?
- b. Have they implemented a recycling program to divert waste from landfill?
- c. Are there water conservation efforts in place, such as low flow faucets / fixtures, and refill stations accessible to guests?

From there, here are some elevated initiatives:

- a. Is the building certified by any recognized framework, such as LEED or ISO 14001?
- b. Is there evidence of community engagement, such as donating excess prepackaged food, local charitable partnerships or supporting local businesses?
- c. Do they have a composting program on site, or a rooftop pollinator garden that supports biodiversity?

2. **Encourage Open Dialogue.** A sustainable venue will be transparent about practices and are usually eager to share their initiatives once you start asking questions in this area. Don't assume you need to get a fully fleshed out answer to every question, the goal is to get the conversation started so that you make a more informed decision on your venue selection.

PPAI is here to help support you in your journey, reach out to elizabethw@ppai.org with additional questions as they arise. Share your success stories too – it will inspire others!