



# WHY THE GREEN ZONE

## BECAUSE IT PAYS OFF

Corporate responsibility is becoming increasingly important to consumers as well as Florida leaders. According to a CSR Study by Cone Communications,

- “Nearly **nine-in-10** Americans (**89%**) would switch brands to one that is associated with a good cause” and
- “A **majority (79%)** continues to seek out products that are socially or environmentally responsible”

The North Florida Green Chamber of Commerce has a way to help you join this growing movement. You can participate for FREE and get recognized for your progress by following the suggestions in our Green Zone checklist. This is an easy-to-follow list of suggestions to make your next trade show or event more sustainable.

**It is the mission of the NFGCC to make it Cool and Convenient to be green.** That means we value your choices to be sustainable and we want to help make it easy and cost effective, or even profitable.

## DID YOU KNOW?

Multiple North Florida cities are supporting **social and environmental responsibility** by creating their own green goals.

The **City of Jacksonville** has committed to goals such as promoting health, providing clean water, and promoting sustainable production and consumption.

The **City of St. Augustine** has committed to goals such as ensuring responsible land use, conserving natural resources, and encouraging sustainable transportation.



## GET IN THE GREEN ZONE

### You can be part of this growing movement

- Simply review our suggestions for sustainable events on the next page and identify areas where you want to make a change
- Then, complete the checklist below and return it to **NorthFloridaGreenChamber@gmail.com**
- Get recognized! The NFGCC will provide you with a branded “Green Zone” badge to display, identifying you as a Green Champion. During your event we will engage the community to find the Green Zone players

### Suggestions for sustainable events

- ☐ Go digital or reduce your use of paper and printing
- ☐ If you hand out free swag, make sure it is sustainable
- ☐ Select an alternative to plastic cups, plates, and utensils
- ☐ Provide organic, pesticide-free products
- ☐ Support local green businesses when buying materials
- ☐ Choose materials that allow for local pick-up or delivery
- ☐ Reduce food waste by composting or donating
- ☐ Refuse, reduce, reuse, THEN recycle responsibly
- ☐ Power your booth with clean energy or reduce energy usage
- ☐ Donate a percentage of your sales to a sustainable cause



### Tell us more about how you're making a change

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## EASY WAYS TO GET STARTED

### Go digital or reduce your use of paper and printing

- This saves both paper and money
- Ask people to register on your website, sign up for an email list, or follow you on social media
- Use a free [QR Code Generator](#)
- Ask your POS company about emailed receipts

### If you hand out free swag, make sure it is sustainable

- Eliminate plastic items bought in bulk
- Instead, here are some of our favorite alternatives:
  - Reusable, bamboo straws from a company such as [Jungle Straws](#) or [theotherstraw](#)
  - Branded paper stickers from a company such as [noissue](#)
  - Plant or vegetable seeds – [Botanical PaperWorks](#) even offers business cards, button badges, wristbands, and more made of seed paper
  - Sustainable tea bags from a Certified B Corporation such as [Pukka](#) or [Bigelow](#)
- If giving away food, serve fruits, like bananas, in place of packaged snacks

### Select an alternative to plastic cups, plates, and utensils

- Beware of biodegradable – look into compostable or recycled materials
- Try serving food or food samples with compostable plates, containers, and cutlery made from sugar cane
  - Join the [NFGCC Buyers-Club](#), an elite club to leverage volume and purchasing power. A way to go green and save money
- Choose perishable products to eliminate plastic packaging

### Provide organic, pesticide-free products

- Ask your food distributor to give you a discount on organic options

### Support local green businesses when buying materials

- Use the [NFGCC Green Marketplace](#) to find local green businesses to connect with and support
- Find a local farmer's market or community garden through [Dig Local Network](#)

### Choose materials that allow for local pick-up or delivery

- According to an [article by EPA](#), "Greenhouse gas (GHG) emissions from transportation account for about 28 percent of total U.S. greenhouse gas emissions, making it the largest contributor of U.S. GHG emissions."
- Consider ordering from companies that publicly show how they are producing less emissions while transporting goods.
  - Check out this [article](#) by Green Biz Group about "companies to watch in sustainable shipping" or this [article](#) by Green Biz Group about "The top 25 most sustainable fleets."
- Check out the North Florida Transportation Planning Organization ([TPO](#)) for great local stats on NF clean fuels.

**Reduce food waste by composting or donating**

- According to an [article by NPR](#), “Food is the largest single source of waste in the U.S. More food ends up in landfills than plastic or paper”
- Check out this [video](#) about how local Chef, Chriss Brown, began composting in the backyard of her business
- If you do not want to compost for yourself, check out commercial composters in North Florida such as [Apple Rabbit](#) or [Compost Jax](#)
- Donate through a nonprofit such as Feeding Northeast Florida, or Mandarin Food Bank. You can also donate to local farms through [Farm Share](#)

**Refuse, reduce, reuse, THEN recycle responsibly**

- Check out [Beaches Go Green](#) and learn why “Recycling should be the last resort”
- Recycle responsibly through a company such as [TerraCycle](#)
- Check out the [NFGCC Recycling Toolkit](#).

**Power your booth with clean energy or reduce energy usage**

- Read this [list](#) of Easy Energy Efficiency Improvements
- Read this [article](#) by evtACT about “How to optimize energy consumption for indoor events” or this [article](#) by EventMB about how to “Power up your Event with Green Energy Ideas.”
- If you can’t use clean energy, then try to find ways to reduce; such as reducing fan-usage, fridge-usage, oven-usage, screen-usage, etc

**Donate a percentage of your sales to a sustainable cause**

- Donate to the [Green Chamber of Commerce](#) locally or [nationally](#)
- We love [1% for the Planet](#) and the [Nonprofit Center of Northeast Florida](#)

U.S. GREEN  
CHAMBER OF COMMERCE  
—NORTH FLORIDA—NonprofitCenter  
of Northeast Florida