

## **Hong Kong Sustainable Campus Consortium Guidelines for Green Information Day**

Every year, institutions organize Information Days which are important events for the institutions to communicate with new students. HKSCC has reviewed the previous practices of institutions and recognized that there is room for improvement and institutions should take the lead to go greener with our events starting with Information Days.

The following guidelines are provided to facilitate member institutions to promote best practices that would make Information Day greener. The guidelines are not meant to be exhaustive but intend to give the directions on the key action items which shall be applicable to event management in general.

### 1. Go Electronic! Reduce Paper Consumption:

- Encourage visitors to access further programme information online by including QR codes and web addresses in posters to minimize the need for distributing programme flyers.
- Avoid handing out hardcopies of maps to visitors. Help visitors with wayfinding by providing signage and helpers.
- If handouts must be printed, limit the number of pages to two (double-sided printing should be adopted whenever practicable)
- Where possible, design decorations and publicity materials to enable reuse in the future (e.g. not showing specific dates or years in the design).

### 2. Encourage Reuse and Recycling:

- Provide recycling facilities in prominent location at the venue.
- Promote the recycling facilities and bring them to the attention of participants by signage, make public announcements during the event and if feasible, include appropriate messages in handouts in advance;
- Provide containers and guidance to collect unwanted publicity materials and souvenirs from visitors for reuse/recycling.
- Avoid producing free T-shirts for volunteers; use badges or other accessories that can be reused for future years instead.
- Do not print banners unless there is a genuine need. If banners must be printed, try not to show the year (e.g. 2013) in the design so they can be reused in the future. Also consider reusing dated banners from previous years by covering up the year.

### 3. Go Minimal! Discourage free souvenirs:

- Minimize or do away free souvenirs
- Avoid environmentally unfriendly items: plastic/paper folders or souvenirs made of difficult to recycle materials, pencils, memo pads, non-woven polypropylene bag (i.e. the so called "environmentally-friendly" bags)
- Encourage visitors to BYOB (in addition to go for e-means)
- If souvenirs must be given out, explore greener products (such as recycled plastic/paper products), and choose products with minimal packaging.

### 4. Venue management (for indoor activities):

- Keep air-con temperature at 25.5°C +/- 2°C in summer months.
- Turn off lights, air-con and equipment after use.

5. Green Catering! Avoid disposables, 'Greener' food options and minimize food waste:
  - Minimize disposable dishware and utensils and charge extra for their use
  - Avoid foam/polystyrene containers.
  - Avoid food items that contain marine species in the 'AVOID' list of the WWF's [Sustainable Seafood Guide](#).
  - Promote waste reduction at source: plan ahead to avoid excessive food leftover.
  - Facilitate waste separation and arrange in advance how to recycle the food waste if food waste treatment facilities are available on campus.
  - Avoid single-serving bottled water and individually packed beverages where possible.
  
6. Social responsibility:
  - Where possible, support fair trade products and engage services of social enterprises
  
7. Train student volunteers/helpers to provide guidance and information, for example by:
  - Providing information on the programme or wayfinding to visitors.
  - Informing visitors why souvenirs and free leaflets are omitted and spread the green message. If institutions decide to give out the remaining stocks of souvenirs from previous years, student volunteers may inform visitors that the souvenirs are not newly produced so that institutions will not be misunderstood as being inconsistent in practice.
  - Helping to collect unwanted materials/souvenirs from visitors for reuse/recycling.
  
8. Make Our Green Practices Known
  - Announce the green measures adopted on the designated website for the Info/Orientation Day

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