

## 7.1 Hold a Sustainability Event

5 Points

10 Points

15 Points

### Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is [available for comparison](#). Edits are highlighted in yellow. (Last update 2019)

### Objective

Bring together your community in fun, informative, and constructive ways, through energetic events that can model and engage residents and business owners in sustainability practices.

### What to Do

If you collaborate with other municipalities or other stakeholders to implement this Action, please describe the partnership in the “partners” box of your submission. Please also consult this [guidance document](#) to help your municipality earn points for actions pursued in partnership. Regional collaboration and other forms of partnership are highly encouraged.

*The more you do, the more points you earn, (up to 15 points).*

A sustainability event is a free, public event on a specific sustainability topic, or a free, public event on any topic that incorporates a sustainability practice (e.g., zero waste event) and educates participants about that sustainability practice. For the purposes of this action, a sustainability topic is one that aligns with any of the Sustainable CT action categories (e.g., thriving local economies, clean and diverse transportation systems). For a series of sustainability events held on multiple dates, each date counts as one event (e.g., each date a farmers’ market is held is an event, each date in a multi-day film series counts as an event). Points will be awarded as follows:

- Hold 1 sustainability event = **5 points**
- Hold between 5 and 10 sustainability events = **10 points**
- Hold more than 10 sustainability events = **15 points**

Any municipalities that work regionally to complete this Action will each receive points as part of the collaborative. Activities that are used to earn points toward this Action may not be used to earn points toward any other Sustainable CT Action (i.e., no “double-counting”).

1. Support and hold a sustainability event, track data and evaluate **(variable points, see above)**.

*You must complete all of the following submission steps for each event.*

- a. Hold a sustainability event. Possibilities for events include, but are not limited to:
  - *Panel Discussions* on different aspects of sustainability;
  - *Film Festival* of earth-friendly documentaries;
  - *Local Food* farmers’ market or dinner;
  - *A Green Fair* that educates and encourages people of all ages to adopt a more sustainable lifestyle;

- *House Tour* of homes that have introduced green technologies or passive technologies;
- *Car Show* of fuel-efficient vehicles that includes education about driving and maintenance practices that reduce emissions and consumption and shows how to avoid idling;
- *Art Attack* showcases environmentally-themed, or sustainably made artwork in and around areas of your community not typically designated as art spaces;
- *Themed/Holiday Event* such as an energy vampire walk through a school to discover energy losses (it's a haunted house that's scary because it isn't sustainable);
- *Active and Passive Recreation* events such as trail system creation or beautification;
- *Mobility Awareness Day* provides information about transit and vehicle options, offers transit tickets at town offices and local stores, and shares a list of places in town open to recreational walking and biking;
- *Safe Routes to Schools Program* shows families safe bicycle and walking routes for their children to get to school;
- *Large-scale Open Streets Event* temporarily closes the street to cars in multiple neighborhoods, thus encouraging outdoor play, walking, biking, and neighborhood block parties; and
- *Zero Waste Event* for any public event that promotes waste reduction and manages materials so that all are recycled or composted.

**Submit:** The [Hold a Sustainability Event template](#). Requested information include the date of the event and a description of the event that identifies the sustainability focus or practice.

**b.** Provide municipal support for the event. Municipal support can include one of the following: financial support, use of a municipal building to hold the event, municipal staff support, or meaningful public outreach provided by the municipality.

**Submit:** The [Hold a Sustainability Event template](#), including a description of the municipal support provided.

**c.** Track the number of event attendees. Identify the highlights, lessons learned, or next steps. Identify partners, if relevant (e.g., community organizations, other municipalities).

**Submit:** The [Hold a Sustainability Event template](#), including:

- The number of participants;
- highlights, lessons learned, and/or next steps; and
- event partners (if relevant).

## Credit for Past Action

For spring certification, count back from February 1st of the current year. For fall certification, count back from August 1st of the current year. For further clarification on determining if your prior work is eligible to earn points, [click here](#).

- Events must be held within the past year.

## Potential Municipal and Community Collaborators

Staff from the public works, or parks and recreation departments, the town manager/selectman/mayor's office and representatives from local arts groups, local educational institutions, nonprofits or ad-hoc groups interested in sustainability could be helpful in implementing this action.

## Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable](#)

[CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)
- [2020 Sustainable CT Community Match Fund](#)

## Resources

### *Toolkits, Calculators, Guidance Documents*

- Town of Mansfield, "[Planning Guidance for Low Waste Events and Gatherings](#)"
- CT Department of Energy and Environmental Protection, "[Green Your Training, Meetings and Events](#)"
- Yale Sustainability, "[Green Events](#)"
- [GoNewHavenGo](#), a sustainable transportation coalition
- [CT Green Bank](#): No-cost technical assistance

## Why This Matters

In and of themselves, events are excellent communications tools. If your community wants to become a leader in sustainable living and working, then adding a sustainability component to an existing event or developing a new one that focuses on environmental stewardship will communicate that intention both within and outside the community.

## Benefits

Events bolster town pride by giving all community members the chance to come together, share experiences, build collective memories, and plan for the future. An engaging event can have educational value, entertainment value, and opportunity for new business or economic development that will contribute to overall community health.

A well-planned event, customized to meet the needs, interests, and unique character of your community, will weave sustainable considerations into your culture.

## CT Success Stories

- [2018 Fairfield - Organized spreadsheet](#)
- [2018 Glastonbury - Thorough Documentation](#)
- [2018 Greenwich - Sustainable Commitment](#)
- [2018 Hartford - Thorough Documentation](#)
- [2018 West Hartford - Clear Documentation](#)
- [2018 Woodbridge - Inspiring Event](#)
- Cornwall, CT: [Going Green Fair](#)