8.1 Hold a Sustainability Event

5 Points | 10 Points | 15 Points | 20 Points

Action Updates

This action was last updated in 2024. The previous version of this action is available for comparison. Edits are highlighted in yellow.

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

The more you do, the more points you earn. **(up to 20 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. Events that take place as part of K-12 student programming are not eligible for credit. 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 and choices). For a series of sustainability events held on multiple dates, each date counts as one event (e.g., each date in a multi-day film series counts as an event). Points will be awarded as follows:

- Hold between 1 and 4 sustainability events = **5 points**
- Hold between 5 and 9 sustainability events = **10 points**
- Hold between 10 and 14 sustainability events = **15 points**
- Hold 15 or more sustainability events = **20 points**

Any municipalities that work regionally to complete this Action will each receive points as part of the collaboration. 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. Events must have been held in the last three years. **(variable points, see above)**

   You must complete all of the following submission steps for each event. Please complete the Hold a Sustainability Event worksheet as part of your action submission.

   a. Hold a sustainability event.

   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.

   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).

   Note: Farmers' markets are not eligible for points under this Action. Please see Sustainable CT Action Support Equitable Food Access and Local Farmers to earn points for hosting a farmers' market.

Submit: The Hold a Sustainability Event worksheet, which includes the date of the event, a description of the event that identifies the sustainability focus or practice, a description of the municipal support provided, the number of participants, highlights, lessons learned, and/or next steps, and event partners (if relevant).

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

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

If available, below are potential funding sources specific to this Action. 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 Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Sustainable CT Community Match Fund
- State Funding Readiness Project

Resources

Toolkits, Calculators, Guidance Documents

- Town of Mansfield, "Planning Guidance for Low Waste Events and Gatherings"
- Sustainable Essex and Sustainable Chester, Chester Fair Zero Waste Guidebook
- 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

- New Haven - Oct 2022 Certification
- Wilton - Oct 2022 Certification
- Montville - Jun 2023 Certification
- Middletown - Sep 2023 Certification
- Clinton - Sep 2023 Certification
- Thomaston - May 2024 Certification
- West Hartford - Oct 2024 Certification