

GREEN IS
JUST
ANOTHER
COLOR OF
THE RAINBOW



GREENLIGHT GREENPAPER

SPRING 2015



Implementing sustainable practices in a public event in order to educate the community and decrease the festival's impact on the environment.

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Challenges & Opportunities

The Project Partner wished to “green up” the LGBTQ+ Pride event and help shift the culture to one which is more aware of sustainability issues and solutions in our community. They also wanted to include the children that were to attend the event in the education of sustainability.

Recommended Solutions

Solutioneers looked into waste services that can allow attendees to recycle at the event. They implemented collection bins and signage throughout the event in order to provide convenience and education to the community. In addition, they looked into inviting local food vendors that sell either vegan or sustainable, low impact foods to the event. For the children at the event, fun and interactive games were implemented in order to educate them on sustainable practices.

Project Benefits

BENEFITS TO PROJECT PARTNER

The Project Partner was able to implement sustainable practices at their event, reducing their impact while also educating the public.

BENEFITS TO SOLUTIONEERS

Solutioneers learned how to implement sustainable practices into a large festival where many challenges could arise. They were given the opportunity to assess conflicts before they come up and try to provide solutions to these problems ahead of time in order to lessen their size during the event. In addition, they learned how to market to many different audiences since so many different types of people attended the event, including children and people that are not already knowledgeable on sustainable practices.

BENEFITS TO THE COMMUNITY

The community had the opportunity to learn more about sustainability and how they impact sustainable culture at the event. In addition, much of the waste was recycled, which kept that waste from entering the landfill.