

Green Virtual Events Guide

Your supplementary guide for the University of Manitoba's Green Events Certification Form

As you prepare to submit your [Green Virtual Events Certification Form](#), preview the certification questions and their associated resources in this Green Virtual Events Guide to help you plan for an event that considers sustainability at every level.

Thank you for greening your event!

General Information

Please fill out some general information so the Office of Sustainability can contact you with your certificate and any additional questions.

1. Event Name

2. Event Website

3. What type of event are you hosting?

- Conference
- Workshop
- Event series
- General public event
- Private department/faculty event or meeting
- Other

4. Department, Faculty or Group Name

5. Organizer's Email

Community & Education

6. Are you referencing relevant UM Sustainability Strategy 2019-2023 actions within your event's communications and planning?

(For example, if your event's content is related to social justice, you may realize that this aligns with the UM's Sustainability Strategy's goal in Research and Academics "collaborative and experiential learning opportunities that address global sustainability issues such as social justice." Mentioning that in your promotional content increases awareness of the UM Sustainability Strategy.)

[UM Sustainability Strategy 2019-2023](#)

7. Are relevant UN Sustainable Development Goals (SDGs) referenced and promoted within the event's content?

(For example, if your event's content is related to water, you may realize that this may be relevant to SDG 6: Clean Water and Sanitation. Mentioning that in your promotional content increases awareness of SDGs and connects your event to a larger sustainable mission.)

[UN Sustainable Development Goals](#)

Equity, Diversity, Inclusion and Accessibility

8. Has event planning actively considered and implemented inclusivity measures?

[Canada Inclusive Event Planning](#)

9. Are you including voices of diverse populations in the event's content?

10. Have you created a personalized and meaningful traditional territories acknowledgment based on the UM's approved land acknowledgement?

[University of Manitoba Territory Acknowledgement](#)

11. Are you making an active offer to provide event materials and activities in accessible formats?

(For example, include a statement such as: "Please contact us prior to the event if you require any accommodations.")

[Making Accessible Documents](#)

[AMA Communications and Event Planning Checklist](#)

Promotion & Engagement

12. Have you publicized information related to the sustainability of your event through marketing materials?

13. Are event giveaway items sustainably produced, consumable and/or experiential?
[PLAN swag decision hierarchy](#)

14. Are you planning on reducing the event's energy consumption through asking your attendees to turn off their cameras when there is no discussion involved?
[Study to reduce energy demand during virtual meetings](#)

15. Are you scheduling screen-free and/or health breaks for participants?

16. (Optional) Do you have any additional comments or questions related to your application?

Are you ready to certify your event?

Complete the Green Events Certification Form [here](#).