



The Green Business

2008 ASIAN FESTIVAL SUSTAINABILITY INITIATIVES

- **RECYCLING** of ALL bottles, plastic containers, cardboard boxes, tennis ball cans and aluminum/steel cans.
- **REWARD LOW-EMISSION FORMS OF TRANSPORTATION.** Free valet parking for bicycles and priority parking spots for hybrid and clean fuel cars.
- **MAKING “GREEN” A PRIORITY.** Encourage ALL staff, volunteers and vendors participating in this year’s festival to identify opportunities to reduce waste, energy, water and material consumption. In all meetings prior to the festival, management will mention that this year’s festival will be more environmentally friendly. Management will also ask for their feedback on this aspect, as well as for additional ideas they might have to increase sustainability.
- **RECYCLED MATERIAL USE.** Require all vendors to use only napkins with some recycled content.
- **REUSE.** ALL tennis balls used during the festival’s tennis tournament will be donated to the Colin Powell Elementary School in Centreville, VA, to be used in their tennis programs.
- **FOOD DONATION.** After the event, any non-perishable leftover food will be donated to local food banks and shelters.
- **GREEN MARKETING.** Promote green practices and an environmentally friendly lifestyle on the event’s website – www.asianfestivaldc.com
- **GREEN AWARENESS.** During the festival, banners will be placed in visible areas listing “10 simple ways to green your lifestyle and help the planet”
- **LONG-TERM ENVIRONMENTAL VISION.** This is just a start; it is our goal to make the Asian Festival even more environmentally friendly in future years, so we can be as close as possible to having a zero negative environmental impact for the event as a whole.