



Sustainable Events Guidelines for Stall Holders and Sponsors

The University of Melbourne strives to embed sustainability in all events to meet the targets of our [Sustainability Plan 2030](#). We kindly request your cooperation in reducing your carbon footprint.

If you're organising or participating in an event, it's your responsibility to brief all sponsors and stallholders on our sustainability expectations. Please ensure all in-kind support and/or booth setups for stall holders and/or sponsors align with sustainable practices outlined below.

Brief stall holders/sponsors early - before contracts are signed or planning has started - and include sustainability requirements in all documents, emails, and presentations. Then, follow up with stall holders/sponsors to review their plans and suggest sustainable alternatives.

Waste management, signage and paper waste

- **Ensure proper waste management.** Since stalls generate a lot of general waste and recycling during bump in and bump out, it's crucial that waste is disposed of in the correct bins. If you are unsure of what item goes in what bin, please refer to [our website](#) or our [A-Z of Waste](#). If a recycling bin contains more than 5% contamination, the entire bin must be sent to landfill. To avoid this, it's important to sort waste correctly. Cardboard should go in the blue cardboard bins, while items like paper towel, disposable coffee cups and biodegradable and compostable packaging belong in landfill. Keeping recycling streams clean helps reduce waste and ensures more materials can be properly recovered.
- **Do not hire extra bins.** If you are participating as a stallholder, centralised waste stations will already be arranged by the event organisers. This is important to ensure waste is sorted correctly, as individual bin hires require a matching pair—a landfill bin and a recycling bin—to avoid contamination and encourage proper disposal.
- **Make sure clear signage is in place to direct attendees and stallholders to the appropriate bins** for recycling, general waste, and compostable materials. Encourage the use of compostable or reusable products to minimise waste. Ensure staff or volunteers are available to guide proper waste disposal and to maintain the cleanliness of the event space.
- **Go paperless and avoid single-use banners or signage as this ends up as waste after an event.** Avoid printing anything where possible. If there is signage that you absolutely cannot avoid being on paper, exclude times or dates so that you can reuse them at your next event and do not laminate as this then can't be recycled and must go into landfill. Even opt for recycled materials from previous years or from other departments.
- **Ditch the sign-in sheets.** Use [Qualtrics](#) (online mobile-friendly survey platform supported by UniMelb), SurveyMonkey, or Eventbrite to record attendance, registrations, or sign-ups.
- **Use QR codes** (use [this platform](#) to create dynamic QR codes) and [Linktree](#) to share information instead of pamphlets or brochures.
- If nametags or tokens/vouchers cannot be avoided, **purchase seeded paper name tags** from [Terratag](#) or [Paper Go Round](#). Students or customers can plant these in their gardens/pots to grow native plants and it's a great, inexpensive gift to take home.

Responsible branding

- Prioritise using environmentally friendly printing techniques for branding materials.
- Choose ink and materials that are non-toxic and have minimal environmental impact.
- Consider displaying your commitment to sustainability by showcasing relevant certifications or green initiatives.
- Before requesting any printing from the Design and Print team, ensure the materials are as sustainable as possible and ask about environmentally friendly options

Freebies/giveaways/prizes for stalls or in-kind support

- Make sure freebies are practical, reusable, and not excessively packaged and are not individually wrapped. Make sure to avoid single-use items and items that have lots of paper.
- **Uni-branded reusable items** (KeepCups and water bottles) are available from the Sustainability Delivery Team at wholesale prices for you to give away.
- Give away zero-waste food, like **stamped vegan cookies** or **fruit**. Work with your suppliers to ensure that giveaways and food do not come with excess packaging.
- Other giveaway ideas include plants, **pots**, **chocolate**, **reusable items**, **herb gardens**, **soaps**, vouchers, **seed packets**, **potted plants**, fair trade tote bags or **ethical wine**. Prioritise low-waste, vegan, and locally and ethically produced (eg. fairtrade) items.
- If you're giving away free coffee, make it a condition on the voucher that attendees use a KeepCup and work with the café you brought it from. The Sustainability Delivery Team has a stamp that you can borrow to do this.
- Avoid stationary if you can, however if you do have to provide stationary ensure it's not individually wrapped and eco-friendly and from recycled materials.

Decorations and eco-friendly booth set-up

- Say no to balloons as the University has signed the Zoo's Victoria Balloon Fred Pledge! Try **bunting**, flowers or potted plants.
- Items can be borrowed from the University's **equipment hire** or purchased second-hand from Facebook Marketplace.
- Opt for reusable and recyclable materials for booth displays.

Catering

- Choose food items that people can easily pick up but without the packaging! This includes fresh fruit (**Good&Fugly**) and customisable vegan cookies made from a local bakery.
- If you want to offer lollies, don't buy them individually wrapped, instead buy them in a loosely packed bulk bag and distribute them into paper bags or purchase **custom plastic-free confectionary bags**.

Promote Sustainability at Unimelb: Find communication templates to promote your sustainability efforts through the [Events Suppliers Guide](#) and link to the [Sustainable Campus website](#).

Be recognised for prioritising sustainability!

Receive recognition for running a sustainable event through **Green Impact**. We also commend sustainability efforts through our annual reporting and Awards Ceremony.

You can also showcase your sustainability commitment by applying for an **Australasian Campuses Towards Sustainability (ACTS) Sustainable Event Certification** prior to your event. Developed with the University of Melbourne, the accreditation helps event organisers reduce environmental impact, promote social responsibility, and demonstrate sustainability leadership and can proudly display the certification in all communications.

The Sustainability Delivery Team are here to support you!

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Please do not hesitate to email sustainable-campus@unimelb.edu.au with any queries, or requests for further support or resources.