

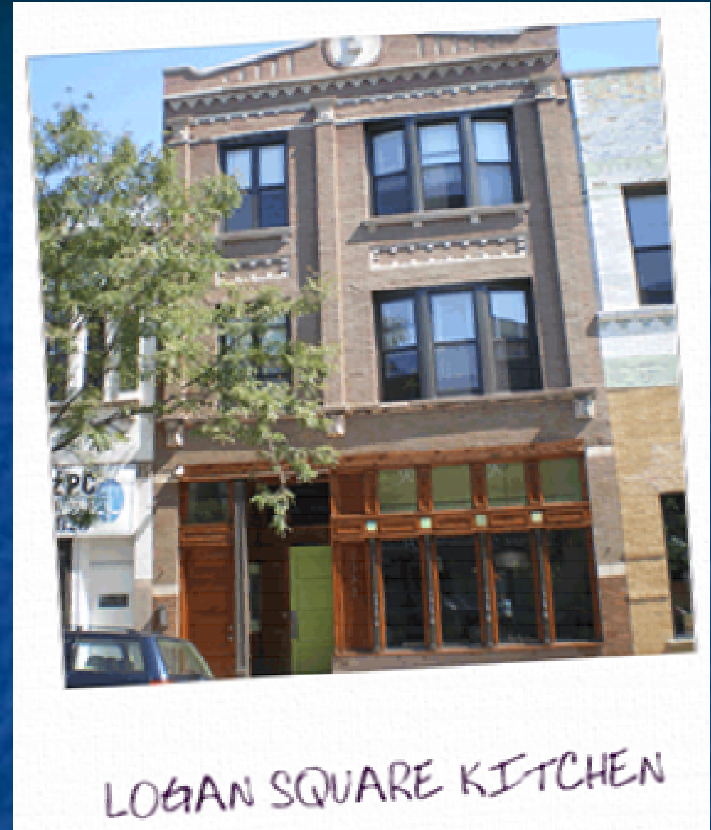


# Hosting More Sustainable Events

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# What is sustainability?

- Dictionary
  - To maintain; to keep in existence
  - To strengthen the spirits, to comfort
- LSK meaning
  - Environmental – responsible use of resources
  - Economic – strong, independent
  - Social – just, fair, transparent

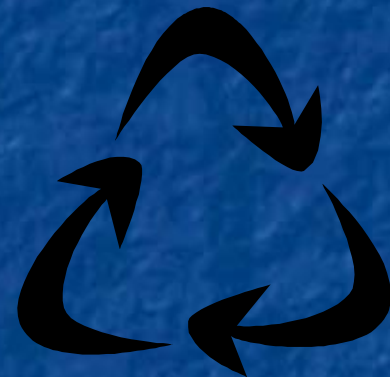


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# How Green is your Client?

- Don't care
- Green fatigue
- Only the pretty, please
- Talking, dollars not walking
- Committed, checkbook in hand

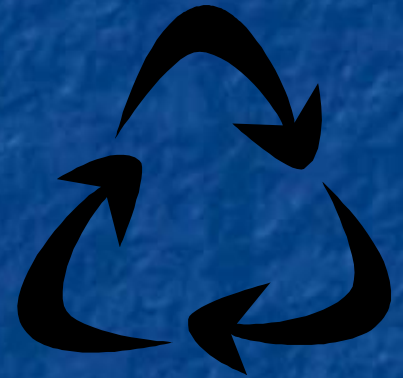


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# Sustainable Decisions

- Always trade-off's
- Make less harmful decisions
- Goals
  - Small in number
  - Simple, low tech
  - Your business vs. your clients'
- Capture performance

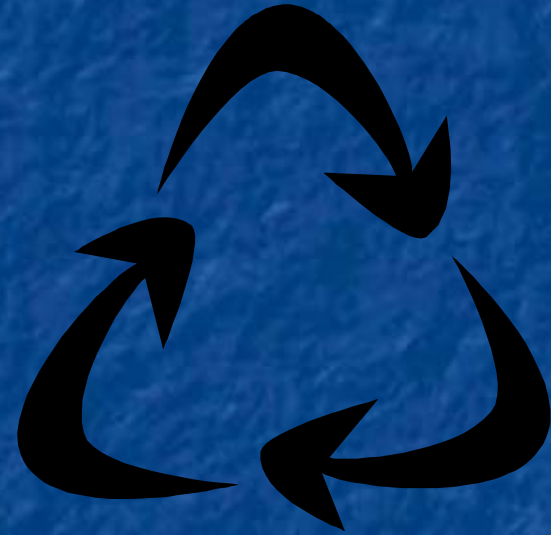


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# Keep it Simple

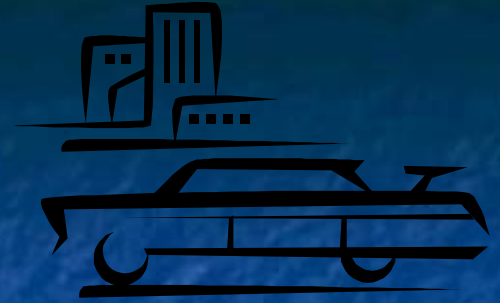
- Transportation
- Venues
- Waste
- Food - Spirits
- Water
- Flowers



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# Transportation



- Transportation is a top greenhouse gas creator in total event footprint
- Reduce air travel, total vehicle miles
  - Guests and goods
  - Creative transportation
- Eco-friendly vehicles
  - Chicago: [www.goinggreenlimousine.com](http://www.goinggreenlimousine.com)
  - Bike messengers with trailers



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# Venues



- Chicagoland greenhouse gases:
  - 70% buildings
  - 20% transportation
  - 10% industry/other
- LEED
  - Leadership Energy Environmental Design
  - US Gov't certification, like 'organic' food



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# LEED Venues



- LEED provides independent certification
  - Certified, Silver, Gold, Platinum
  - [www.usgbc.org/LEED/](http://www.usgbc.org/LEED/)
- Minimum performance requirements
  - Recycling
  - Energy efficiency



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# Chicago LEED Venues



- Google - Illinois LEED Projects
  - [http://www.usgbc-chicago.org/?page\\_id=1180](http://www.usgbc-chicago.org/?page_id=1180)
- Examples
  - Chicago Public Library, Notebart Nature Museum
  - Province Restaurant in CTA bldg
  - Hotel Arista – Naperville
  - 111 S. Wacker Dr., ABN-Amro Plaza



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# Non-LEED Venues



- Transportation impact
  - Venue & transport are biggest footprints
- Not LEED, but green warriors
  - Uncommon Ground, North Pond Cafe
- Check sustainable features
  - Recycling
  - Energy efficiency
  - Water conservation



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# Questions?



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# Waste



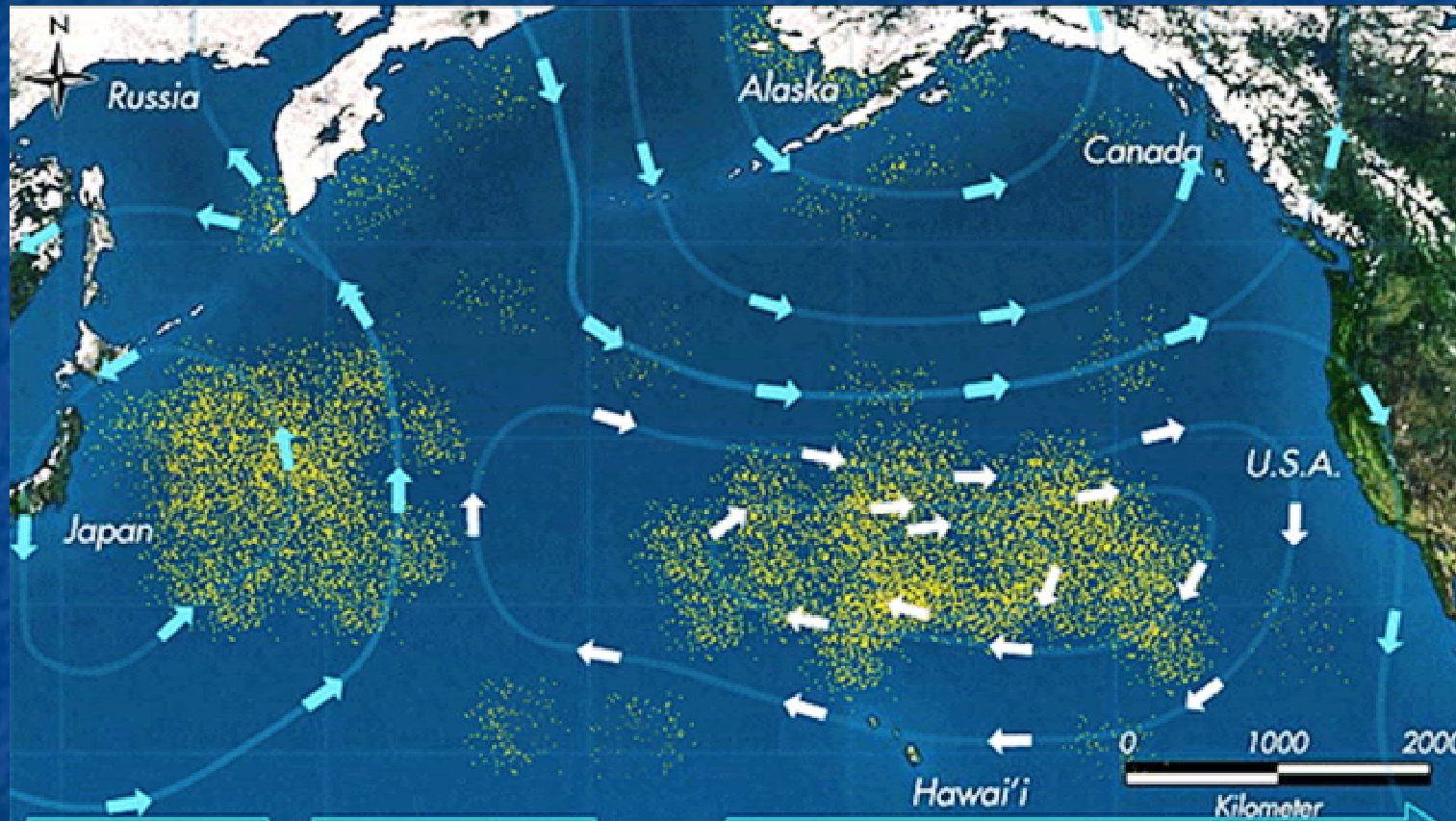
Source: Greenpeace



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# Waste



Source: Greenpeace



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# Waste



## Reduce or Eliminate

- 400 pounds waste for average wedding
- 1.5 pounds food waste for each restaurant meal served
- Bottled water, any plastic
- Eliminate one-time use items
- Reuse
  - Rent tableware, vases, linens
    - Transportation impact much less than disposables impact
  - Use recycled/compostable disposables
- Recycle
  - Recycled goods have 50% smaller footprint than items made from virgin materials ([www.chicagoclimatereaction.org](http://www.chicagoclimatereaction.org))



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# Food



- Illinois imports 90% of its food
- Export \$48B annually
- Sourcing local food locally:
  - keeps money recycling in our economy
  - creates more diverse local food system
  - makes us more secure in emergencies



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# Food



- Bids from sustainable caterers
  - Free consultants
  - Relationships with local producers
- LSK recommends
  - City Provisions
  - FIG Catering
  - Lula Café
  - North Pond Cafe
  - Uncommon Ground



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# Shedd Wallet Card

## BEST CHOICES

Abalone (farmed)  
Arctic Char (farmed)  
Barramundi (US farmed)  
Catfish (US farmed)  
Clams (farmed)  
Cobia (US farmed)  
Cod: Pacific (Alaska longline)+  
Crab: Dungeness, Stone  
Halibut: Pacific+  
Lobster: Spiny (US)  
Mussels (farmed)  
Oysters (farmed)  
Perch: Yellow (Lake Erie)  
Pollock (Alaska wild)+  
Sablefish/Black Cod/Butterfish (Alaska+, British Columbia)  
Salmon (Alaska wild)+  
Shrimp: Pink (Oregon wild)+  
Scallops: Bay (farmed)  
Striped Bass (farmed or wild)\*  
Tilapia (US farmed)  
Trout: Rainbow (farmed)  
Tuna: Albacore (troll/pole, US+ or British Columbia)  
Tuna: Skipjack (troll/pole)  
Whitefish: Lake (trap net)\*  
White Seabass  
Wreckfish

## GOOD ALTERNATIVES

Caviar, Sturgeon (US farmed)  
Clams (wild)  
Cod: Pacific (US trawled)  
Crab: Blue, King (US), Snow  
Flounders, Soles (Pacific)  
Herring: Atlantic/Sardines, Lake  
Lobster: American/Maine  
Mahi mahi/Dolphinfish (US)  
Oho/Wahoo\*  
Opah (Hawaii)  
Oysters (wild)\*  
Perch: Yellow (Lake Huron and Ontario)  
Salmon (WA wild)  
Scallops: Sea (wild)  
Shrimp (US, Canada)  
Smelt: Rainbow  
Squid  
Swai, Basa (farmed)  
Swordfish (US)\*  
Tilapia (Central America farmed)  
Trout: Lake (Lake Superior)\*  
Tuna: Bigeye, Yellowfin (troll/pole)  
Tuna: canned Skipjack and Albacore\*  
Walleye\*  
Whitefish: Lake (Lake Erie gillnet), Round  
Yellowtail (US farmed)

## AVOID

Caviar, Sturgeon\* (imported wild)  
Chilean Seabass/Toothfish\*  
Cod: Atlantic, Pacific (imported)  
Crab: King (imported)  
Flounders, Soles: Atlantic  
Groupers\*  
Halibut: Atlantic  
Lobster: Spiny (Caribbean)  
Mahi mahi/Dolphinfish (imported)  
Marlin: Striped, Blue\* (imported)  
Monkfish  
Orange Roughy\*  
Rockfish (Pacific trawled)  
Salmon (farmed, including Atlantic)\*  
Sharks\*  
Shrimp (imported)  
Snapper: Red  
Swordfish (imported)\*  
Tilapia (Asia farmed)  
Trout: Lake (Lake Huron and Michigan)\*  
Tuna: Albacore, Bigeye, Yellowfin (longline)\*  
Tuna: Bluefin\*, Tongol  
Yellowtail (imported, farmed)

## Support Ocean-Friendly Seafood

**BEST CHOICES** are abundant, well managed and caught or farmed in environmentally friendly ways.

**GOOD ALTERNATIVES** are an option, but there are concerns with how they're caught or farmed — or with the health of their habitat due to other human impacts.

**AVOID** for now as these items are caught or farmed in ways that harm other marine life or the environment.

### Key

\* Limit consumption due to concerns about mercury or other contaminants. For more information, visit Environmental Defense Fund at [www.edf.org/seafood](http://www.edf.org/seafood).

+ Some or all of this fishery is certified as sustainable to the Marine Stewardship Council standard. Visit [www.msc.org](http://www.msc.org).

Seafood may appear in more than one column.



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# Spirits



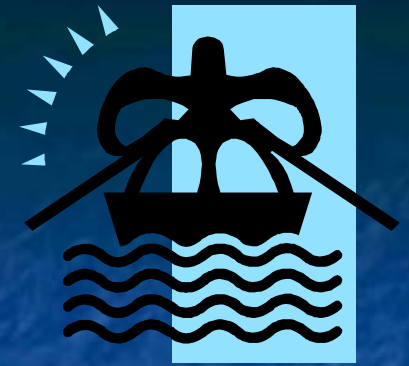
- Koval Distillery – Ravenswood
  - organic & kosher spirits
- Northshore Distillery – Lake Bluff
- Death's Door Spirits – Madison
- Illinois Craft Brewers Guild
  - [Illinoisbeer.org](http://Illinoisbeer.org)



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# Water



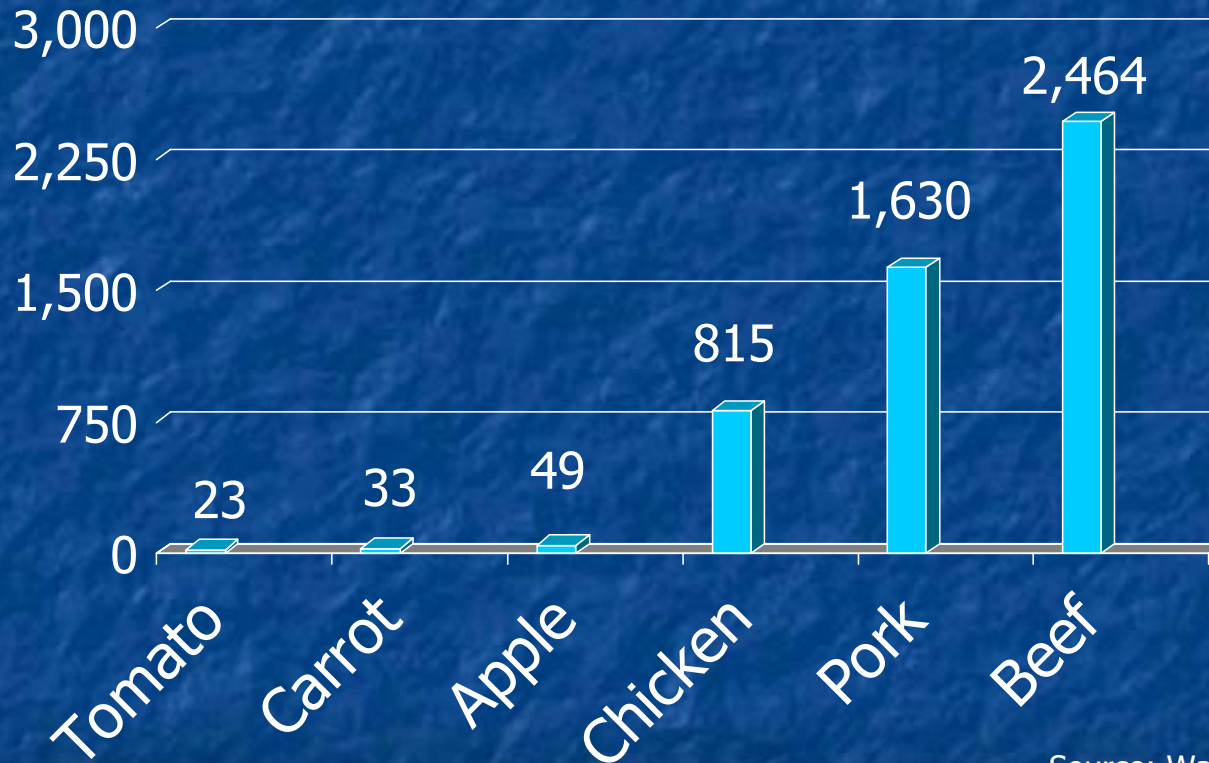
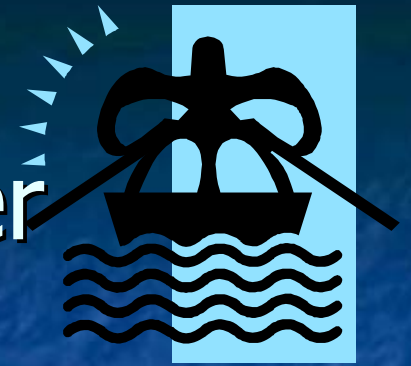
- 3<sup>rd</sup> largest industry worldwide
  - Topped by oil and electricity
- 20% of world's fresh water in Great Lakes
  - Only replace 1% annually
- Water shortages expected to escalate



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# Making food with water



Source: Water Education Foundation



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# Flowers



- Pollen - Lynn Fosbender
  - [www.greenfloristchicago.com](http://www.greenfloristchicago.com)
- Most flowers imported
  - Big transportation footprint
  - Poor worker conditions
- 3<sup>rd</sup> Party Certification – VeriFlora
- Plant rental firms have short-term options



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# Event Plan Strategies

- Round I
  - Consider local vendors consistently
  - Eliminate plastic
  - Choose sustainable seafood
- Round II
  - Use biodegradable disposables
  - Pressure venues/transport firms for eco-options
- Round III
  - Set measurable goals per event
  - Measure and report performance



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Question...please!  
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