

Green Drinks Starter Kit

Green Drinks is a series of regular, usually monthly, networking events where professionals, students, and community members with an interest in environmental issues in China come together. Events are free to attend and newcomers are actively welcomed.

Stage 1 – First steps

1. Find a venue, preferably a convenient central location. To start off, this could just be the corner of a bar or café, but as your chapter grows you may need a larger space.
2. Fix a date and time for your events, for example, the second Thursday of every month at 6:30 pm.
3. Make a list/plan of the topics you would like to address or discuss for each event.
4. Create an email invite and set up a mailing list to manage invitations. An email invitation is a quick and easy way for people to share the event details. Also register a wechat group and start getting people to follow you. We encourage you to create a Green Drinks [City] logo on your materials.
5. Spread the word. Start with a few people you know and get them each to invite a handful of new faces. Word of mouth is a great way to start promoting.

Stage 2 – Promotion and marketing

1. Apart from word of mouth and email invites, consider posting your events on your personal social media platforms or create Green Drinks accounts for your city. If you create new accounts, you should use the same logo and guidelines as all the other cities. We can provide these upon request.
2. Alternatively, you can choose to use our social media accounts to promote your events
 1. LinkedIn
 2. Weibo
 3. WeChat
3. If you choose, we can also publish and promote your events on our website and bimonthly newsletters.
4. Contact the various local media channels to post/list your events on their magazines and websites. Some channels that we use include:
 1. City Weekend (provide the links)
 2. Timeout Magazine (provide the links)
 3. Yoopay
 4. Clearcut
 5. Eventbank

Stage 3 – Raise the stakes

1. Invite a speaker or choose a film. We are happy to recommend insightful and thought-provoking speakers and films. Over time, we may also be able to send speakers to your city.
2. Partner with sponsoring organizations. Many socially responsible businesses and sustainability-focused organizations may be happy to donate drinks, food, or even a venue for events. As your chapter grows, this can turn into a more formal and mutually beneficial relationship.
3. Once you have a sizeable network, you may consider expanding into other activities like documentary film screenings, sustainability workshops and community projects. We would be happy to offer advice and ideas on how to take your chapter to the next level at the right time.

Stay in touch! We operate independently with each chapter retaining the autonomy to adapt itself to the needs of its city. However, we want to provide you with resources and support to make your chapter as successful as possible. Do not hesitate to reach out to us with any concerns or questions!