

After your event:

1. Make a final sweep of the venue and parking areas to ensure that all trash has been removed and the area is clean.
2. Evaluate your efforts. What worked, what didn't work.
3. Do a write up so you can improve your next event. Let others learn from you.
4. Recognize the people who made an effort to make your event Litter Free and Green.
5. Reward your Green Team for their efforts.

Having a successful event requires planning. KBB is here to help your organization address the issues of trash, litter and recycling. KBB has a Vendor Planning Handout and a Litter Free & Green Event Planning Packet. KBB also has equipment that can be borrowed to promote and facilitate making your event a Litter Free and Green Event. Remember,

It's not someone else's job to clean up...
it is everyone's job!

Keep Brownwood Beautiful has a variety of programs for the community. Our programs include:

In Town Recycling Trailer
Development & maintenance
Of 6 green spaces
Adopt-A-Spot Program
Holiday Decorating
City Wide Clean Up Events
Dumpster Requests Program
Lake and River Clean Ups
Educational Programs
Composting
Native Plants
Irrigation
Tools For Schools
Electronic Waste Collection
Landscape Ordinance
Texas Recycles Day
Great American Clean Up
Printer Cartridge Recycling
Earth Day
And more!

Keep Brownwood Beautiful

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Keep Brownwood Beautiful's Litter Free and Green Event Planning Guide

Keep Brownwood Beautiful is a nonprofit, grassroots citizen group that strives to empower the citizens of Brownwood through education and participation to take responsibility for their community environment

If you are involved in the coordination of any event, this will help you make it Litter Free.



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Litter is ugly and unnecessary. Research has shown that people are more likely to litter when there is already litter around. Where there are people, there is trash. Where there are a lot of people, there is a lot of trash. So when planning for an event, it is important to plan for trash, litter and recycling. At large events there are opportunities to recycle items such as, aluminum, cardboard, and plastics.

The idea that it is someone else's job to "pick up" has been perpetuated in our society. KBB wants to encourage and offer people opportunities, at all levels, to take responsibility for their trash. This pamphlet provides some ideas on how to make your event a cleaner event.

Litter Free & Green Event Planning

Objective:

To decrease the litter and increase recycling in Brownwood during special events

Benefits:

Reduces cleanup costs and helps foster good habits for people to dispose appropriately of the waste they generate.

Rewards:

A cleaner Brownwood. Less items going into our landfill.

When planning your event:

1. Promote your event as a Litter Free and Green Event. This gets the idea across to participants and vendors that you are serious about keeping your event looking good so it is more enjoyable for everyone.

Include in your press releases, brochures, Public Service Announcements, on your posters, letters for sponsorships, on your website, and all information you distribute.

2. Develop a "Green Team" with one team leader. This team is responsible for the logistics of planning for preventing litter, managing trash, and promoting recycling.

(See KBB's Litter Free & Green Event Planning Packet)

3. Coordinate with vendors. Ask vendors for their help with your litter prevention and recycling efforts.

(see KBB's Vendor Planning Handout)

4. Meet with Keep Brownwood Beautiful and City Sanitation (if appropriate) to determine:

- a. Number of trash and recycle bins needed
- b. Where to place bins
- c. Where to have main collection site
- d. Logistics of drop off and pick up

During your event:

1. Provide signage for attendees. Use banners and "H" signs to let people know that your event is a Litter Free and Green Event.

2. Be sure all food and drink vendors have trash bins with liners inside their booth in the food preparation area.

3. When announcements are made, be sure to include that your event is a Litter Free and Green Event. See if your performers will make endorsement comments.

4. Have plenty of volunteers on your "Green Team" to implement your event's trash and recycling plan.

5. Pick up trash and litter **during** the event.

6. Don't let your trash or recycling bins overflow.

7. Pass out trash bags to attendees.

8. Take plenty of pictures of both the negatives and the positives.