

PLANNING is the key to a successful Litter Free and Green Event.

Keep Brownwood Beautiful is here to make the process easier. Some of the services KBB can offer:

- ◆ Help with overall planning
- ◆ Loaning of equipment
 - Trash and recycle bins, trash bags, litter grabbers, signage, Green Team T-Shirts, Vendor Participation Signs, freebies
- ◆ Planning logistics of trash and recycle bins
- ◆ Facilitate with City of Brownwood's Sanitation Department
- ◆ Promoting your event
- ◆ Provide a KBB "Green Team Handbook"
- ◆ Provide sample Public Service Announcements
- ◆ Provide a KBB "Green Event Planner for Vendors"
- ◆ Put a link to your website on KBB website
- ◆ Help train the Green Team.



Planning for a Litter Free and Green Event



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

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

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 and litter. This pamphlet provides some ideas on how to make your event a cleaner event.

Litter Free and Green Event Planning

Objective:

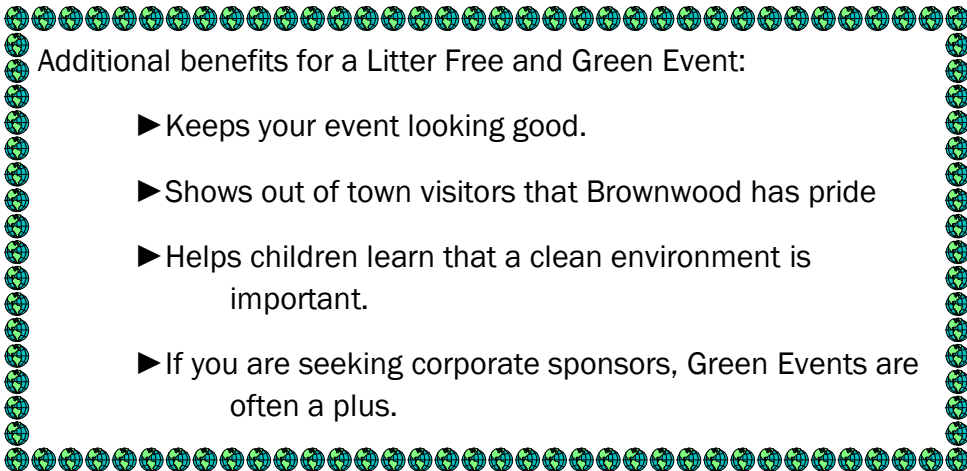
To decrease the litter in Brownwood during special events and increase recycling opportunities.

Benefits:

Reduces cleanup costs and helps foster good habits for people to dispose of the trash they generate. Decreases amount of trash going into the landfill.

Rewards:

A cleaner Brownwood.



Additional benefits for a Litter Free and Green Event:

- ▶ Keeps your event looking good.
- ▶ Shows out of town visitors that Brownwood has pride
- ▶ Helps children learn that a clean environment is important.
- ▶ If you are seeking corporate sponsors, Green Events are often a plus.

A Litter Free and Green Event is easy with planning. Here are some ideas to help.

1. Have plenty of trash bins in place. People will not walk a long distance to dispose of their trash. The more convenient the trash and recycling bins are, the more likely they are going to be used.
2. Have your volunteers or employees mingle among the crowd with trash bags.
3. Keep the trash and recycling bins from overflowing. They should be emptied prior to being completely filled.
4. Pick up any litter on the ground during the event.
5. Provide signage that your event is a Litter Free and Green Event. This will show the attendees you are serious about keeping a clean event.
6. Make announcements at the beginning, throughout, and near the end of the event that the event is a Litter Free and Green Event. This will remind your attendees to put litter and recycling in its place...not on the ground.
7. Provide litterbags to event attendees as they enter and tell them that the event is Litter Free and Green. For parades, the first group in the parade should pass out litter bags.
8. Have vendors patrol their immediate area of their booth and provide with trash bags.
9. Place a trash bin next to each recycling bin. Have volunteers at these sites to help remind event attendees which bin to use.
10. Create a Green Team for your event to manage all these tasks.