

**Here are some creative ideas to get you started building your litter free events:**

Consider a symbol or mascot.

Print that it is a "Litter Free" event on tickets.

Encourage sponsors to "endorse/promote" the concept.

Identify a "Litter Free Event Spokesperson" as a source of facts and for public/media questions.

Utilize the "Night Off" concept! At the beginning of the event, introduce members of the maintenance staff and "give them the night/day off." Tell the audience that in order for the hard working staff to enjoy the evening, it is up to them to leave the area clean.

Distribute litter bags to everyone.

Tape a number to each bag and call out numbers for prizes if their litter bag is full.

Set up a table or booth with litter prevention literature.

As they leave, collect their full litter bags and give them a second one to put in their car on the way home.

**GOT QUESTIONS? We'll be happy to help!**



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# LITTER FREE EVENTS



**A guide to making your  
outdoor event litter free**

**A ‘Litter-Free Event’ is intended to show that litter prevention, not litter clean-up, is the best method of keeping events clean.**

**The benefits of such an event are a reduction in clean-up costs and a change in behavior and attitude toward littering.**

### **A LITTER FREE EVENT IS AS EASY AS 1,2,3...**



1. Have a sufficient amount of litter receptacles in place. People will not walk a long distance to get rid of their garbage. The more convenient the bins are, the more likely they will be used.



Bins for recyclables are also a great idea. Many people would like to recycle their cans and bottles if given a chance. Your group can either use the revenues from the recyclables for a future event or give the proceeds to another group or non-profit.

2. Utilize some of your members/employees or volunteers to mingle among the crowd with garbage and/or recycle bags. You can let them:

Wear a colorful t-shirt or safety vest so they can be spotted by the crowd. Staff and Concession workers can wear buttons to remind patrons to “Can” their trash.

Have them encourage the crowd by saying “Welcome to our litter free event!”

Make sure the litter/recycle bins are not overflowing. They should be emptied as soon as they are filled.

3. Signage and announcements are critical to your success. Announce at the beginning, throughout and near the end of your event that it is a litter free event. During the event make announcements whenever there is an opportunity that there are volunteers available with bags and that there are plenty of litter/recycle bins around the area. This is the most important aspect of making your event litter free. **If you do not announce this often you will not achieve the desired effect controlling litter and minimizing clean-up.** Signage is just as important as it serves as visual reminders to ‘Can’ your trash and recycle. The more signs the better.



Please note: Do not expect to have a completely litter free event the first time you try it... Bad habits are hard to break and good ones just as hard to acquire! Be patient and rest assured that as you continue with litter free events you will begin to see changes in those habits for the good... And your community will also see changes in the amount of litter and the way litter is treated.