



HOSTING A LITTER FREE EVENT

- a guide by keep tennessee beautiful -





What is a Litter Free Event:

A Litter Free Event demonstrates 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 cleanup costs, and a change in behavior and attitude toward littering. The truth is:

1. Where there are people, there is trash.
2. Where there are a lot of people, there is a lot of trash.
3. Research has shown that people are more likely to litter when there is already litter around.
4. So when planning for an event, it is important to plan for trash, litter, and recycling.

The idea that it is someone else's job to pick up litter has been perpetuated in our society. Keep Tennessee Beautiful wants to encourage people, to take responsibility for their trash. This brochure provides some ideas on how to make your event cleaner.



Why have a Litter Free Event:

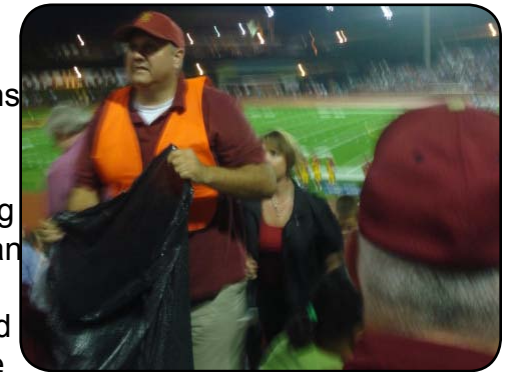
You will decrease litter and increase recycling in Tennessee. Litter Free Events reduce cleanup costs and help foster good habits for people to dispose appropriately of the waste they generate. Additionally, fewer items will go into our landfills, and we will have a cleaner, more attractive environment.

How to host a Litter Free Event:

If you are hosting a General Litter Free Event...

Planning Your Event

- Identify a Keep [Your Hometown] Beautiful contact to work with the manager of your event. Make sure everyone understands the Litter Free Event concept.
- Conduct an organizational meeting with event manager, waste hauler, local government official, and anyone who would be directly involved in the event.
- Work with the event sponsors and vendors to set expectations of participants by explaining how it works.
- Work with vendors by providing resources to keep their area clean.
- Determine whether individual litter bags should be distributed or a larger trash bag should be passed down the row/aisle during the event.
- Prepare talking points for use during media interviews. Also, have PSA scripts ready for the PA announcer to read over the PA system at athletic events or similar occasions.
- Pre-Event Supplies (optional)
 - Obtain sponsors for materials that could be reused or available for distribution to multiple events including signs, banners, posters, t-shirts, trash receptacles, recycling containers, trash bags, and litter bags.



During Your Event

Role of Event Organizer/Sponsor

- Agree to label Litter Free Event on all promotional materials such as advertisements, brochures, registration forms, and other pre-event materials.
- Solicit media coverage for Litter Free Event.
- Provide Litter Free Event banners, signs, and posters that will be placed at event entrances and strategic locations within the event area.
- Encourage event sponsor(s) to use posters which mention Litter Free Event.
- Secure support from event emcee, entertainers, etc. to obtain announcements about the Litter Free Event during activities. Ask them to challenge the crowd to keep it clean and generate excitement to make the Litter Free Event successful. Have the announcer at the event say, "This is a Litter Free Event. Please help us keep it clean."
- Provide t-shirts, caps, or vest, that identify Litter Free Event volunteers.
- Insure that adequate trash receptacles are available. Make sure that frequent checks and pickups have been arranged in advance, and that emergency cleanup volunteers or crews are available.



Role of Property Maintenance or Solid Waste Providers

- Assist organizer in determining the placement and number of trash receptacles. Provide extra containers, properly placed at event site (place several plastic liners inside each so that full ones can be lifted out, tied off and properly deposited).
- Provide convenient dumpster sites to handle filled trash bags.
- Provide trash bags for event containers and volunteers to use for spot cleans.
- A garbage truck at the site or a roll-off box is helpful.
- Arrange for the hauling of trash from the event site.

Role of Volunteers

- Recruit, schedule, and train the volunteers.
- Tie-off bags at overflowing containers and contact collection crews about removal of filled bags.
- Pass bags at seated events down the aisles and tie-off filled.
- Move trash receptacles that are not located properly.
- Encourage participants by saying: "Welcome to our Litter Free Event" and "Thanks for helping us make this a Litter Free Event."
- Create a positive, fun, exciting, challenging "WE CAN DO IT!" spirit for participants.

If you are Hosting a School Litter Free Event...

Role of Litter Free Coordinator or Committee

- Organize a planning meeting with the principal, club sponsor, any participating student group, custodial staff, etc. to secure their support for making your sports and other events Litter Free Events. Make sure that students of the host school serve as volunteers, so that they will get the true experience of the Litter Free Event.



- Work with the students, teachers, and administrators to publicize all events as Litter Free Events in any programs, event flyers, etc.
- Recruit, schedule, and train any Litter Free volunteers as needed.
- Encourage event sponsors to use posters which mention Litter Free Event.
- Have the announcer at the event say, "This is a Litter Free Event, please help us keep it clean and litter free."

Role of Property Maintenance or Custodial Staff

- Provide an adequate number of trash containers and properly place them at event site. If it is a particularly large event, place several plastic liners inside each so that full ones can be lifted out, tied off, and properly deposited. Provide a location for full trash bags to be deposited.
- Arrange for the hauling of trash from the event site.

Role of Volunteers

- If the event is held at a stadium or auditorium, volunteers can pass the trash bags down the aisles during the event. After the event, have volunteers pick up any litter left behind.
- Tie off and collect trash bags from overflowing containers, and

collect bags that have been sent down rows. Take them to the proper drop-off location.

- Encourage participants by saying, "Thank you for helping us make this a Litter Free Event."
- Create a positive, fun, exciting, challenging "We can do this" spirit for event participants.

After ALL Events:

- Make a final sweep of the venue and parking areas to ensure that all trash has been removed and the area is clean.
- Evaluate your efforts, determining what worked and what did not work.
- Write a post event report so you can refer to it and improve your next event. This can be helpful to your organization, as well as others. KTnB can provide you with a template for the post-event report.
- Recognize the people who made an effort to make your event Litter Free and green.
- Reward your volunteers for their efforts.
- Take pictures after the event to help evaluate your success.



KTnB is a department of Extended Programs at The University of Memphis and serves as state affiliate of KAB. KTnB is sponsored by a grant from TDOT. KTnB serves 24 KAB affiliates and 71 non-affiliate counties throughout the state.

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