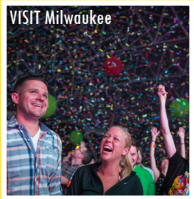
UP YOUR GREEN GAME

Consider public transportation when selecting your event venue. Is there a Bublr station near by? Access to the Hop? Not only will you reduce your event's footprint, but your guests will thank you for easing the stress of parking!

Give greener swag. Aim for sustainable, locally-sourced giveaways everyone can use again and again. Reusable cloth bags, metal water bottles, and travel mugs can commemorate your event while helping people reduce their waste every day.

Encourage your guests to bring reusable water bottles. We all know how hot events can get in the summertime. Providing refillable water stations can save you money while encouraging your guests to stay healthy and hydrated.



Say no to balloon launches. What comes up must come down--balloons are one of the most common plastics found on beaches. Instead, try a fun eco-alternative like bubbles, flower petals, compostable confetti, or bird seed.

Advertise smarter, not harder. The rise of social media has made advertising for your event even easier--why waste time covering the City with fliers? Instead of hundreds of small posters, try a few large ones in highly-trafficked areas. Ask your collaborators to share event information with their friends and family. Get creative!

Think outside of the box! The possibilities are endless to make a green event, pairing your event's goals with sustainability initiatives to create something unique. For example, Rock the Green's Sustainability Festival features a Pedal Powered Stage uses energy from stationary bikes to run their microphones, speakers, and lights.

ADDITIONAL RESOURCES

The City of Milwaukee ECO works to make Milwaukee a world class eco-city on America's freshcoast. Learn more about green initiatives taking place around Milwaukee.
Milwaukee.gov/ECO

Showcases Milwaukee's global leadership in managing our natural water resources in a sustainable and resilient way.
Milwaukee.gov/WCC

Learn more about how to recycle in the City of Milwaukee and download educational signs to post at your event.
Milwaukee.gov/Recycles

Not only will they collect your compost, Compost Crusader can help you plan and implement a near-zero-waste event from start to finish.
CompostCrusader.com

Offers resources to help you reduce your plastic use, as well as a list of Lake-Friendly certified restaurants and businesses you can recruit for your event.
PlasticFreeMKE.com

An award-winning producer of green events that can coordinate your zero waste efforts and reduce your organization's eco-footprint.
RocktheGreen.com

City of Milwaukee

GREEN EVENTS GUIDE

for sustainable public events

Photo Credit to VISIT Milwaukee

WATER CENTRIC CITY
ecoCITY of MILWAUKEE

Fund for Lake Michigan

City of Milwaukee

Milwaukee is proud to be the City of Festivals, but we're also a Water Centric City, showcasing our global leadership in managing our water resources in a sustainable and resilient way. Often times, our public events leave our streets and waterways littered with plastic and debris, posing serious threats to the environment and our health.

It's time we unite these goals to make our fun more eco-friendly. This guide can help you take the first steps towards a conscious community event that protects the environment. When making purchases, start at the top of this guide with the "Best Choice" and work your way down. Challenge yourself to shoot for the best choices you can!

On behalf of the City of Milwaukee, thank you for doing your part to make us a World Class Eco-City on America's Fresh Coast. And if you'd like to learn more ways to reduce your consumption of single-use plastics, please visit plasticfreemke.org

BEST CHOICE

REDUCE

The best way to keep waste out of our waterways and streets is to use less. This can be as easy as offering individual utensils instead of plastic bags with a fork, knife, and spoon that won't all be used, for example. Do your guests really need plastic bags? Take a moment before you buy to consider what your event actually needs to be successful.

HaloVino

r.Cup

COMPOST

Employing a compost system at your event can reduce your container waste but also give your food scraps a second life. Organizations like Compost Crusader and Kompost Kids can help facilitate the system and educate your guests!

Terms to look for: compostable, marine biodegradable, PLA.

Local company, Auburn Supply Group, provides compostable materials with an easy-to-use order system that helps you find exactly what you're looking for.

Compost Crusader

LANDFILL

We know it's impossible to completely prevent sending waste to the landfill. Be sure to always have adequate trash receptacles to prevent contamination of your recycling and compost bins.

Aim for the trifecta: compost, recycling, and landfill in a row with clear and consistent labeling.

WORSE CHOICE

REUSE

Switching to reusable containers at your event is easier than ever! Wisconsin State Health Code allows drinkware to be refilled again and again as long as the cup doesn't touch the pour spout (just like using your own travel mug at your favorite coffee shop). You can order commemorative cups, like the HaloVino wine cups pictured at left, to use throughout the event. Companies like r.Cup will even come and facilitate a deposit system, allowing event guests to keep their cup or return it at the end-- and they do all the dishes!

RECYCLE

Recycling is the law in the State of Wisconsin. The City of Milwaukee recycles paper, cardboard, metal cans, and plastics #1, 2, & 5. Prevent confusion and contamination by avoiding containers that can't be recycled all together

Styrofoam (Plastic #6 or polystyrene) is not recyclable in Milwaukee and never breaks down in the landfill--a styrofoam free event is an easy first sustainable step!