

Mindy Knapp Advocates for Sustainable Event Planning to Reduce Environmental Impact

Urbandale-Based Marketing Expert Calls for Greener Community Events



Urbandale, Iowa Mar 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - Community marketing and event planning consultant Mindy Knapp is calling for a shift toward sustainable event planning in Iowa. With over a decade of experience organizing community gatherings, Knapp is raising awareness about the environmental impact of traditional event planning and encouraging businesses, nonprofits, and local governments to adopt greener practices.

“Events are a wonderful way to bring people together, but we have to acknowledge the waste they generate,” says Knapp. “From single-use plastics to excessive paper waste, we can make simple but meaningful changes that reduce our footprint without sacrificing the experience.”

The Environmental Cost of Events

According to a report from the EPA, large public events generate an estimated 2.5 pounds of waste per attendee per day. A 1,000-person festival can produce over 1 ton of trash, much of which ends up in landfills.

“If we don’t start thinking about sustainability now, our community events could have lasting negative

effects on our environment,” Knapp warns. “We have to ask ourselves—what kind of legacy are we leaving behind?”

Knapp’s Push for Greener Events

Knapp is advocating for several key changes to make community events more sustainable:

- Switching to digital promotions instead of paper flyers and handouts.
- Using compostable or reusable food containers instead of single-use plastics.
- Partnering with local vendors who prioritize sustainability in their products and services.
- Encouraging attendees to bring reusable water bottles by offering refill stations.
- Reducing energy consumption by using solar-powered lighting and sound equipment.

She has already begun implementing these changes in Urbandale’s Annual Festival, an event she has helped organize for over a decade.

“In 2023, we reduced event waste by 30% by eliminating plastic water bottles and moving to a centralized recycling program,” says Knapp. “The response from the community was overwhelmingly positive.”

Getting Businesses and Organizations Involved

Knapp is calling on event organizers, businesses, and local officials to prioritize sustainable practices. She plans to host educational workshops to provide practical guidance on reducing waste at events.

“It’s not about making everything perfect overnight,” she says. “It’s about taking small, meaningful steps that add up over time.”

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