



Creating cleaner  
greener communities

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**

**Our Vision** is of a beautiful Northern Ireland.

**Our Mission** is to inspire all sectors of society to take responsibility for creating cleaner, greener and more sustainable communities.

Keep Northern Ireland Beautiful is an independent charity dedicated to creating a cleaner, greener and more sustainable Northern Ireland by delivering on improving environmental education in every school in Northern Ireland, increasing public engagement for communities in need and raising environmental standards for the places where people spend time: where they live, work and relax. Underpinning this is our survey work reporting on neighbourhood cleanliness across Northern Ireland with the Borough Cleanliness Survey, Northern Ireland Litter Survey and the Marine Litter Survey.

Keep Northern Ireland Beautiful is expanding volunteering opportunities with a focus on creating a new societal norm of taking responsibility for where you live. This is delivered through campaigns including Adopt A Spot, The BIG Spring Clean and the Clean Coasts programme. Supporting volunteering is a key strand of the public-private-NGO partnership that makes up Live Here Love Here. Live Here Love Here is about creating tangible community pride, loving where you live and feeling responsible for the landscape around you. The result is the creation of a better environment for all our communities.

Closely associated with this is our work to raise environmental standards through certification schemes including Blue Flag for beaches and marinas, the Seaside and Green Coast Awards, Green Flag Awards for public open spaces and the Live Here Love Here Green Business Awards. All of these operate across and beyond Northern Ireland.

We are also involved at all levels of our education system and beyond, with international programmes including Eco-Schools, Young Reporters on the Environment and EcoCampus. Eco-Home also adds to our resolve to realise sustainable living habits.

**It's your Northern Ireland, so why not get involved today!**

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**

E1
**Environmental standards**

E2
**Engagement and volunteering**

E3
**Environmental education**

# Word from the Chief Executive

Whatever our definition of success we all want it, whether we are leading a business, a public service organisation or a charitable enterprise.

We know there are no short-cuts to success. Organisations have to nurture integrity and honesty, and always aim for the highest quality. Beyond these essential building blocks is a need to stand out from the crowd and be noticed, and here Keep Northern Ireland Beautiful is uniquely placed to help you. Our local environmental quality standards and awards can help you achieve long-term sustainable success, whether that means being a profitable business, making a meaningful contribution to local communities or delivering outcomes identified in Community Plans.

Doing nothing is not an option. Cleaning our streets already costs ratepayers £43m and if you add the hidden costs of littering, for example its impact on tourism, crime and our

health and wellbeing, then you can easily double the figure.

Our focus on changing behaviour and empowering individuals to improve places where they live, learn and work offers clear wins: creating a cleaner, greener and healthier environment; attracting inward investment and increased visitor spend; and through employee engagement, helping businesses save money.

We are building community confidence leading to a strong 'can do' attitude. The resulting civic pride is tangible.

Working in partnership is key to success. Our long-standing relationships with the Department of Agriculture, Environment and Rural Affairs, local government, businesses, other NGOs, schools and the public are all helping deliver that success. I firmly believe that alone we cannot make the difference; working together we cannot fail.

**You want to make a difference. We are ready to help.**



**Ian Humphreys**  
*CEO*  
*Keep Northern Ireland Beautiful*

# Changing people's behaviour

## E1 Environmental standards



An independent, audit, assessment and accreditation programme for local business  
*Page 6*



60 Green Flags awarded to Northern Ireland green spaces in 2017  
*Page 8*



Seaside Award



3 beach and marina award programmes operated by Keep Northern Ireland Beautiful  
*Page 10*



Green Coast Award

## E2 Engagement and volunteering



16 partners working with Keep Northern Ireland Beautiful on our civic pride programme Live Here Love Here  
*Page 12*



111,000 volunteers who took part in the BIG Spring Clean campaign in 2017  
*Page 14*



233 spots currently adopted by volunteers in our Adopt A Spot programme  
*Page 16*



10 year association with Coca Cola on our Clean Coasts Programme  
*Page 18*

## E3 Environmental education



100% of Northern Ireland schools participate in the Eco-Schools programme  
*Page 20*



1,000th Green Flag was awarded in 2017  
*Page 20*



Young Reporters for the environment

1st time ever a Northern Ireland school has won the international award for Young Reporters  
*Page 22*

# The success story of Keep Northern Ireland Beautiful

Keep Northern Ireland Beautiful can trace its history back to **1954** when the National Federation of Women's Institutes decided to tackle the growing problem of littering.

In **2000**, independent environmental organisations representing each of the four nations making up the UK were established including TIDY Northern Ireland in Northern Ireland.

A complete rebrand and name change took place in **2014**, thus Keep Northern Ireland Beautiful was born.



In **1969**, the iconic 'Tidyman' logo began to appear on bins and packaging.

Since **2009** TIDY Northern Ireland, having been granted full membership of the Foundation for Environmental Education, has independently run FEE programmes such as Eco-Schools and Blue Flag.



Also in **2014**, a partnership of organisations launched the national anti-litter campaign, Live Here Love Here.



**LIVE  
HERE  
LOVE  
HERE**

<b>HEADLINE</b>
<b>OFFICIAL HEADLINE SPONSOR</b> of Keep Northern Ireland Beautiful
£100k+
<b>GOLD</b>
<b>PRINCIPAL SPONSOR/PARTNER</b> of an individual programme or campaign
£20k to £50k
<b>SILVER</b>
<b>SUPPORTING SPONSOR/PARTNER</b> of an individual programme, campaign or topic
£10k to £20k
<b>BRONZE</b>
<b>MEMBER</b> of a group of supporting sponsors for a campaign or programme
£3k to £10k
<b>FRIENDS</b>
<b>OF KEEP NORTHERN IRELAND BEAUTIFUL</b> support through a financial contribution or donation in kind
£100 to £1,000

Help us to continue our impressive growth

At Keep Northern Ireland Beautiful we aim to develop long term partnerships based on understanding our sponsors' needs and objectives and work closely with our partners to achieve this. We offer a range of sponsorship opportunities to suit all desired levels of involvement.

We have business opportunities which can be tailored around the campaigns and programmes featured on the following pages.

### Partnership Advantages

- Display responsible business credentials and give back to the local community.
- Use media and digital opportunities to provide a strong platform for brand marketing and communication plans.
- Engage new customers.
- Increase brand awareness and improve customer loyalty.
- Attract and motivate employees.
- Access volunteering opportunities to improve the health and morale of your workforce.

# Cleaner Neighbourhoods



**BRONZE**  
**CONFERENCE SPONSOR REQUIRED**

Keep Northern Ireland Beautiful supports local councils and other landowners in tackling littering and anti-social behaviour through the delivery of training, seminars and conferences to discuss issues and develop best practice.

Keep Northern Ireland Beautiful has established the Northern Ireland Environmental Quality Forum for Councils to facilitate networking, sharing of good practice and the development of efficient approaches to street cleaning and behaviour change. An enforcement sub-group has been set up for practitioners of enforcement and this includes the study of effective behaviour change strategies.

## Data and research: Keep Northern Ireland Beautiful Surveys

Every year Keep Northern Ireland Beautiful conducts a Litter Survey and a Local Environmental Quality Survey to independently assess the level and type of litter in specified areas across Northern Ireland.

The **Local Environmental Quality Survey** is a service offered to councils where transects are assessed to determine litter type and levels, dog fouling, fly-posting and litter sources as well as the level of detritus. Transect areas include roads, paths and play areas.

In addition, the **Litter Survey**, funded by the Department of Agriculture, Environment and Rural

*The Local Environmental Quality Survey gives up-to-date and statistically balanced information on where littering and dog fouling is occurring, allowing the Council to respond appropriately in allocating its resources and in developing intervention strategies. The online data hub means the Council has easy access to the information and can compare results with the rest of Northern Ireland for benchmarking purposes.*

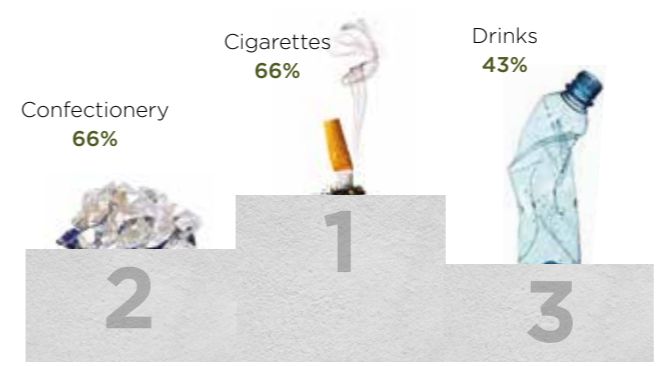
CONOR CANNING, HEAD OF ENVIRONMENT, DERRY CITY AND STRABANE DISTRICT COUNCIL

Affairs, examines the type and amount of litter on streets across eight different land use types including main retail, other retail and commercial, rural, housing and recreational areas. Results from the survey are used to compile a 'Litter Pollution Index' for the whole of Northern Ireland.

The Survey and reports provide an independent assessment of an area's overall environmental quality, including the amount of litter, and can be used by Councils to allocate resources most effectively. The collection of litter data also helps to develop targeted campaigns and action plans to tackle localised issues.

### Top three litter types

% presence from 1,100 transects taken equally across Northern Ireland's 11 Local Councils



Source: Keep Northern Ireland Beautiful Litter Surveys (2016)

# Live Here Love Here Green Business Award



**LIVE  
HERE  
LOVE  
HERE**

**Green  
Business  
Award**

**National Environmental  
Excellence Standard**

Excellent environmental quality is something we all benefit from and all organisations, big and small, have an important role to play in improving our local environmental quality.

**The Green Business Award** provides an independent audit, assessment and accreditation process as part of your organisation's journey to improving its local environmental quality to environmental credentials.

This award has at its heart an innovative model and a scoring system, which measures changes over time and supports continuous improvement and innovation in managing environmental quality.

The Green Business Award provides a standardised method to assess and benchmark environmental achievement and improvements, whilst giving clear insights into the impact on local environmental

quality and the role of the organisation within its local community. It sets the foundation for an effective and robust organisation-wide environmental management system.

## Benefits to your organisation

This National Award for Environmental Excellence has many benefits for your organisation. Here are just a few of them:

- Provides you with a robust foundation for an environmental management system.
- Allows you to benchmark your performance and environmental impact both internally and externally.
- Develops better procurement processes with a focus on long-term sustainability.

*Translink have integrated the Green Business Award into their SPIRIT of Translink Facility Award programme, a key constituent of their Corporate Responsibility Strategy. The face to face support has really helped staff as they make concerted efforts to ensure facilities offer the very best customer experience and high quality local environments.*

GORDON MILLIGAN  
DEPUTY CHIEF EXECUTIVE  
TRANSLINK

- Helps reduce waste and improve recycling rates.
- Saves time and money in the tendering process for waste management contracts.
- Ensures compliance with all relevant environmental legislation.
- Supports development of strong corporate social responsibility strategies.
- Your organisation will receive a detailed report on the findings of the audit as well as an action plan.

# The Green Flag Award



**The Green Flag Award** scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across Northern Ireland, the UK and around the world.

Any green space that is freely accessible to the public and has a site specific management plan is eligible to apply for a Green Flag Award. Parks and green spaces are judged against set criteria in areas including sustainability, standards of management and cleanliness.

*It's refreshing to work with such a positive and forward thinking organisation.*

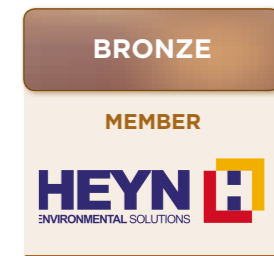
*Our involvement with the Green Flag Awards has been the perfect fit for us.*

JOHN IRWIN  
GENERAL MANAGER  
HEYN ENVIRONMENTAL SOLUTIONS

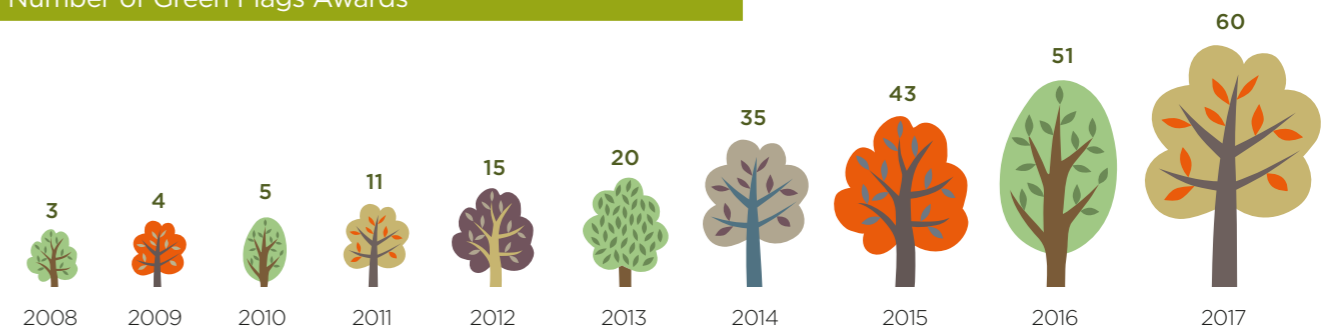
*In essence thanks to the Green Flag Award scheme Roselawn Cemetery is about people, places and possibilities. I would strongly recommend the Green Flag Award scheme to any site manager. It is a good team builder and it is an invaluable good practice tool for the development of your green space.*

SHARON McCLOY  
ROSELAWN & CITY OF BELFAST  
CREMATORIUM MANAGER

As the population grows accessing safe quality greenspace is increasingly important for local communities, visitors, people's health, outdoor learning and, of course, leisure activities.



Number of Green Flags Awards



# Beach and Marina Award Programmes



Blue Flag



Seaside Awards



Green Coast Awards

**BRONZE**  
MEMBERS AND SPONSORS REQUIRED

Keep Northern Ireland Beautiful manages a range of award programmes aimed at promoting good management, environmental standards and sustainability for beaches and marinas while respecting the diverse nature of Northern Ireland's coastline. The programmes help to promote our beautiful coastal destinations to visitors and provide practical information to the public.

**The international Blue Flag**, run locally by Keep Northern Ireland Beautiful, works towards sustainable development of beaches and marinas through strict criteria dealing with water quality, environmental education and information,

environmental management, safety and other services such as recycling facilities and cafes. Marinas operating to Blue Flag standards have the added benefit of being able to offer Blue Flag for boat owners who agree to comply with the international environmental code of conduct.

The Blue Flag has been awarded to 4,143 beaches, marinas and Eco-Tourism boats worldwide in 2017.

**The Seaside Awards** certification is managed by Keep Northern Ireland Beautiful and given to beaches that meet bathing water quality standards and are also clean, well-managed and safe.

The Award is designed to cater for the wide variety of rural and resort beaches in Northern Ireland.

The **Green Coast Awards** acknowledge high standards of management of rural beaches and inland waterways prized for their natural unspoilt nature and excellent water quality.

*Causeway Coast and Glens Borough Council has worked extensively with Keep Northern Ireland Beautiful to ensure some of the country's most loved and visited beaches retain awards year on year. Both the Blue Flag and Seaside Award help Council to benchmark its beach management service during the summer season when visitor numbers are at their peak. In addition these awards help raise awareness of the range of services provided at many of our beaches and promote a sense of community ownership and responsibility of these much loved sites.*

RICHARD GILLEN  
COAST AND COUNTRYSIDE MANAGER,  
CAUSEWAY COAST AND GLENS  
BOROUGH COUNCIL

Which beach award is right for you?

Level of infrastructure facilities available	Lots	No award possible			
	Some	No award possible	No award possible	No award possible	
	None	No award possible	No award possible	No award possible	No award possible
		Poor	Sufficient	Good	Excellent
		Water quality			



# Live Here Love Here



**is a nationwide initiative seeking to build a strong sense of local ownership and community pride.**

**Live Here Love Here** is an inspiring partnership between the Department of Agriculture Environment and Rural Affairs, Tourism Northern Ireland, Northern Ireland Housing Executive, Choice Housing, Coca-Cola, McDonald's and nearly all local authorities, working alongside Keep Northern Ireland Beautiful.

Live Here Love Here is growing civic pride and a community can-do attitude. It is tackling issues such as littering, dog fouling, dilapidation and green-space improvements. Working with volunteers who want to take practical action in their local communities it is creating cleaner, greener, safer and more sustainable environments.

Live Here Love Here is spreading the word too through an above the line media campaign including TV, radio, social media and billboards. One in five people already recognise the campaign unprompted.

Live Here Love Here also operates a Small Grants Scheme to support practical volunteer led projects that use innovative ways to reduce littering and dog fouling, improve the way our local environment is looked after, whether urban, rural or coastal and contribute to the development of civic pride within a community with a focus on environmental improvement.

**GOLD**

**16**

**PRINCIPAL PARTNERS**

**BRONZE**

**COMMUNITY AWARDS EVENT PARTNER REQUIRED**

*Last year Ards and North Down residents recycled 133% more food waste saving an incredible £1m. These savings have been re-invested in a range of community projects across the borough, one of which is the Live Here Love Here small grants scheme.*

*The Live Here Love Here scheme is extremely valuable as it empowers residents to bring about positive change for their community by undertaking practical projects. This work could be anything from improving the quality of their local environment, reducing litter, developing environmental management and instilling civic pride within a community.*

COUNCILLOR ROBERT ADAIR,  
MAYOR OF ARDS AND NORTH DOWN

*We all live here and we should all love here, it's that simple! Get involved. You never know you might enjoy looking after your countryside for the important people in your life. Get to know your neighbours, make new friends and when the job is done share in a well - earned cuppa and realise whether there is two or twenty people you can make a difference.*

LINDA DODDS, WINNER OF THE GOOD NEIGHBOUR AWARD 2016

# BIG Spring Clean



**The BIG Spring Clean** is Northern Ireland's largest volunteer clean-up. Taking place on an annual basis this province wide anti-litter initiative aims to promote volunteering opportunities for individuals, schools, community groups and businesses wishing to rid their streets of litter and discarded rubbish.

Big Spring Clean 2017 mobilised over 111,000 volunteers in clean up events across Northern Ireland, removing an amazing 141 tonnes of waste (that's equivalent to around 20 elephants!) from our streets, coastal and rural areas.

To date an average 100,000 volunteers engage with the BIG Spring Clean

every year, dedicating roughly two hours each to a clean-up. That's equivalent to a person working non-stop, 24 hours a day, for nearly 23 years! It is time given freely every year by schools, communities, youth groups, sports associations and individuals to remove litter from our environment.

Keep Northern Ireland Beautiful provides clean-up kits to every group registering their clean-up event via the Live Here Love Here website and during April directly supports a number of clean-ups across Northern Ireland. Opportunities exist to support this highly visible and popular month long national campaign.

*It is good to get people out cleaning because we need to be living in a clean environment as it is good for our health.*

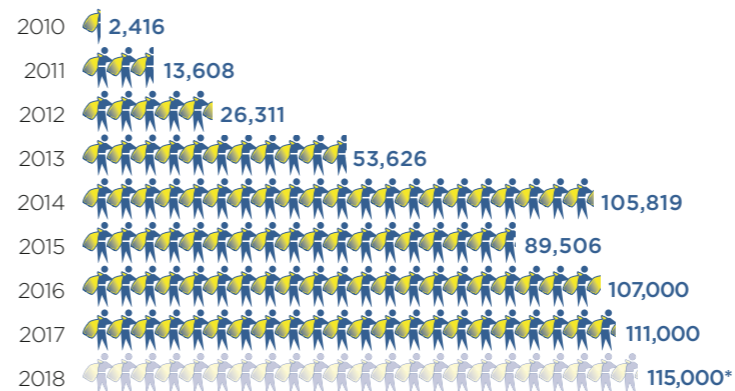
LIAM,  
FRESH FOCUS GROUP PARTICIPANT,  
KILLADEAS DAY CARE,  
ENNISKILLEN

*It is very important to pick up litter and put it in the bin and look after our environment.*

GARY,  
FRESH FOCUS GROUP PARTICIPANT,  
KILLADEAS DAY CARE,  
ENNISKILLEN

The Fresh Focus group were delighted to be involved in the BIG Spring Clean Roadshow. It was a great opportunity to meet other groups and be actively involved in keeping our local environment clean.

## Number of BIG Spring Clean volunteers



\* Projected target

**GOLD**

**PRINCIPAL SPONSOR OR PARTNER REQUIRED**

**SILVER**

**SUPPORTING SPONSOR OR PARTNER REQUIRED**

# Adopt A Spot



**GOLD**

**PRINCIPAL SPONSOR OR PARTNER REQUIRED**

**SILVER**

**SUPPORTING SPONSOR OR PARTNER REQUIRED**

# Adopt<sup>®</sup> A Spot

Volunteers play an integral role in the growth of **Live Here Love Here**. Their commitment to the campaign is expressed through the number of areas adopted across the province through our **Adopt A Spot** programme. Adopt a Spot formally enables volunteers across Northern Ireland to adopt an area and look after it. It could be a mile of beach that always seems to be full of litter, an area covered in graffiti, an urban park, a local forest or even the street they live on....anywhere is possible!

Keep Northern Ireland Beautiful provides special kits to every Adopt A Spot group to support their 'adoption'. Registration is via the Live Here Love Here website. Opportunities exist to support this rapidly growing movement of people supporting community improvements across Northern Ireland.

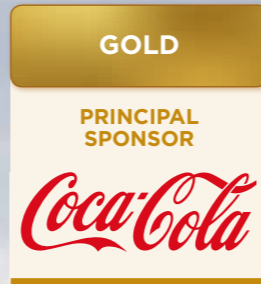
There are currently 233 spots adopted by volunteers who have committed to holding eight clean ups over a two year period – that's 1,864 clean ups undertaken by Adopt A Spot volunteers helping to revitalise communities across Northern Ireland.

*Adopting Larne Lough has helped us to reignite our love of Larne! Adopt a Spot helps us to be part of making our area better for everyone. We get plenty of fresh air and exercise whilst having the opportunity to socialise with like-minded people who recognise the damaging impact we are all having on our oceans, rivers and local wildlife. We have already noticed an increase in community pride. Our group is growing and is full of inspiring individuals all dreaming of bigger things for our town!*

NICHOLAS DAVIS,  
LARNE RENOVATION GENERATION



# Clean Coasts Programme



## CLEAN COASTS PROGRAMME

Keep Northern Ireland Beautiful's **Clean Coasts Programme** aims, as part of Live Here Love Here, to improve quality of coastal areas, rivers and loughs by promoting volunteering opportunities. The programme includes a week of dedicated action promoting clean up events and other activities on beaches and inland waterways.

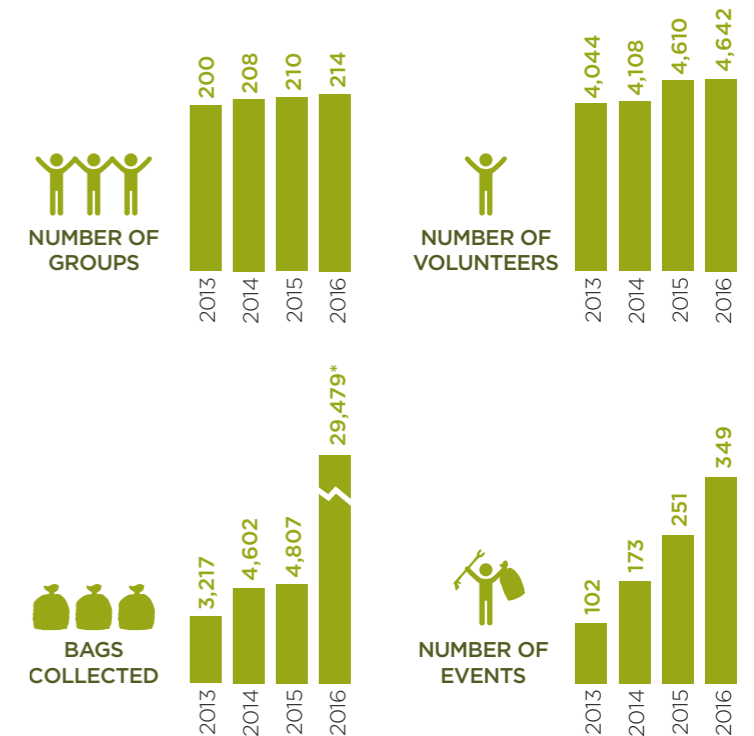
The Coast Care Awards recognise the hard work and dedication of community groups and individual volunteers in their contribution to the improvement of our coast, loughs and rivers.

Keep Northern Ireland Beautiful provides clean-up kits to every Coast Care, Lough Care and River Care group to support their work and also hosts an awards event annually to recognise and thank the many volunteer groups that give their free time to improve all our lives. This programme has been generously supported by Coca Cola for 10 years and is now recognised as a key component of Live Here Love Here.

*Our investment in the Clean Coasts Programme spans 10 years and we are very proud of our long-standing partnership Keep Northern Ireland Beautiful. As leaders in sustainability, we strive to minimise our impact on the environment and our involvement in Clean Coasts is a key element of our environmental stewardship within communities. Through this partnership we aim to foster pride in our coastline, while reminding beach-goers of the importance of keeping our coasts litter free.*

GILLIAN SHIELDS, COMMUNICATIONS AND COMMUNITY INVESTMENT MANAGER, COCA COLA

### Growth of the Clean Coasts Programme



\* Actual figures are high due to the removal of 135 Tonnes of waste and debris following severe winter storms on Lough Neagh.

# Eco-Schools



**GOLD**

**2**

PRINCIPAL SPONSORS

**SILVER**

**1**

SUPPORTING PARTNER

**SILVER**

MORE SUPPORTING SPONSORS OR PARTNERS REQUIRED

**BRONZE**

**12**

SPONSORS

*We are delighted to support the Eco-Schools Waste topic. Our Cash for Clobber scheme teaches pupils the benefits of recycling and raises valuable funds for schools. Investing back into our schools and community is an important link in our recycling chain and Eco-Schools plays an important part in that.*

BILLY CONWAY  
MARKETING MANAGER  
COOKSTOWN TEXTILE RECYCLERS

*I have learnt leadership skills, the ability to motivate and inspire others as well as improving my own communication skills. This is the important part of the Eco-Schools programme - it contributes to the student's own development.*

NICHOLAS JAMISON, PUPIL  
LAGAN COLLEGE, CASTLEREAGH

*We have been glad to work with Eco-Schools to promote the 'Reduce, Reuse, Recycle' message to schools. Educating our young people on the importance of waste reduction and resource efficiency is vital. It is great to see pupils taking that message home to parents as well.*

GEORGE LYTTLE  
RESOURCE EDUCATION AND PROMOTIONS OFFICER, BELFAST CITY COUNCIL

*Our Eco-Schools involvement gives us direction and purpose to provide real life experiences for our children that will hopefully become part of their normal family life.*

CLAIRE LE MAHIEU, PRINCIPAL  
GOOD SHEPHERD NURSERY SCHOOL, BELFAST

**Eco-Schools** is the world's largest environmental education programme. Inspiring pupil-led learning and action, Eco-Schools is creating greener, healthier and more sustainable schools. The programme is run locally by Keep Northern Ireland Beautiful.

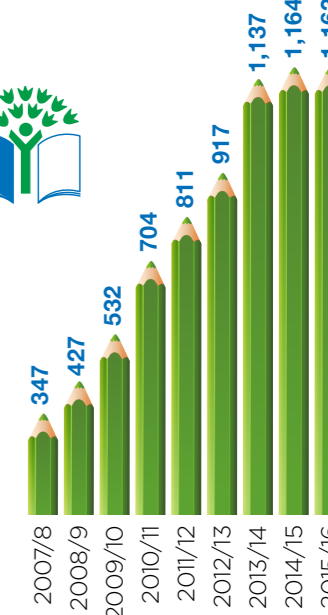
Northern Ireland was the first country in the world to award the prestigious Green Flag in 1994 and also, in 2015, the first country in the world to reach the landmark of having 100% of schools participating in the programme. There are currently

over 270 schools in Northern Ireland with the prestigious, internationally recognised Green Flag award, after successfully completing a strict assessment. We awarded the 1,000th Green Flag in Northern Ireland in 2017.

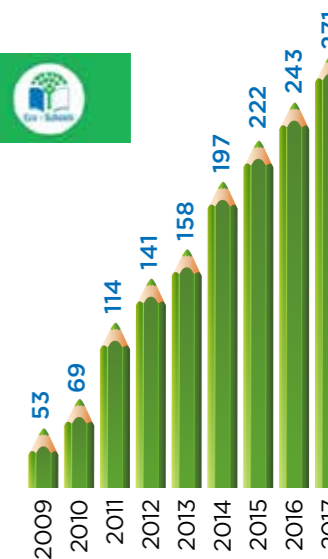
This exciting programme is now moving on into Third Level education and beyond, making it an ideal time to take up opportunities to become the Principal Sponsor of Eco-Schools or to sponsor specific topics within the programme.

## Registered Eco-Schools

\* Two schools merged into one



## Number of Green Flags



# Young Reporters for the Environment



## Young Reporters for the environment

**Young Reporters for the Environment**, promoted locally by Keep Northern Ireland Beautiful, is a network of international young people involved in environmental journalism and education for sustainable development.

The international programme operates in 34 countries across the globe. The goal for participants, aged 11 to 21, is to investigate environmental issues and problems and then propose solutions through investigative reporting, photographic or video journalism. Participants can also enter a national competition, with the opportunity to be selected for the International Competition.

*Young Reporters for the Environment is a fantastic initiative for encouraging young people to engage with Eco issues. The use of media such as photography, video and the pen makes students look closer and in a more considered way at the topics that they are exploring. It also encourages them to think and act creatively in engaging with some of the key issues of our time from Litter to Climate Change.*

JOHN-PAUL PATTON, TEACHER  
LAGAN COLLEGE

*Schools across the Globe can communicate, share data, discuss challenges by implementing the eco ethos within our schools. Students can take what they have learned locally and apply it on a global level.*

OLIVIA SMITH, TEACHER  
LISMORE COMPREHENSIVE COLLEGE

In 2017 Ulidia Integrated College won the International Collaboration category of Young Reporters for the Environment when they teamed up with a French speaking school, Lycee Pole, in Madagascar to look at the production and consumption of coffee. This was the first time a Northern Ireland school had won an international award for Young Reporters.

Opportunities exist to sponsor this youth programme at Silver or Bronze levels or to team up as a supporting media partner as a Friend of Keep Northern Ireland Beautiful.

*We at Wrigley are very supportive of the Eco-Schools programme and the Young Reporters for the Environment programme run in Northern Ireland. Engaging young people to learn about the impact litter has on their communities needs a creative approach which this programme delivers and is a great fit with the broader work we undertake to tackle the issue of littered gum.*

LAUREN GEORGE  
THE WRIGLEY COMPANY FOUNDATION

**GOLD**

PRINCIPAL SPONSOR

**WRIGLEY**

**BRONZE**

SPONSORS REQUIRED

# Fundraising

Fundraising has always been a big part of our work and without it and the support we get from our volunteers we could not continue the work we do. There are a lot of ways to get involved and we have something to suit everyone, whether young or old, an individual or a group.

Whether you are planning your own fundraising activity or taking part in an organised sports event to raise money our tools can help you get the most out of your fundraising.

A **£50** gift could buy 4 Big Spring Clean Kit for local communities.

**£200** could buy 3 Live Here Love Here Bins for local communities.

**£500** could support a Coast Care Group through the busy summer season.

**£1,000** could buy two rodent proof food composters for Eco-Schools.

**£5,000** could support an Adopt a Spot Group for 1 year

And a legacy could do far, far more.

## Legacy Giving

The help you give to Keep Northern Ireland Beautiful in your lifetime is invaluable – but you can also make Northern Ireland a better place for many years into the future by leaving a gift in your will.

One gift can last long into the future by helping to fund some of our many awareness raising and volunteering campaigns or environmental projects.

These include the BIG Spring Clean, Adopt A Spot and Coast Care Programmes, international programmes such as Eco-Schools and Blue Flag and our research into effective behaviour change to protect the environment.

Your gift can help to tackle the root causes of littering, fly-tipping and graffiti, change hearts and minds so that people make the effort to recycle and cut their energy use and make Northern Ireland into a place that people will love to live and visit.

*What motivated me to consider keep Northern Ireland Beautiful for fundraising was to raise awareness that there are people out there making a difference and they need help. We all see our environment and wish it was better but some of us don't know how to make that change. I would absolutely consider fundraising again for Keep Northern Ireland Beautiful and would love others to join me too.*

GRACE PRITCHARD,  
LISBURN 10K RUNNER

## Our Fundraising Promise

- High Standard
- Open & Honest
- Respectful
- Accountable

# Gain a business advantage

HEADLINE	GOLD	SILVER	BRONZE	FRIENDS
<b>OFFICIAL HEADLINE SPONSOR</b> of Keep Northern Ireland Beautiful	<b>PRINCIPAL SPONSOR/PARTNER</b> of an individual programme or campaign	<b>SUPPORTING SPONSOR/PARTNER</b> of an individual programme, campaign or topic	<b>MEMBER</b> of a group of supporting sponsors for a campaign or programme	<b>OF KEEP NORTHERN IRELAND BEAUTIFUL</b> support through a financial contribution or donation in kind
£100k+	£20k to £50k	£10k to £20k	£3k to £10k	£100 to £1,000

A partnership with Keep Northern Ireland Beautiful will offer brand exposure and positive media coverage that will resonate with any target market.

We are actively seeking new partnerships with companies and organisations either through direct sponsorship or through volunteering programmes.

There are many benefits to working with us including our extensive experience of engaging and supporting volunteers and our expertise in delivering environmental

campaigns and audits. We have in-depth knowledge of monitoring local environmental quality and provide regular reports to a range of organisations.

Working with us also means you would benefit from having one point of contact with the knowledge that we are an organisation experienced in maximising media and publicity opportunities associated with our campaigns and programmes. This all adds up to an excellent opportunity to help you raise the CSR and environmental profile for your organisation.

## Volunteering

Strong relationships with volunteers is something we are also seeking. This will help to establish strategic links with organisations in order to grow the number of volunteers taking part in the wide range of volunteering opportunities we offer such as through the BIG Spring Clean or Coast Care programme. We are looking for organisations to work with us at a strategic level to promote volunteering opportunities within their own organisations by engaging their members, employees and customers.

**Dr Ian Humphreys**  
CEO

**Karina Magee**  
Projects and Events Officer

**Jodie McAneaney**  
Live Here Love Here Manager

**Dr Cathy Gorman**  
Eco-Schools Officer

**Nicola Fitzsimons**  
Community Development Officer

**Victoria Rowan**  
Finance and Admin Officer

**Ruth Van Ry**  
Environmental Education Manager

**Jen Firth**  
Certifications Manager

**Freddie Harris**  
Cleaner Neighbourhoods Manager

**Dr Susann Power**  
Operations Manager



[info@keepnorthernirelandbeautiful.org](mailto:info@keepnorthernirelandbeautiful.org)

T 028 9073 6920

[www.keepnorthernirelandbeautiful.org](http://www.keepnorthernirelandbeautiful.org)

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**



Email [info@keepnorthernirelandbeautiful.org](mailto:info@keepnorthernirelandbeautiful.org) Registered Address Bridge House, 2 Paulett Avenue, Belfast BT5 4HD  
Registered Charity No XR36767 NI Charity No NIC 102973 Company No NI38848 VAT Reg No 860 2036 57