



Strategic Plan 2020-2025

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

We all want to be healthy, happy and able to live in a clean and supportive environment.

Keep Northern Ireland Beautiful works to help everyone to come together to deliver a healthy life style for you and the planet.

Keep Northern Ireland Beautiful wants you to imagine what a positive future can look like, and help you to deliver it by working together with your neighbours and friends. Whoever you are, wherever you live and however you see your future, we want to help you adapt to a changing world.

2020 has been an exceptionally challenging year, with a pandemic as well as ever more evidence of the severity of the climate and biodiversity crises. But there have also been many hopeful signs, and we can build on these to make our world better.

We all need to work together to ensure that the world a decade from now is the sort of place where you want to live, and where you want your children to grow up. The challenges are real - climate breakdown, the rapid loss of plant and animal species and the perils of plastics and other pollutants. Luckily there are positive ways to tackle all of these,



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THE ONE THING THAT WE ALL HAVE TO DO, IN EVERY ASPECT OF OUR LIFE, IS SIMPLY NOT TO WASTE. DON'T WASTE PLASTIC. DON'T WASTE FOOD. DON'T WASTE POWER. LIVE WITHIN OUR MEANS WITHOUT INFLICTING DAMAGE ON THE PLANET.

DAVID ATTENBOROUGH



PER GRUNDITZ/SHUTTERSTOCK.COM

INSTEAD OF LOOKING FOR HOPE, LOOK FOR ACTION. THEN, AND ONLY THEN, HOPE WILL COME. WE CAN'T SAVE THE WORLD BY PLAYING BY THE RULES, BECAUSE THE RULES HAVE TO BE CHANGED. EVERYTHING NEEDS TO CHANGE, AND IT HAS TO START TODAY.

GRETA THUNBERG

with lasting environmental, well-being and economic benefits. Keep Northern Ireland Beautiful wants to be at the forefront of leading the changes and helping people work together to deliver positive impacts both in your neighbourhood and for the world.

As individuals, businesses, schools and government we must 'go further faster together' in making transformational changes that deliver sustainable lifestyles for all in our society. Our job at Keep Northern Ireland Beautiful is to facilitate that action.

Courageous steps may take you out of your comfort zone but will definitely leave you feeling good about yourself and about what you've achieved. Join us in our work; help us to achieve our vision and bring about positive change. Help us to change the world, starting with your neighbourhood.

Our strategic plan

This Strategic Plan covers the first five years of work to achieve our aims for 2030: to create a society that consumes only what it needs, that values and understands the central role nature plays in our lives, and that is prepared for the rapid changes facing us all in the coming decade. We will achieve this by telling the stories that matter, educating tomorrow's leaders, engaging the public in practical action and raising the standards for managing open spaces and organisations. We will support people as they work towards establishing new societal norms and values that rely less on using 'stuff' for happiness and more on showing responsibility, kindness and compassion – for each other and for all of nature.

**THE BEST ARGUMENTS IN THE WORLD
WON'T CHANGE A PERSON'S MIND.
THE ONLY THING THAT CAN DO THAT
IS A GOOD STORY.**

RICHARD POWERS **THE OVERSTORY**

This is an ambitious plan and we recognise that success will require combining the efforts of the environmental sector, the wider non-governmental movement, government, businesses, schools and universities, youth and community groups, sports clubs and religious organisations. Only then will we have the knowledge, skills, confidence, drive and funding to generate the necessary public support and political changes required to tackle the enormous challenges facing our planet. We hope all those reading this plan will want to contribute to its aims and help in its delivery.

We are proud to be local. Local actions, multiplied across society, have global influence. By working with our global partners, we both learn from them and help them to deliver their programmes. The UN Sustainable Development Goals are central to our approach; just as the state of the world affects us, our actions can have positive and profound impacts elsewhere.

Our Vision

A world where people and nature thrive.

Our Mission

To inspire and empower people to create more resilient and healthier communities.

Our Actions

Through education, engagement and empowerment, we change behaviours and practices so everyone enjoys a beautiful, resilient, and healthy environment. We work towards a society where everyone takes an active role in protecting our communities and the people who live there.

Our Values

Collaboration – Achieving our mission is only possible by working together. There is strength in partnership.

Integrity – We are open and honest with ourselves and others. We rely on science and use the latest research to guide our work.

Positivity – We share hope even in the face of major challenges. We are on a mission possible.

Innovation – We are ready to challenge the status quo and look for bold solutions.

Environmental Stewardship – The environment supports our health and well-being. We will work tirelessly for a better world for current and future generations.

How We Work

We **inspire** people and share the stories of others who are already having a positive impact.

We **empower** people by providing the knowledge, tools, advice and resources they need to unlock their potential and deliver change.

We are doers and **lead by example**. We engage with others. We generate our own research and collaborate with others to achieve more.

We **endorse** and celebrate the achievements of local people and ensure the hard work that goes into making the places we all love beautiful is recognised nationally and internationally.

What success will look like

50% of schools across Northern Ireland will fly the Eco-Schools Green Flag by 2025,

with 160,000 students actively engaged in the Eco-Schools programme.



A network of 500 Adopt A Spot groups with 300,000 volunteers

will be engaged in our programmes every year from 2025.



The Live Here Love Here Campaign

will be recognised by 75% of the people of Northern Ireland by 2025.



We will increase accessibility and inclusion, particularly for those most in need,

to environmental education and upskilling opportunities, green and public open spaces and civic pride initiatives, and we will empower them to tell their stories.



A group of 50 inspirational leading businesses

will share best practice and work together to change use of plastics and other resources by 2025.

A group of '30 under 30' young environmental leaders

will be given a public profile as champions for the environment in the formative years of their careers by 2023.



Single Use Plastics in-house use eliminated by 2023

in all Councils in Northern Ireland.

Policies will drive a reduction in consumption,

responsible disposal and elimination of non-recyclable plastics and will support the creation of a fully functioning circular economy by 2025.

Our own overall environmental footprint

will be monitored, reduced and reported on every year to provide examples of best practice.

How Keep Northern Ireland Beautiful works

We aim to change people's behaviour through promoting action on specific topics.



How you can help

Our audience is **you**. We work with businesses, schools, Government, Councils, families, community groups and charities from all sectors.

We work with you from your starting point – it is better to have every one of us trying to make the world a better place imperfectly rather than a few trying to be perfect.

Join us and become part of a growing movement of people making a real difference to protect the environment and build healthier and more resilient communities.

We deliver many international awards



Your support will inspire every government department, local council and business to improve their environmental performance.

Eco-Schools is the world's largest international environmental education programme



Your help will empower the next generation of leaders, equipping them with the skills, knowledge and confidence to challenge the status quo and bring about the changes needed to protect our environment.

Over 100,000 people step out every year as part of the Live Here, Love Here campaign



Join in and help create the 'new normal', where people from all walks of life come together to tackle environmental issues and work towards a better future.

Eliminating littering is still an important part of what we do.



Work with us to move beyond just stopping littering and focus on reducing waste and consumption and encourage creative ways to address environmental issues.

How we will help deliver real change

GOAL	ACTIVITIES	CHIEF MECHANISMS
<p>01 EMPOWERING COMMUNITIES</p> <p>We will connect with and inspire the people of Northern Ireland to improve where they live</p>	<ul style="list-style-type: none"> ● Support communities to take practical action through developing their skills, capacity and capability ● Facilitate people to take personal responsibility and individual action ● Provide examples, standards and competitions to celebrate and demonstrate 'the new normal' ● Train and work with other sectors to expand community engagement ● Provide advice and examples of the health, wellbeing and economic benefits of positive environmental stewardship 	<ul style="list-style-type: none"> ● Live Here Love Here Campaign including: <ul style="list-style-type: none"> – Adopt A Spot – Small Grants – Green Flag Community Award – BIG Spring Clean – Clean Coasts, River Care and Lough Care – Big Beach Clean ● Green Flag for Parks and Open Spaces ● New programmes to better manage area-based environmental action
<p>02 ENVIRONMENTAL EXCELLENCE</p> <p>We will improve the quality of the environment</p>	<ul style="list-style-type: none"> ● Deliver a programme of internationally recognised environmental standards ● Share knowledge and best practice to encourage innovation, action and behaviour change across sectors ● Gather and publicise data to measure progress on environmental improvement ● Expand and develop the environmental standards programmes ● Develop and deliver training to support all programme development and scope 	<ul style="list-style-type: none"> ● Blue Flag for beaches, marinas and boats ● Green Flag for Parks and Open Spaces ● Green Key for Tourism ● Environmental Quality Forum ● NGO Plastics Partnership ● Cleaner Neighbourhoods Survey ● Marine Litter Survey ● Eco-Hospital ● Eco-Campus
<p>03 ENVIRONMENTAL EDUCATION</p> <p>We will improve opportunities for young people to take action on the environment</p>	<ul style="list-style-type: none"> ● Empower educators to inspire leadership in their pupils and help young people to lead more sustainable lives and bring change with them throughout their lives ● Provide information to improve delivery of the curriculum around environmental, stewardship and leadership areas ● Hold events and activities to inspire educators and pupils to become champions for the environment 	<ul style="list-style-type: none"> ● Eco-Schools ● Young Reporters for the Environment ● Eco-Campus ● Learning About Forests (LEAF)

GOAL	ACTIVITIES	CHIEF MECHANISMS
<p>04 ADVOCACY</p> <p>We will influence policies and behaviours in all sectors to protect our environment</p>	<ul style="list-style-type: none"> ● Conduct effective and evocative environmental campaigns ● Influence legislation and policy ● Work constructively with decision and policy makers ● Work with other sectors to improve policies and delivery 	<ul style="list-style-type: none"> ● Live Here Love Here ● Environmental Quality Forum ● NGO Plastics Partnership ● Collaborations around shared issues
<p>05 KNOWLEDGE AND IMPACT</p> <p>We will measure and demonstrate the impact of our work</p>	<ul style="list-style-type: none"> ● Evaluate our programmes ● Work with local and international partners to continually improve our delivery ● Learn from others to inform and improve our work 	<ul style="list-style-type: none"> ● Evaluation Strategy ● Partnerships with (e.g.); <ul style="list-style-type: none"> – Foundation for Environmental Education – Global Environmental Education Partnership – Integrated multi-media approach ● Behaviour Change Knowledge and Innovation Hub
<p>06 COMMUNICATIONS</p> <p>We will effectively communicate our work to current and future stakeholders</p>	<ul style="list-style-type: none"> ● Improve the effectiveness of our communications ● Adopt a bold approach to external communications to stimulate action ● Use story-telling to improve campaigns and enhance engagement ● Increase the number of people engaged in our work 	<ul style="list-style-type: none"> ● Communications Strategy ● Story-Telling approach
<p>07 INTERNAL PROCESSES</p> <p>We will ensure effective and efficient delivery of all work</p>	<ul style="list-style-type: none"> ● Value and support staff and volunteers ● Obtain and efficiently manage financial resources to enable strategy delivery ● Govern the organisation legally and effectively, adopting best practice at all times 	<ul style="list-style-type: none"> ● Staff and Volunteer Handbook ● Financial Procedures ● Governance Measures



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02 ENVIRONMENTAL EXCELLENCE

We will improve the quality of the environment

03 ENVIRONMENTAL EDUCATION

We will improve opportunities for young people to take action on the environment

04 ADVOCACY

We will influence the policies and behaviours in all sectors to protect our environment

05 KNOWLEDGE AND IMPACT

We will measure and demonstrate the impact of our work

06 COMMUNICATIONS

We will effectively communicate our work to current and future stakeholders

07 INTERNAL PROCESSES

We will ensure effective and efficient delivery of all work

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