

Our manifesto

KEEP
NORTHERN
IRELAND
BEAUTIFUL

Building a cleaner greener Northern Ireland by 2021

Keep Northern Ireland Beautiful is inspiring people to create cleaner, greener and more sustainable communities. It achieves these aims through education, public engagement and raising environmental standards. The four Commitments below in the Programme for Government will help Northern Ireland to achieve a more healthy, contented and prosperous society.

Environmental education

Every school a Green Flag Eco-School

Eco-Schools is an international environmental education programme, recognised by UNEP and UNESCO, running in nearly 60 countries.

Building on being the first and only country in the world to achieve 'Every School an Eco-School' Northern Ireland will work towards the target of 'Every School a Green Flag School' reaching 50%, from the current 21%, by 2021.

In addition *Eco-Schools* students will:

- make immediate cost savings and resource efficiencies for their schools and their families;
- understand how to deliver environmental best practice, seeing it as part of normal behaviour; and
- become opinion leaders, so tomorrow's leaders in politics, business and education will get the most out of our environmental assets whilst protecting them for future generations.



Downpatrick Nursery School have successfully maintained Green Flag status since they were awarded the world's first Green Flag on 15 June 1994.



Community engagement

Assembly and Councils support Live Here Love Here

As budgets continue to contract building close associations between local government and local people becomes increasingly necessary.

Expansion and involvement in the civic pride programme, Live Here Love Here, should be underpinned by the Assembly, widened to include all eleven councils and be supporting at least 500 groups by 2021, inspiring collaborative work to ensure our communities remain attractive, vibrant and sustainable for tourists, inward investment and local citizens.

People will:

- build resilient, cohesive, proud and healthy communities and care for where they live;
- show their pride through positive practical action that improves communities;
- give their time freely to remove litter and graffiti, maintain and enhance greenspace and tackle dilapidation, using the small grants to assist in delivering lasting change.



Beach clean in Whitepark Bay 2012. Since 2010 300,000 volunteers have taken part in clean-ups with Keep Northern Ireland Beautiful building civic pride and community cohesion.



Behaviour change and enforcement

Reduce public littering

Only a minority of people litter or let their dogs foul our streets, but unfortunately it is still a sizable minority with street cleansing costing ratepayers £38 million annually. This must become as unacceptable as it is to smoke in buildings or drive when drinking. **We want actions supported that reduce public littering from the current 46% to 40% by 2021** measured using market research.

We will work with Councils to:

- stigmatise anti-social behaviour, making it socially unacceptable, by changing people's perceptions about the acceptability of criminal behaviour and the chance of it being detected, challenged and punished;
- see enforcement applied equitably across all eleven councils; and
- create a society that takes its responsibilities as seriously as it values its rights.



Prevention is better than cure. Keep Northern Ireland Beautiful develops successful creative campaigns that help people do the right thing, reducing littering and dog fouling on our streets.

Resource use

Promote circular economy and resource efficiency

Businesses that embrace the circular economy will be the businesses that remain profitable. Individuals that value resource efficiency, whether at home or work, will deliver automatic cost savings. **The circular economy and resource efficiency concepts should be brought into sharper focus and producer responsibility should be extended through voluntary mechanisms to include litter prevention measures by 2021.**

We are working with businesses and individuals to:

- develop routine local actions to reduce waste and embrace a culture of efficiency and cost savings through behaviour change;
- reduce littering behaviour
- understand the global impacts of our individual actions.



The Keep Northern Ireland Beautiful environmental excellence award (TIDY Business) is helping drive business efficiency and profitability as well as building staff morale and engagement.



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