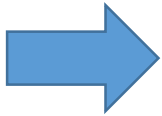


**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Dr Ian Humphreys
Chief Executive
Keep Northern Ireland Beautiful

KEEP
NORTHERN
IRELAND
BEAUTIFUL



KEEP
NORTHERN
IRELAND
BEAUTIFUL

Adopt
A Spot

KEEP
NORTHERN
IRELAND
BEAUTIFUL



ECO-HOME

KEEP
NORTHERN
IRELAND
BEAUTIFUL

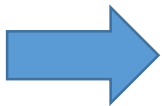


ECO-SCHOOLS

KEEP
NORTHERN
IRELAND
BEAUTIFUL



MARINE
SURVEY



KEEP
NORTHERN
IRELAND
BEAUTIFUL



KEEP
NORTHERN
IRELAND
BEAUTIFUL



Green
Flag
Award

KEEP
NORTHERN
IRELAND
BEAUTIFUL

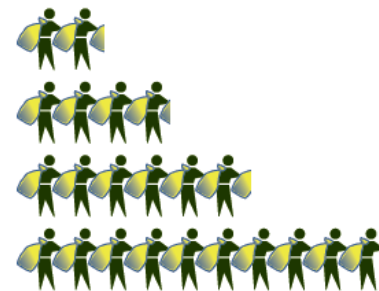


National Benchmarking Report

KEEP
NORTHERN
IRELAND
BEAUTIFUL



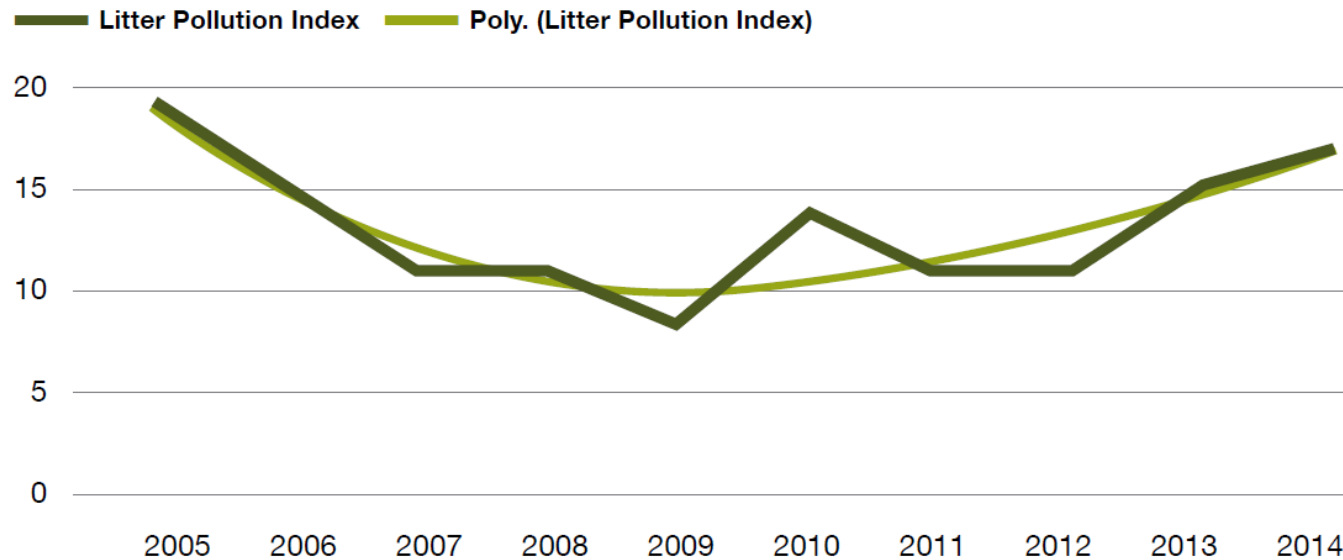
**LIVE
HERE
LOVE
HERE**



LITTER - PRETTY AWFUL

Figure 1: Trend in Litter Pollution Indicator over ten years

The trend in Litter Pollution Indicator over the past ten years. The percentage of transects with unacceptable levels of littering fell every year between 2005 and 2009. Since then the levels have risen intermittently and are now almost back at their starting point.



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IRELAND
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IRELAND
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IRELAND
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2010
2,450 people



2011

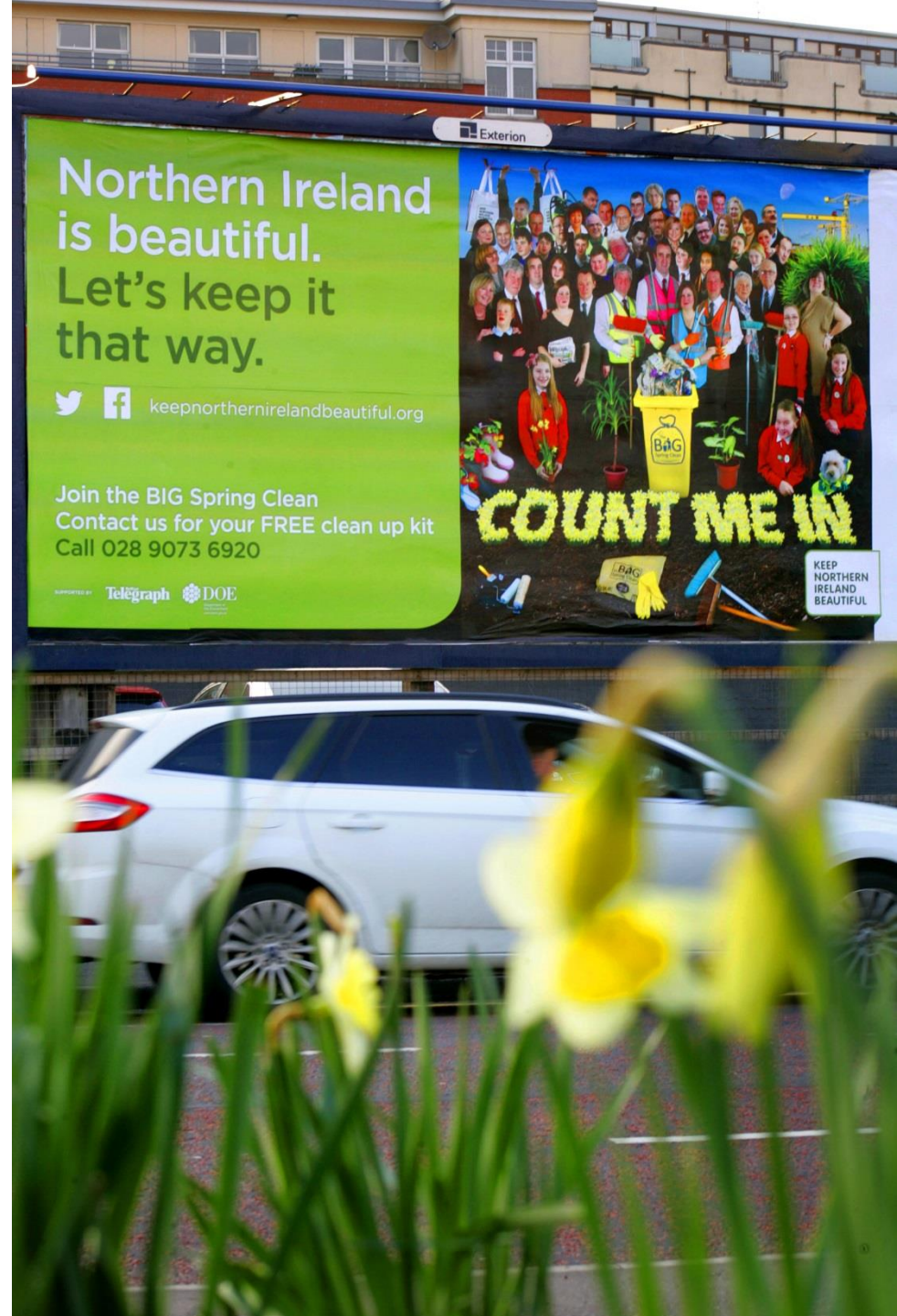
2012



2013



2014
105,000 people







**LIVE
HERE
LOVE
HERE**



It's time we
cleaned up

LIVE
HERE
HERE

LITTERPICKER

CHANGING BEHAVIOUR

- *Creating a strong sense of community pride*
- *Building a 'can-do' spirit*
- *Encouraging an attitude of challenging environmental incivilities*
- Open and accessible to all
- Investing to save – a long term investment

UNDERPINNED BY...

- Measure
- Positive not negative
- Keeping it simple
- Building on what works...

www.DontMessWithTexas.org

DON'T MESS WITH TEXAS | LITTERFORCE | MY DASHBOARD | SCHOLARSHIP

Don't mess with Texas.

Don't mess with Texas.

GEORGE STRAIT AND DON'T MESS WITH TEXAS: TWO TEXAS ICONS.

1 2 3 4 5

HOME ABOUT NEWS HISTORY VIEW ADS PARTNERS PROGRAMS RESEARCH REPORT A LITTERER GET STUFF

HOME: DON'T MESS WITH TEXAS
Don't Mess with Texas means don't litter. And we mean business. Since 1986, we've kept tons of trash off Texas roadways. But with over 24 million people living in our state, there's more work to do every day. Check out the ways you can get involved. **Litter? Not in our state.**

WHAT'S NEW
[Summer Road Tour Schedule And Photos](#)
[Photo Album](#)

NEWS RELEASES
[06.23.10 New Research: Food-Related Trash Down 76 Percent In Texas; Tobacco Trash Leads To Overall Litter](#)

LIVE HERE LOVE HERE

- Media campaign – TV, radio and print
- Supporting volunteering – clean-ups, green space enhancements, tackling dereliction and dilapidation
- Small grants programme for groups adopting their local areas, committing their time

- But it is much more than that.

TV



It's time we cleaned up!



**LIVE
HERE
LOVE
HERE**

**Let's keep
Northern Ireland
beautiful**

To find out how to get involved visit
liveherelovehere.org

BELFAST →



 **CLEARCHANNEL**

We can all do one small thing



The **BIG Spring Clean** is Northern Ireland's largest clean up aiming to drive behavioural change and empower the wider community. Working together we can build that sense of community pride that will make our neighbourhoods so much better.

By cleaning up we reduce the financial burden on rate payers, improve the environment and encourage tourism and job creation.



**LIVE
HERE
LOVE
HERE**



www.livehereandlovehere.org

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**



Awards and Rewards for Coast Care Volunteers

You are invited to the 2015 Coca-Cola Coast Care Awards and Volunteer Seminar on Thursday 8th October



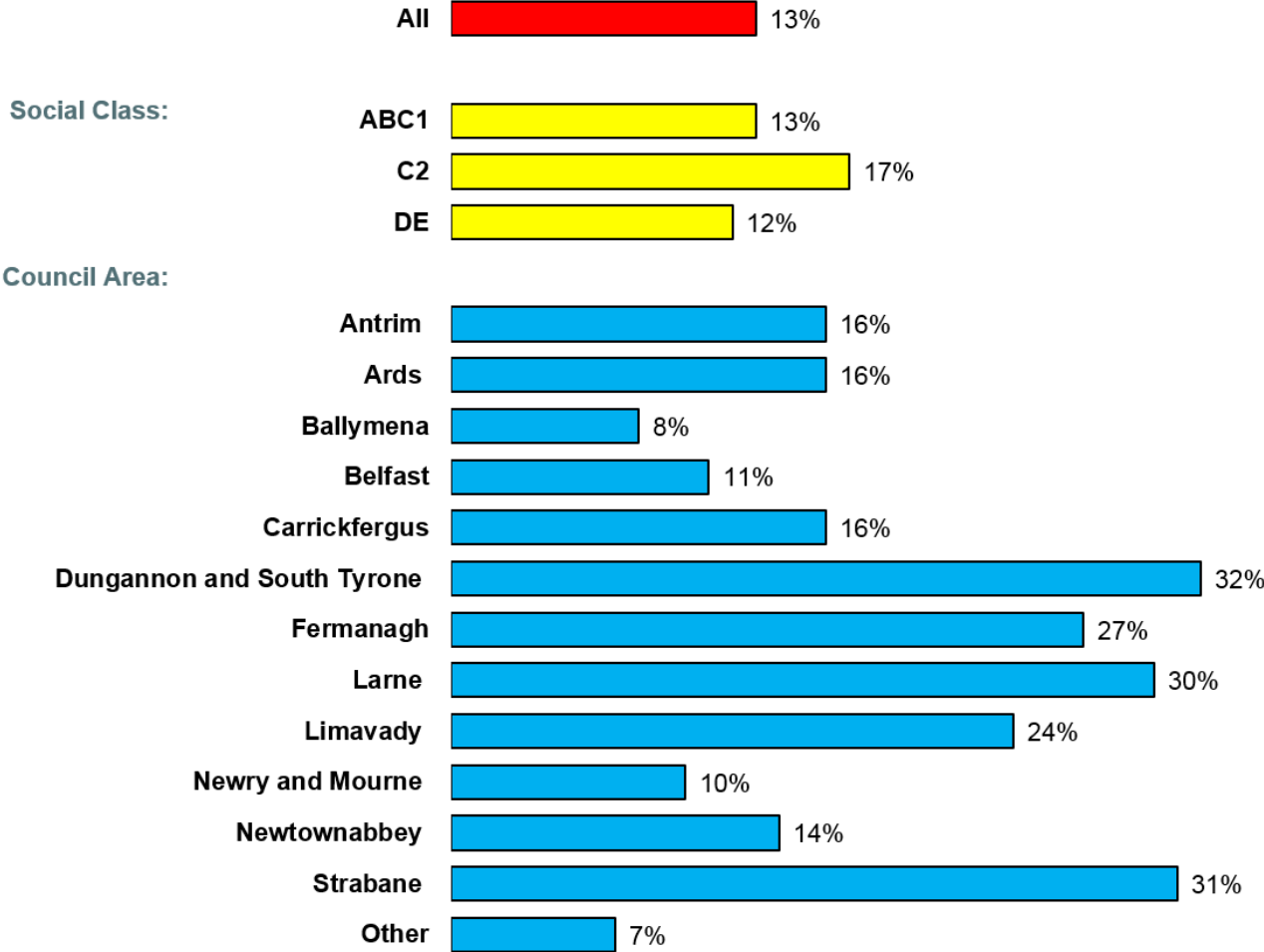
**LIVE
HERE
LOVE
HERE**



SMALL GRANTS

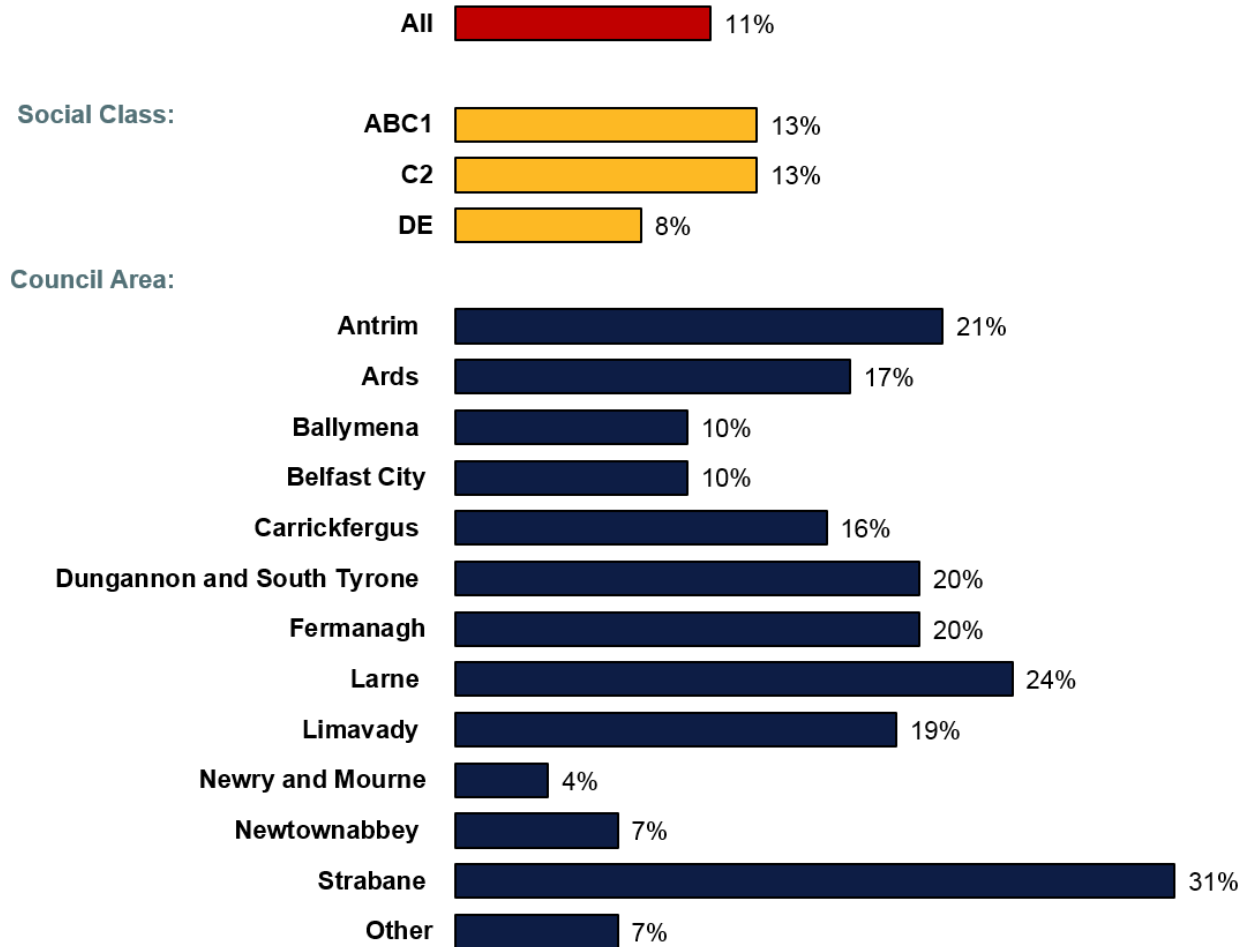
- £485,000 applied for by local organisations, schools etc
- That's about 8x what was available
- All Councils over-subscribed
- Judging still to take place for two Councils which will increase these figures

Over one in ten (13%) respondents had heard of 'Live Here Love Here'. Those from Dungannon and South Tyrone and Strabane Council Areas were most likely to have done so while those from the Ballymena area were least likely to have done so.



Q1. Have you heard of 'Live Here Love Here'?
[Base: All respondents n=1206]

Just over one in ten (11%) of respondents had seen some form of advertising for 'Live Here Love Here' recently. ABC1's and C2's (both 13%) were more likely than their DE counterparts (8%) to have seen or heard any advertising for 'Live Here Love Here'. People in Strabane District Council were significantly more likely than respondents from any other area to recall having seen or heard any advertising.



Q2. Do you recall seeing or hearing any advertising for 'Live Here Love Here' recently?

[Base: All respondents n=1206]



SOCIAL MEDIA

Facebook

Live: 14 - 28 September

Website clicks: 8,209

People reached: 233,017

Admedo

Website clicks: 107

People reached: 80,782

Admedo Device Performance Breakdown

ID	Campaign Name	Device Type	Bids	Impressions	Clicks
Total			947,133	80,782	107
6585	Small Grant Scheme	MediaCenter	726	35	0
6585	Small Grant Scheme	PC	418,079	24,075	20
6585	Small Grant Scheme	Phone	324,247	21,725	48
6585	Small Grant Scheme	Tablet	204,081	34,947	39

LOCALISED BRANDING



***Causeway Coast
and Glens***

**LIVE
HERE
LOVE
HERE**

WHO'S IN SO FAR...

KEEP
NORTHERN
IRELAND
BEAUTIFUL



*Antrim and
Newtownabbey*

**LIVE
HERE
LOVE
HERE**



Belfast

**LIVE
HERE
LOVE
HERE**



*Fermanagh
and Omagh*

**LIVE
HERE
LOVE
HERE**



*Mid and East
Antrim*

**LIVE
HERE
LOVE
HERE**



*Newry, Mourne
and Down*

**LIVE
HERE
LOVE
HERE**



*North Down
and Ards*

**LIVE
HERE
LOVE
HERE**



*Derry and
Strabane*

**LIVE
HERE
LOVE
HERE**



DOE

Department of
the Environment
www.doeni.gov.uk



**tourism
northernireland**

WHO'S NOT INVOLVED... YET



*Armagh, Banbridge
and Craigavon*

**LIVE
HERE
LOVE
HERE**



*Causeway Coast
and Glens*

**LIVE
HERE
LOVE
HERE**



*Lisburn and
Castlereagh*

**LIVE
HERE
LOVE
HERE**



Mid Ulster

**LIVE
HERE
LOVE
HERE**