

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Introductory Information on Keep Northern Ireland Beautiful

Keep Northern Ireland Beautiful (Registered Charity XR36767 and Company Limited by Guarantee NI38848) traces its roots back to 1954 when the Federation of Women's Institutes started an anti-litter campaign. In 1969, the iconic 'Tidyman' logo began to appear on bins and packaging.

In 2000 **TIDY Northern Ireland** was created when the Keep Britain Tidy group devolved into the four regions of the UK.

In 2009 we gained independent full membership of the Foundation for Environmental Education, allowing the charity to run FEE programmes including Blue Flag, Eco-Schools and Young Reporters for the Environment.

In 2013 we helped establish (and joined) the European Litter Prevention Association, to build a European wide response to littering behaviour. One outcome of this is the inclusion, for the first time, of litter in the Waste Directive amendments currently being developed by the EU and UK.

In February 2014 we re-branded to become **Keep Northern Ireland Beautiful**. The new name better reflects the diversity of our work now and, importantly, our future high aspirations. We also feel it is a stronger rallying call for people to take action to improve the places where they live; the places they love. We believe that the solution will focus on building a civic pride movement to build on the good will of the majority of people who want to create a better place to live in, work and visit.

Our Values

Collaboration – Achieving our mission is only possible by working with others. 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 future for current and future generations

Our Vision

A world where people and nature thrive.

Our Mission

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

We believe there are three significant environmental challenges facing society and all our effort is being harnessed to positively address them. They are climate action, biodiversity recovery, and pollution solutions.

We aim to deliver action on each of these through programmes aligned to three key themes:

Environmental Standards - this strand of activities includes our cleaner neighbourhoods programmes such as marine and terrestrial litter surveys, the Northern Ireland Environmental Quality Forum, bespoke litter interventions research, training, behaviour change

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conferences and campaign materials. We operate a range of environmental certifications such as Blue Flag for beaches and marinas, the Seaside Award and Green Coast Award, Green Flags for Parks, Green Key and the Green Business Award, many of which are recognised internationally.

Environmental Education - this includes our work with schools, colleges and universities across Northern Ireland to inspire a new generation of environmentally conscious citizens. We locally manage Eco-Schools, EcoCampus and EcoHome programmes as well as Young Reporters for the Environment. Northern Ireland was the first country in the world to award an Eco-School its Green Flag certification and in 2017, we awarded the 1000th Green Flag.

Engagement and Volunteering - volunteering and public engagement activities, most falling within the umbrella of 'Live Here Love Here', include Adopt-A-Spot, The BIG Spring Clean, Clean Coasts Week, Coast Care Awards, and the Live Here Love Here Community Awards. Our engagement campaigns attract over 100,000 volunteers and provide them with equipment, resources, advice and training. We travel the length and breadth of the country engaging community groups in green-ups, clean-ups and spruce-ups and also support communities through a Small Grants Scheme, which has now awarded over £1,000,000 to support community-based action.

At Keep Northern Ireland Beautiful we place great importance on maintaining a motivated, happy workforce. To assist with this we:

- Have 25 'annual leave' days a year (increasing further with service)
- Plus a generous 12 additional 'bank holidays'
- Offer up to 7% in employer pension contributions, where this is matched by the employee
- Invest in staff training and development
- Operate a working from home policy
- Offer flexible working hours and
- Have a dedicated Employee Assistant programme

We relish the challenge of achieving the exceptional with limited resources. People are often surprised to find out that we are a small staff team of around 14 people. Efficient working is key and we know

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when we need to pull together (such as for our big awards events and conferences) and when to get things done on our own.

Our offices are located in East Belfast. Most staff will engage in some travel across Northern Ireland to support programme delivery and growth. For some there is also the opportunity to represent Keep Northern Ireland Beautiful internationally, as the National Operator of one of the international FEE programmes such as Blue Flag, Green Key or Eco-Schools. For example, Eco-Schools has over 60 country members and in 2015 Keep Northern Ireland Beautiful hosted the Eco-Schools National Operator Meeting and welcomed 54 nationalities to see our Eco-Schools, share good practice and undertake training.

We know there is no silver bullet and no magic wand to sort out the environmental issues we face. So our work involves working with:

- The public to change behaviours
- Local Government to help people take their responsibilities as seriously as they value their rights
- Central Government to fight for important legislation to be passed
- Businesses to ensure everyone plays their part and is recognised for that
- Schools to equip the next generation with attitudes, knowledge and leadership skills to tackle pressing environmental issues and live more sustainably.

We look forward to receiving your application to join our team.

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