

**Keeping
New Zealand
Beautiful**
since 1967

EDUCATIONAL BRANCH HANDBOOK
JULY 2023

KEEP
NEW ZEALAND
BEAUTIFUL.



WELCOME!

By becoming a Keep New Zealand Beautiful Educational Branch you're joining a network of schools, members and volunteers throughout the country who are working hard to create a better New Zealand.

This handbook is designed to help get you started and guide your school in the start up of your branch. It provides some background information about Keep New Zealand Beautiful and our structure, what it means to be a Keep New Zealand Beautiful Educational Branch, and provides you with ideas, guidelines, and support to run successful environmental programmes in your school.





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WHO WE ARE & WHAT WE'RE ALL ABOUT

Keep New Zealand Beautiful is an iconic not-for-profit organisation dedicated to keeping our communities clean, safe and beautiful. As one of the country's longest standing environmental charities, our campaigns 'Be A Tidy Kiwi' and 'Do the Right Thing' have been part of New Zealand's DNA for over 55 years.

We were originally established by the Government in 1967 as the Anti-Litter Council. At the time, it was felt that a voluntary organisation, supported by the Government, would be the most effective way of approaching the litter problem and would attract backing from a wide variety of organisations.

In 1979, as the New Zealand Litter Control Council, our organisation became an incorporated Society with a new constitution and structure. In the same year the Litter Act 1979 introduced stronger anti-litter laws and gave us official recognition as the body primarily responsible for the promotion of litter abatement in New Zealand. A role we still hold today.

In 1984 we changed our name again, this time to Keep New Zealand Beautiful Society Inc., in the hope of giving us a more positive image and to add impetus to a totally community-based approach to Aotearoa's litter problem.

Our original mandate in the 1960s was litter abatement, however since then New Zealand's economy and population has grown, and so has the scale, scope and implications of our waste problem. Today, the most critical challenges that waste poses to our country is: climate change, biodiversity loss and pollution.

We believe that Keep New Zealand Beautiful has a pivotal role in addressing these issues.

Our mission is to INSPIRE, EDUCATE and EMPOWER the community of Aotearoa to restore, preserve and improve our environment through active participation and to ensure that every Kiwi has access to climate, conservation and environmental literacy education, regardless of any historical, sociocultural, geographical, and/or economic barriers that they may face.

Keep New Zealand Beautiful is the only sustainability education provider in Aotearoa that provides environmental education programmes to students of all ages and doesn't on charge schools or students that participate in our programmes – all of our lesson plans, teaching resources, facilitated trainings, professional development and mentoring is completely FREE.

Our team is here to help you every step of the way, whether you want to participate in just one of our programmes or in several as part of earning your Eco-School's Green Flag.

Let's get started!



OUR PROGRAMMES FOR SCHOOLS



Our suite of educational programmes; Paint, Plant and Clean New Zealand Beautiful initiatives and reward and recognition programmes provide an integrated and real-world approach to the creation of a more waste and climate conscious community, sustainable and ecologically diverse environment, and pollution free future for Aotearoa.

EDUCATE AOTEAROA

Education, information and training are proactive measures required to embed sustainable practices and to achieve long-term, life-long positive behavioural change.

ECO-SCHOOLS

Eco-Schools is the largest sustainable schools programme in the world with 19.5 million young people and educators engaged worldwide across 68 different countries.

Eco-Schools encourages young people to engage in their environment by allowing them the opportunity to actively protect it. It starts in the classroom; it expands to the school and eventually fosters change in the community at large. Through this programme, young people experience a sense of achievement at being able to have a say in the environmental management policies of their school, ultimately steering them towards certification and the prestige which comes with being awarded a Green Flag. The Eco-Schools programme is an ideal way for schools to embark on a meaningful path towards improving the environment in both the school and the local community, while at the same time having a life-long positive impact on the lives of young people, their families, school staff and local communities. Further information and registration for the programme is available on our [website](#).



KIKI KIWI & FRIENDS

Kiki Kiwi & Friends – Litter Less is a school litter reduction resource for 5-11 year old children which helps them to understand the impact of littering on the environment. Aligned to the curriculum, the programme includes lesson plans and interactive support resources with informative learning material that is designed to raise awareness and inspire action. Students are encouraged to look at litter in the real world, how it moves and where to, how to conduct litter audits in their environment, and plan their vision for a litter free school.

In partnership with the Ministry of Education the resource has been provided to all primary and intermediate schools across Aotearoa and is also available in a digital format online [here](#).

YOUNG REPORTERS FOR THE ENVIRONMENT

Young Reporters for the Environment is an international programme currently running in 43 countries. The Young Reporters for the Environment Litter Less Programme (YRE) empowers young people to report on local environmental issues through environmental journalism.

Aimed at educating youth between the ages of 11-25 years old, YRE considers the environmental, economic and social impacts of littering and gives students a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism. Students submit their projects to the annual New Zealand YRE competition to win prizes and the opportunity to compete in the international competition.

Participation in the programme provides many opportunities for young people. For example, YRE students are regularly invited to attend United Nations forums in acknowledgement of the link between YRE entries and the UN Sustainable Development Goals. Learn more [here](#).

CLIMATE READY CLASSROOMS

Climate Ready Classrooms is designed to help young people navigate the science behind climate change and reduce their carbon footprint. This free programme aims to create a national network of carbon literate ambassadors acting on climate change issues in their schools and communities. Climate Ready Classrooms provides a one-day carbon literacy training course tailored specifically towards young people (as well as their teachers, headteachers, Community Learning & Development practitioners and youth workers) enabling them to develop their knowledge of climate change, its causes and effects, and live more sustainably both at home, at school and within their local area. Further information and registration for the programme is available on our [website](#).





INSPIRE AOTEAROA

PAINT NEW ZEALAND BEAUTIFUL

Research has shown that the beautification of public spaces deters anti-social behavior such as graffitiing, littering and vandalism. Our Paint New Zealand Beautiful programmes have been created to encourage artists, schools, youth groups, and volunteers to come together and paint their community beautiful.

RESENE WALL WORTHY COMPETITION

Our Wall Worthy competition runs annually and is sponsored by Resene. Wall Worthy is aimed at schools and youth groups who are invited to submit mural designs for their school grounds or a wall in their community which incorporates an environmental message. This competition runs in the first term of the school year and we receive a fantastic response from many schools and community youth groups throughout the country. From all of the submissions, finalists are chosen and the designs are put out to public vote via our website. Once voting closes and other criteria have been considered, the ten winners are provided with paint vouchers to bring their artwork to life, publicised through our online channels and the mural is shared with local media once it has been completed. Find out more [here](#).

RESENE ADOPT-A-SPOT

Adopt-a-Spot is another one of our paint programmes. Thanks again to our partner Resene, we provide free graffiti removal kits year-round to help people paint out graffiti in their community. Each kit includes a Resene voucher for white, grey, green, brown or cream paint to cover the graffiti, a drop cloth, high-vis vest, graffiti cleaner, paint brushes, paint scraper and more. We also have resources available including a detailed event and health and safety guide. You can order an Adopt-a-Spot kit on our [website](#).

CLEAN NEW ZEALAND BEAUTIFUL

Litter was a primary focus for Keep New Zealand Beautiful when it was established in 1967 and it's still a major part of what we do today. Clean up events are another great way for students to get out and about in their local community and make a difference.

CLEAN UP WEEK

Each year we hold our annual Clean Up Week - a week-long event which takes place every spring. A popular programme with schools, Clean Up Week is growing from strength to strength, and we typically mobilise over 60,000 volunteers each year during the event. We can provide schools with a free clean up kit if required which includes an event/health and safety guide, reusable rubbish bags, reusable gloves, certificate template and badges. Find out more [here](#).



CELEBRATING BEAUTIFUL KIWIS, PLACE & SPACES

Our volunteers are the local heroes and peoplepower behind our organisation who we believe deserve recognition for the great work they're doing in our communities.

BEAUTIFUL AWARDS

Our Beautiful Awards provide a benchmark for environmental excellence. Run annually, they inspire, recognise and acknowledge those individuals, schools, community groups, towns and cities who are working hard across Aotearoa to Keep New Zealand Beautiful. Find out more [here](#).

We have specific awards within the programme that recognise our exceptional schools and young people.

The **Young Legend Award** honours three outstanding volunteers who are aged under 18 years who in the past year have demonstrated remarkable leadership and outreach in their community through work in one or more of the following areas; litter prevention, waste reduction, recycling promotion, community beautification.

The **Sustainable School Award** honours an ECE, school or tertiary institution for their commitment and practical action to implement sustainable practices and environmental projects, which enhance their school and/or community.

TIDY KIWI VOLUNTEER OF THE MONTH

Each month nominations are open for our Tidy Kiwi Volunteer of the Month. This award is for a deserving Kiwi who is doing great work in their community in support of the environment and sustainability.

The winner receives a Keep New Zealand Beautiful merchandise pack, Resene paint voucher and more - along with being automatically entered into the annual Beautiful Awards. Nominations can be made via our [website](#).

PLANT NEW ZEALAND BEAUTIFUL

Many of our Community Branches across the country organise regular planting events and welcome young people to get involved. You can find the contact details of your local Community Branch on our [website](#) and connect with them to find out what's happening in your area.

KAI GARDENS

Kai Gardens is a fun and educational unit of work and competition that is open to all New Zealand ECEs, kindergartens, primary and intermediate schools. Students are given the opportunity to collaborate and design a garden that features edible and/or medicinal plants, and which is constructed using sustainable and reclaimed materials.

This is a great way for tamariki to learn how easy it is to reduce their environmental footprint by growing their own food, cooking seasonally and composting food and garden waste.

The ten winning schools receive a \$1,000 donation to bring their design to life and for the ongoing care of their garden as it grows. Find out more [here](#).



KAI CONNECTIONS

Kai Connections is a picnic that is good for people and good for the planet. It's a fun way to educate students about healthy eating, and the impact they can make to the environment when they learn about growing their own food, eating seasonally, eliminating packaging and reducing food waste. It empowers students to take personal responsibility and action (no matter their age) and to be part of a global movement to positively influence our climate future. Kai Connections works in conjunction with our Kai Garden initiative. Further information and registration for the programme is available on our [website](#).





EMPOWER AOTEAROA

Litter research is an essential part of the work we do. It provides us with insight into where to focus our energy and attention, it guides our programming, gauges the effectiveness of our campaigns and provides guidance at both a local and national government level.

Citizen science uses a participatory approach to environmental science enabling young people to engage in real-world data collection and meaningful actions towards keeping New Zealand beautiful. Additionally, citizen science is a powerful tool for providing students with skills needed to excel in STEM subjects.

MIZUIKU UPSTREAM BATTLE

Our Upstream Battle citizen science programme aims to get students, teachers, volunteers and other citizen scientists across the country collecting and auditing litter at key upstream sites (such as beside rivers, lakes and streams) to provide a better understanding of the root causes of ocean pollution. It also includes an optional classroom lesson plan to precede your Upstream Battle covering the water cycle and the importance of keeping our waterways litter free. Further information and registration for the programme is available on our [website](#).

Upstream Battle is proudly presented by Suntory's international Mizuiku Education Programme for Nature and Water, which is specifically designed to educate the next generation on the importance of clean water conservation. The programme is based on a similar citizen science campaign conducted by our sister organisation Keep Scotland Beautiful, on the rivers Clyde and Tay. We've recently partnered with Keep Scotland Beautiful to share knowledge and programmes for the benefit of communities on both sides of the globe.

BACKYARD BATTLE

Our Backyard Battle citizen science programme gets students, teachers, volunteers and other citizen scientists out collecting litter at key inland sites, such as public recreational spaces, highways and railways, car parks, residential, retail and industrial sites to help create a better understanding of litter's pathway across our land. Further information and registration for the programme is available on our [website](#).

The data collected from Backyard Battle and its sister programme Upstream Battle will feed into a shared database that will help to inform local and national legislation, our community led programming and behaviour change campaigns.



OUR BRANCHES

We have two different types of branches:

Educational Branches. These are composed of schools who are committed to sustainability and environmental stewardship, and who illustrate this in their key values.

Educational Branches provide students with engaging opportunities for sustainability learning and highlight the importance of caring for the school and local environment. Educators have the flexibility to focus on the initiatives and programmes that best fit in with their individual school's environmental needs, student numbers and time available.

Community Branches. These are groups of Keep New Zealand Beautiful members and volunteers who have an interest in keeping their towns tidy and their cities sustainable in a geographical area.

One of the main strengths of a Community Branch is their knowledge of their local community and the relationships they have with others who support them. Every branch is different, reflecting the surrounding community, members and individual strengths and time availability of its volunteers.

For more information about Community Branches please contact info@knzb.org.nz.

WHAT'S THE PURPOSE OF AN EDUCATIONAL BRANCH?

All of our branches help to further Keep New Zealand Beautiful's vision, but Educational Branches are key to engaging our youth and future decision makers – through sustainability initiatives, events and participation in environmental educational programmes.

As an Educational Branch, you're free to set your own priorities and activities. This allows each school to address the specific needs of their individual student community and to make the most of the skills and interests of educators and students.

Educate: Increasing student knowledge and practical skills in preventing and managing litter and waste. Supporting students to develop their understanding of environmental issues that affect us on a local, national and global level and encouraging young people to advocate for a safer and more beautiful New Zealand.

Inspire: Engaging students in activities such as environmental-related educational programmes, campaigns and activations to ensure school and community sustainability. Publicising Keep New Zealand Beautiful, our campaigns and sharing out mission, all helping to attract new members and generate positive publicity.

Empower: Enabling students to be part of the solution by carrying out Keep New Zealand Beautiful's sustainable initiatives and proposing solutions to improve the school environment and amenities, conserving the heritage and protecting our environment.

We have resources available online or on request to support you.



WHAT DOES AN EDUCATIONAL BRANCH DO?

As an Educational Branch, the potential for implementing different environmental activities, initiatives and educational programmes is only limited by your ideas, enthusiasm and the resources that you have available to you.

Educators can be flexible in how they incorporate sustainability into their school. This could involve integrating environmental sustainable practice across the school curriculum, implementing one of our programmes or supporting students as they work on various environmental projects. Each school is unique, with differing resources, needs and priorities and we encourage you to involve your students in creating your own school environmental pledge.

WHAT IS REQUIRED OF AN EDUCATIONAL BRANCH?

It's free to become a Keep New Zealand Beautiful Educational Branch! The only expectation is that you make a commitment to:

- providing engaging opportunities for students in environmental sustainability,
- exploring ideas to reduce your school's environmental footprint, and
- encouraging students to take responsibility and pride in caring for their local environment.

Each region is different, each community is different, and each Educational Branch is different. It's up to you to decide how best to keep your little neck of New Zealand clean and green.

We can support you by providing educational resources, clean up or graffiti paint out kits, health and safety resources, plus much more.

KEEPING CONNECTED

We keep in touch with our branches through a variety of communication channels, including email, website, social media, and our e-newsletter.

If you haven't done so already, you can find out more about Keep New Zealand Beautiful and stay up to date on all our news, programmes and events by checking out our website at www.knzb.org.nz. You can also connect with us through our social media pages on [Facebook](#), [Instagram](#) and [LinkedIn](#).

We encourage every Educational Branch to have their own social media pages to promote their activities and local initiatives, and to tag Keep New Zealand Beautiful in where appropriate.

Please let us know about all of the wonderful school environmental events and initiatives you're up to so that we can include them in our monthly newsletter and share via our social media channels. You can email your photos and stories to info@knzb.org.nz.

WHAT'S IN IT FOR MY SCHOOL?

As a Keep New Zealand Beautiful Educational Branch, your school will be part of both a global and nationwide movement, affiliated with an iconic Kiwi brand, with support and access to resources, as well as opportunities to enter competitions and awards. This is a great opportunity to motivate your students to look after their patch of New Zealand, and effect change for future generations.

Being involved with Keep New Zealand Beautiful and an Educational Branch also brings with it a host of personal benefits for students such as:



- building stronger personal connections
- increasing leadership opportunities
- developing individual talents
- providing pathways for further environmental education and/or
- employment.





BRANCH ORGANISATION

Every Educational Branch is different, with activities and roles reflecting the number, skills and interests of both educators and students, and the priorities and needs within the school.

Your branch structure can be as formal, or as informal as you'd like. This could be as simple as teachers providing students with opportunities to get involved in environmental activities, right through to forming a student led environmental committee which conducts audits and monitors the school's environmental footprint as part of a school wide environmental management plan.

All Educational Branches receive voting rights at our AGM.

We do require that all branches adhere to Keep New Zealand Beautiful's Code of Conduct, and all logos are the intellectual property of Keep New Zealand Beautiful. Our Code of Conduct can be found [here](#).

BRANCH SUPPORT

Branches are supported in many ways, with your main point of contacts being our Head Office or your local Zone Representative, who can provide or arrange any help you may need.

Other key areas of support:

Resources. We provide all the resources you'll need to support your educational activities! You'll also receive a digital educational branch logo and certificate (on request) so that you can display your connection with us on your website, email signature or school buildings.

Zone Network. Each Educational Branch sits within a Keep New Zealand Beautiful Zone, which has a Zone Representative. Together with our team, your Zone Representative can help in various ways including planning the year ahead, discussing common topics or concerns, connecting you with other branches and getting in touch with the right people. A full list of Keep New Zealand Beautiful Community Branches and Zone Representative contact details can be found on our [website](#).

Campaigns: We have a number of campaigns that we run throughout the year, and we invite Educational Branches to cross promote these campaigns so that we can grow our reach and fulfill our mission. Campaign collateral can be supplied upon request.

Programme Support: We provide year-round programming and all the supplies that you need to get stuck in. We're also always here to assist schools in their activities. If you need help, just contact us.

Administrative Support: Our team can help get events into publications and onto social media, give guidance for your activities, provide prizes and incentives when available and much more.



OUR CONTACT DETAILS

Here's our contact details if you need our help:

education@knzb.co.nz

0800 TIDY KIWI

www.knzb.org.nz

PO Box 58932 Botany, Auckland 2163

And here's how you can connect with us:



[KeepNZBeautiful](#)



[keepnewzealandbeautiful](#)



[Keep New Zealand Beautiful](#)



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#keepnewzealandbeautiful

#dotherightthing

#beatidykiwi

#everylitterbitcounts

#kikiwi

#cleanupweeknz

#paintnzbeautiful

#plantnzbeautiful

#litterlesscampaign