
Bin it for Good Order form

April 2018



Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government - local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

ABOUT KEEP BRITAIN TIDY.

Printed on 100% recycled material.

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INTRODUCTION

The *Bin It For Good* project aims to incentivise people towards doing the right thing with their litter by offering local community benefits. For three months, all bins within a defined target area, such as a high street, park or residential area, are transformed into charity collection pots featuring a new local charity or cause each month. The more litter that goes into the bins, and the less on the ground, the more money the featured charity/cause receives. The project is part funded by The Wrigley Company and delivered in partnership by The Wrigley Company, Keep Britain Tidy and local land managers of the locations where the initiative takes place.

Partners will select three charities or causes for the project using methods appropriate for them while aiming to maximise buy-in from their target audiences (e.g. local businesses, the local community, local media). Partners will approach the charities/causes directly to invite them to participate in the project. As participants, the charities/causes could be invited to attend promotional activities during the project (e.g. a project launch event and a photo call when awarding the charity pot prize to them). All charities/causes will receive a minimum of £300 - £500 from the partner's 'charity pot' for their participation in the project (even if a decrease in litter is not achieved).

Once signed up to the campaign, you will receive a full campaign toolkit with details about;

- Project timings
- Selecting your campaign site
- Selecting your chosen charities/causes
- Choosing a 'charity pot' donation amount
- Auditing your bins and ordering your stickers
- Transforming your bins into charity bins
- Monitoring and evaluation
- Communications brief

HOW DOES IT WORK?

- All bins within your chosen site are transformed into charity collection tins using bin stickers



- The bins feature a new local charity each month



- The more litter that goes into the bins and the less on the ground in each month, the more money the featured charity receives.



YOUR DETAILS

Organisation/ Local Authority name		
Contact name		
Job title		
Contact telephone number		
Email address		
Invoice address		
The package includes 40 bin stickers (enough for 10 bins). Please indicate the size and quantity you require:	Small H=300mm x W=130mm Medium H=500mm x W=215mm Large H=700mm x W301mm Extra Large H=1,000mm x H=430mm	Small = Medium = Large = Extra Large=
Delivery address for the stickers (if different from above)		
<p>Please also provide the following information; refer to section 8 of the toolkit;</p> <ul style="list-style-type: none"> - The name of your chosen town/area i.e Birmingham, Graeme Park Estate - Your logo and any partner logos in EPS - The names of your 3 chosen charities and the order you wish them to feature - Logos and straplines for each of the charaties, the strapline should be a short description explaining what the charity does - Your chosen maximum donation amount £300 or £500 		
PO number	Cost £1,500 + VAT payable to Keep Britain Tidy <i>Excludes your financial donation to the three chosen charities.</i>	
Signature	Date	

THANK YOU FOR YOUR ORDER



Please send your completed order form to: network.enquiries@keepbritaintidy.org

If you have any questions, please do not hesitate to contact the team on 01942 612655 or 612606



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