



In order to safeguard its islands' environments, Te Ipukarea Society aimed to lower the rate of littering in schools, homes, and communities and protect the beauty of their lands, through encourage youth to lead by example.

### **Who's involved?**

Project leader: Tamara File

Lead organisation: Te Ipukarea Society

**Timeframe:** August - December 2007

### **Objectives:**

- Encourage youth to lead by example in showing adults the importance of separating waste,
- Lower the rate of littering in schools, homes and communities,
- Protect the beauty of land, beaches and waters,
- Defend biodiversity,
- Raise awareness of recycling,
- Indicate the negative impacts of littering and encourage people to get behind the idea of caring for your environment thus changing a person's behaviour.

### **Activities:**

- Plan and produce television adverts to create awareness of recycling among the students and the adults;
- Establish and launch Recycling Stations with the assistance of local experts and relevant authorities;
- Purchase mesh bins with flips, one bin each for aluminium/cans, glass and plastic and chutes for the Recycling Station;
- Plan and obtain the needed materials for painting the bins ;
- Involve students from a minimum of three schools
- Undertake publicity and promotional activities by producing fliers and posters, and through local TV, newspapers and radio ;
- Investigate and report on ways of continuing this activity in the future