



Kilkenny County Council
Comhairle Chontae Chill Chainnigh

Kilkenny

**LET'S TEAM UP
TO CLEAN UP!**
Together for Kilkenny



October Council Meeting



- A day of collective environmental action
- A major collaboration between the Council, community and sporting groups, businesses, schools
- Organised, managed and promoted by Kilkenny County Council
- 30-50 tonnes of litter collected in ONE day





JOHN O SHEA TRUST



A Powerful Collaboration





THREE YEAR PLAN 2023 – 2025

Four events over three years...

Annual event will coincide with the new Bank Holiday in February – St. Brigid’s Day



October 2022	75 groups	1 – 2k participants
February 2023	200 groups	3-5k participants
February 2024	250 groups	6-8k participants
February 2025	300 groups	12k participants

Date for your Diary:

5th February 2023

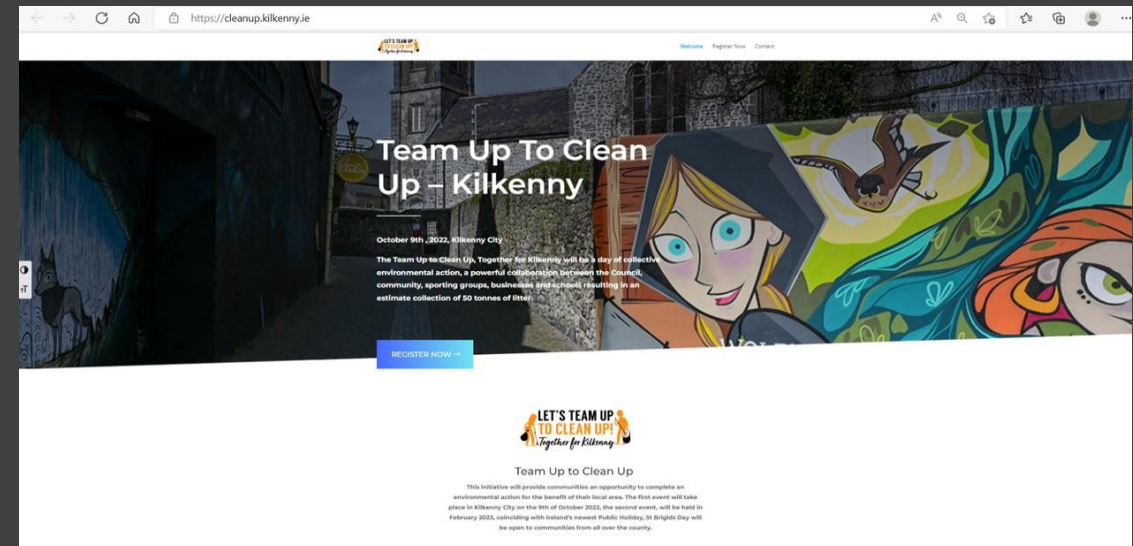
Campaign Launch June 2022



Media Campaign



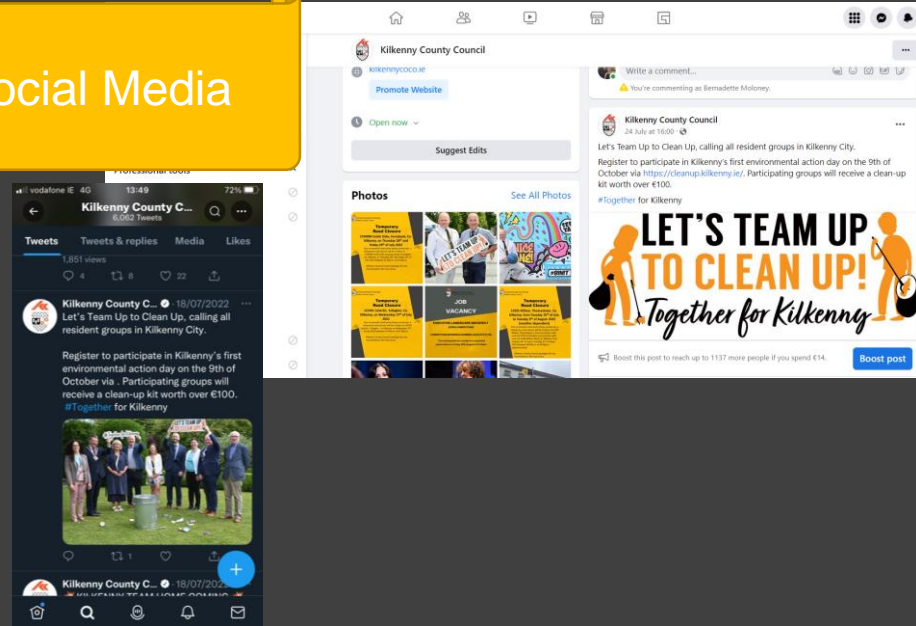
Online Registration Portal



<https://cleanup.kilkenny.ie/>

Promotions

Social Media



Rallying Campaign Support



Local Press



October Event Preparation



Event Day

Kilkenny



Event Day



February 2023

- Aim to Register 200 Groups circa 3,000-5,000 volunteers
- Some good experiences and learning outcomes achieved by running the pilot event
- Health and Safety Risk Assessment Required for the County Wide Event
- Early Registration is important in order to prepare for the February Event
- New Promotion for February 2023 starting within the next fortnight

How Can this Event Benefit your Local Area

- Flowering bulbs available for every registered group
- Free litter picking pack for every group which may entice them to keep their area litter free in the future
- An opportunity to connect with key people and promote the works of your tidy towns group
- The more groups we get out, the greater the impact on litter louts

How Can You Help

Encourage Registration Locally

Registration is open to all groups, the more individual groups register the better

Encourage Early Registration

The county wide event will be difficult logistically, so the more advance preparation we have pre Christmas, the more successful the February event.



THANK YOU
Any Questions?

<https://cleanup.kilkenny.ie/>

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