



About the Keep Australia Beautiful Green Ribbon Program

1. Who is Keep Australia Beautiful?

Keep Australia Beautiful commenced in 1968 and is Australia's leading, community based, litter prevention organisation. It has an office in each state and territory, a year round calendar of activities and a national network of community volunteers, local councils and service clubs.

Keep Australia Beautiful is best known for its awards programs that identify, acknowledge and promote excellence in grass roots environmental initiatives. These include Tidy Towns, Sustainable Cities and Clean Beaches. Each of the awards programs celebrate the work of local communities striving towards sustainability.

Keep Australia Beautiful Week is held at the end of August each to coincide with spring. It is a time for all Australians to think about how they can contribute to the KAB mission of 'positive environmental change through individual actions' and get involved in the KAB Week activities and call to action.

These are just some of the activities that involve up to 3 million Australians each year. Program details can be found at www.kab.org.au

2. What is the Green Ribbon Program and Gift Fund?

For many years Keep Australia Beautiful has worked with industry and government sponsors to make the awards programs possible. Now the Keep Australia Beautiful National Association (KABNA) it is able to offer a cause marketing or licensing program for organisations who wish to associate their product or service with this worthwhile environmental cause.


Licensing partners and their customers benefit from working with KABNA as a not-for-profit association and registered Tax Deductible Charity. Funds from the KAB Green Ribbon program go to the KABNA Gift Fund which is the registered fund for tax deductible donations and helps fund KAB's litter prevention and resource recovery programs.

Use of the KAB Green Ribbon logo

The KAB Green Ribbon logo helps distinguish supporting products and services from other program specific sponsorships or promotional activities. The logo is available for use on pack or at point of sale in return for a contribution from each sale.

Some Examples:

<p>4MYEarth Sandwich Wraps</p> <p>One way to cut waste is to avoid single use packaging and use something that is reusable instead. 4MyEarth provide an environmentally friendly Sandwich Wrap that can be used again and again. Finally an easy and non-toxic product that keeps food fresh and dry. 15c from each sale is donated to Keep Australia Beautiful</p>	
<p>Steve Parish Beach Calendar</p> <p>Each purchase of a Steve Parish Beach Calendar generates 50c to Keep Australia Beautiful for the Clean Beaches Awards. The 2011 calendar goes on sale soon</p>	
<p>Australian Jewellers Supplies</p> <p>20c from each purchase of a reusable bag from Australian Jewellers Supplies</p>	
<p>Sukin</p> <p>Australian Natural Skincare, Skincare that doesn't cost the earth. \$1 from selected products during Keep Australia Beautiful Week</p>	

<p>EcoVoice</p> <p>For people who would prefer not to receive unsolicited mail in their letterbox EcoVoice has created a 'No Junk Mail' sticker. 50c from each \$1 sale is donated to Keep Australia Beautiful. You can read catalogues on line at EcoVoice or go direct to the relevant company or retailer website.</p>	 <p>The image shows a 'NO JUNK MAIL' sticker. The text 'NO JUNK MAIL' is written in large, colorful letters (blue, green, and red). Below it, in smaller text, it says 'I read my catalogues online at www.ecovoice.com.au'. There are logos for 'EcoVoice' and 'Keep Australia Beautiful' on the sticker.</p>
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Contacts and further information

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