



Kilkenny County Council  
Comhairle Chontae Chill Chainnigh

*Kilkenny*

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



October Council Meeting

# LET'S TEAM UP TO CLEAN UP!

*Together for Kilkenny*

- 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



Kilkenny



JOHN O SHEA TRUST



# A Powerful Collaboration

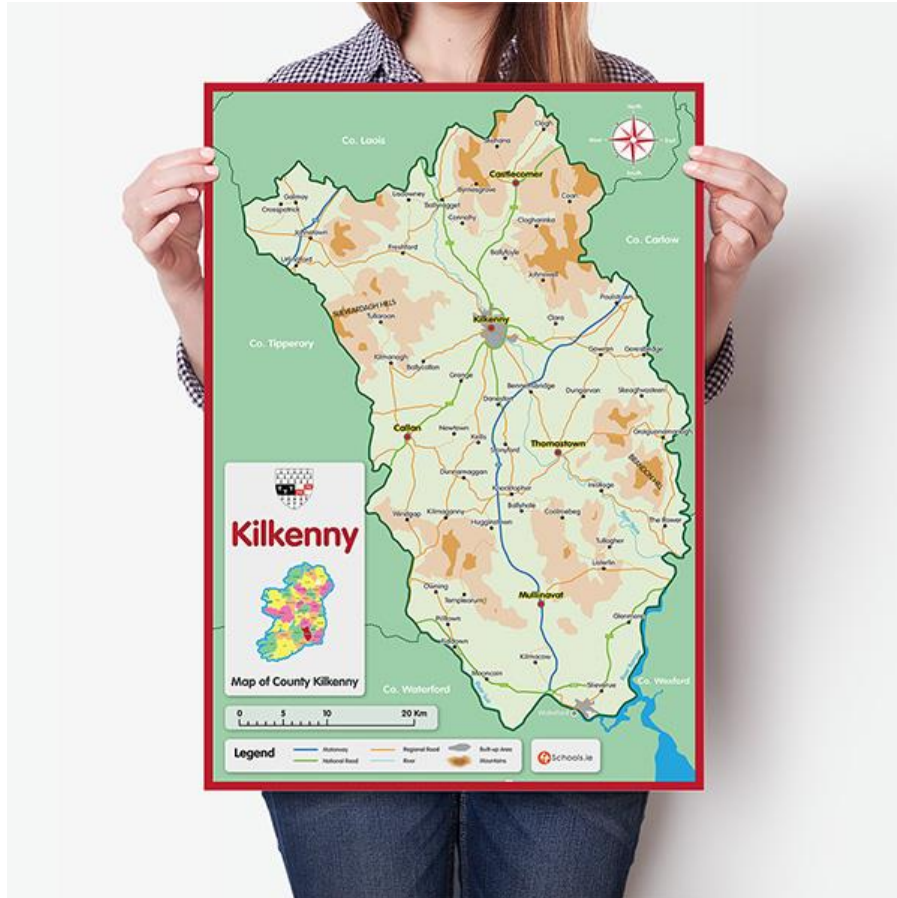




**THREE YEAR PLAN**  
**2023 – 2025**

# 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:

5<sup>th</sup> February 2023

# Campaign Launch June 2022



# Media Campaign

REGISTRATION IS NOW OPEN  
for  
**LET'S TEAM UP TO CLEAN UP**  
*Together for Kilkenny*

**Kilkenny City - 9th October - 2022**  
**City & County - 5th February - 2023**  
Register your group on <https://cleanup.kilkenny.ie/>  
Email Queries to [togetherforkilkenny@kilkennycoco.ie](mailto:togetherforkilkenny@kilkennycoco.ie)

Let's Team Up to Clean Up, Together for Kilkenny is kindly sponsored by  
Kilkenny County Council, PIRL, DAWN MEATS, glanbia, JOHN O SHEA TRUST, Panda

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

- SIGN UP YOUR GROUP
- GET YOUR FREE KITS
- JOIN THE CLEANUP!

ALL GROUPS WELCOME! Sport clubs, hobby groups, youth groups, resident associations, schools, Tidy Town groups and development associations.

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**CITY & COUNTY - 5TH FEBRUARY-2023**  
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Email: [togetherforkilkenny@kilkennycoco.ie](mailto:togetherforkilkenny@kilkennycoco.ie)

CLEAN UP KITS INCLUDE:  
VESTS, GLOVES, PICKERS,  
BAGS AND FLOWERING  
BULBS TO PLANT ON  
EVENT DAY

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# Online Registration Portal

https://cleanup.kilkenny.ie

## Team Up To Clean Up - Kilkenny

October 9th, 2022, Kilkenny City

The Team Up to Clean Up, Together for Kilkenny will see a day of collective environmental action, a powerful collaboration between the Council, community, sporting groups, businesses and schools resulting in an estimate collection of 50 tonnes of litter.

REGISTER NOW

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

Team Up to Clean Up

This initiative will provide communities an opportunity to complete an environmental action for the benefit of their local area. The first event will take place in Kilkenny City on the 9th of October 2022, the second event will be held in February 2023, coinciding with Ireland's recent Public Holiday. In both days will be open to communities from all over the county.

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



# Promotions

## Social Media

The image shows two screenshots of social media posts. The top one is a Facebook post from Kilkenny County Council, dated 24 July at 16:00. It features a graphic with the text 'LET'S TEAM UP TO CLEAN UP! Together for Kilkenny' and a 'Boost post' button. The bottom screenshot is a Twitter post from Kilkenny County Council, dated 18/07/2022, with 1,801 views and a similar graphic.

## Local Press

This section contains two newspaper articles. The left article is from the Kilkenny Observer, dated Friday, 04/07/2022, with the headline 'New initiative calls us to 'Team Up to Clean Up, Together for Kilkenny''. It details the launch of the initiative by Kilkenny County Council and corporate sponsors. The right article is from the Kilkenny Observer, dated Friday, 07/07/2022, with the headline 'seal of approval for Let's to Clean Up, Together'. It reports on the approval of the initiative by the Kilkenny County Council.

## Rallying Campaign Support



This section features a large newspaper article from the Kilkenny Observer, dated Friday 08 July 2022. The headline is 'Let's Team Up to Clean Up, Together for Kilkenny'. The article includes a group photo of the initiative's launch and extensive text detailing the goals, sponsors, and community involvement. It mentions that the initiative is supported by the Chamber of Commerce, Volunteer Centre, Sports Partnership, Kilkenny Rotary, and Tidy Towns Forum.

# 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/>