



KEEP AMERICA BEAUTIFUL, INC.

About the CLPP Grants and Awards Program:

2007 CLPP Grants and Awards are available to Keep America Beautiful affiliate organizations around the country. And, as a result of our successful collaborations with other organizations in 2006, one major section of the incentives package is available to US-based self-nominees from three KAB partner organizations:

RHI - The Responsible Hospitality Industry

MWMA - The Municipal Waste Management Association of the US Conference of Mayors

IDA - The International Downtown Association

Attendees of the 2006 National Conference will remember a panel presentation about the program and its success in two of those communities, Philadelphia (PA) and Ithaca (NY).

Six IDA communities along with over 40 communities served by KAB affiliate organizations experienced an average **48% reduction in cigarette butt litter** because of the KAB *Cigarette Litter Prevention Program*.

What is the value of the Grants and Awards?

2007 CLPP Grants for members of KAB's three partner organizations are valued at \$62,500. KAB will award 25 Grants valued at \$2,500 each.

The 2007 CLPP Awards for members of KAB's three partner organizations are valued at \$18,500 and will be awarded at each organization's Annual Conference following September 2007. Applicants from each organization will be pooled and KAB will award ONE FIRST PLACE, TWO SECOND PLACE and TWELVE THIRD PLACE. The first place award is valued at \$2,500; the second place awards are valued at \$2,000; and the third place awards are valued at \$1,000.

How does a US-based IDA member apply:

US-based IDA members are invited to self-nominate for the 2007 CLPP Grants through a reserved online self-nomination site: www.preventcigarettelitter.org/grants. From the 3 organizations' self-nominations, KAB will choose twenty-five (25) applicants to receive

\$2,500 each to use for the purchase of Ash Receptacles during a 2007 program implementation.

What is required to qualify for a grant?

Self-Nominees agree to the follow three steps.

1. Use the online self-nomination form at www.preventcigarettelitter.org/grants.
2. Commit to following the *Cigarette Litter Prevention Program* as designed, field-tested and proven. The CLPP is available at www.preventcigarettelitter.org. This includes:
 - a. **Review local litter ordinances** for inclusion of cigarette butt litter with appropriate fines and enforcement.
 - b. **Utilize the online CLPP PSA's** and other public education to build awareness that cigarette butts on the ground are litter.
 - c. **Strategically place Ash Receptacles** within the area of program implementation
 - d. **Distribute Pocket Ashtrays** to adult smokers within the area of program implementation.
 - e. **Conduct two Cigarette Litter Scans** (i.e. counts) – one preliminary and one follow-up within 30 days – and report the results using the online form.
3. Communicate with KAB about the number, design, and placement of the receptacles purchased with the \$2,500 grant funds.

Any media coverage, proclamations or other program highlights are welcome via electronic submission.

What will KAB do in support of the local CLPP implementation?

KAB provides ready-access to online program materials and information. Additionally, Keep America Beautiful will provide the following:

- **1000 Free Pocket Ashtrays.** Following the first online report of a Cigarette Litter Scan/Count , KAB Pocket Ashtrays will be shipped!
- Webinar and web-based **support throughout program planning**
- **\$2,5000 Grant Funding** to facilitate purchase of Ash Receptacles. Applicants must self-nominate by end May. IDA US-based members chosen to receive a grant will be notified by mid-June and will receive their grant check within weeks of notification.