

The Governor's Council to Keep Nebraska Beautiful (KNB) is a non-profit 501(c)3 public service organization dedicated to providing education to all Nebraska citizens, students and educators on proper solid waste management, including reducing, reusing, recycling and composting as well as promoting the conservation of our natural resources through litter prevention, tree planting, etc. KNB was established in 1964 by Governor Frank Morrison. Early efforts focused primarily on litter prevention and beautification throughout the state. In 1980, the Clean Community System, now known as the Keep America Beautiful (KAB) System, was introduced in Nebraska. KNB became the second statewide affiliate of that program. Sixteen Nebraska communities have received training and certification in the KAB System and are a part of a network of nearly 500 communities in 42 states.

## Teacher Training Workshops

Keep Nebraska Beautiful (KNB) has been very successful at reaching elementary teachers and students through our teacher training workshops. Over 2,176 teachers across the state have been trained at 52 workshops. Teachers are trained in one of two Keep



America Beautiful curricula guides. A total of 697 school workshops and classroom activities have been presented to 32,782 students by KNB and our local affiliates over the past year.

## Litter-Free Events

KNB has sponsored several litter-free events, including the 1993, 1994, 1995 & 1996 Nebraska State Fairs. Several affiliates across the state have also sponsored several litter-free events, for a total of 52 litter-free events over the past year. Thousands of volunteers have donated their time to pick up litter, make sure recycling bins are used, and hand out pocket ashtrays to adult smokers. (Cigarette butts are the most littered item in America!)



The events not only serve to reduce litter at particular events, but they encourage people to change their littering habits altogether.

## Business Workshops

Keep America Beautiful has developed a small business' guide, *Waste in the Workplace*, for auditing commercial waste, identifying recyclables, minimizing waste and managing disposal costs. KNB offers workshops for small to medium-size businesses on how to conduct waste audits, how to develop a waste minimization plan and how to further utilize the Waste in the Workplace guide.

## Household Hazardous Waste Education

Keep Nebraska Beautiful has published two brochures to help educate adults on how to properly dispose of household hazardous waste, and provide less toxic alternatives when possible. For students, we have developed Hazardous Harry's Activity Book and Bingo Game.

## Materials Exchange Program

The Nebraska Materials Exchange Program assists businesses, industries and schools throughout the state in finding an end user for materials that would otherwise be added to our landfills. KNB is managing a statewide database to match those generating surplus materials or waste with those seeking such materials. All kinds of materials can be listed, such as ag products, chemicals, durables & electronics, or plastics. KNB does not handle the materials, but rather puts the businesses or schools in contact with each other to establish the exchange-free of charge. KNB publishes a quarterly newsletter, *The Link*, to keep interested parties informed of what items are being generated and what items are being sought by other businesses and schools. You can also check the listings on our World Wide Web site at: <http://www.knb.org>. Call or write today for more information on the exchange program.



## Annual Environmental Awards

The Annual Keep Nebraska Beautiful Environmental Awards Program recognizes individuals, groups and communities for their outstanding environmental efforts. In 1997, 42 recipients were given plaques, certificates, and \$1,450 in cash awards at an awards luncheon held at the Lied Conference Center in Nebraska City. The award categories include: Youth Group/School Award, The Deanie Anderson Community Environmental Award, Non-profit/Civic Award, Individual Environmental Award, "Grow Big Red" Award, Spruce Up Nebraska Award, Keep America Beautiful System Award, and Nadine Blair Outstanding Coordinator Award.



## "Grow Big Red"

Grow Big Red is a statewide beautification effort initiated in 1996 that celebrates Nebraska's Good Life. Persons are encouraged to plant red flowers in their yards as well as in

public areas such as schools, parks, zoos, community entrance areas and in downtown planting areas. The program returned for a second season in 1997. Grow Big Red is a fun, unique beautification celebration that allows the citizens of our state to become more united in building community pride as we recognize Nebraska's tradition of excellence in the environment and overall stewardship of the land.

## Spruce Up Nebraska Day

April is Keep Nebraska Beautiful Month. Help keep our neighborhoods, communities, roadsides, and parks clean and beautiful by participating in Keep Nebraska Beautiful's Spruce Up Nebraska Day held one Saturday during April. Every Nebraskan is encouraged to do their part and participate in clean-ups, tree plantings or other activities to help keep our environment beautiful. Call or write today for project ideas.

## For more information:



Call or write to:  
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# Keep Nebraska Beautiful

*"To preserve and enhance the beauty and environment of Nebraska by serving as an educational, advisory and coordinating non-profit organization through which individuals, businesses and industries, communities, KAB Systems, government and public and private organizations may work together to encourage conservation of our natural resources, proper solid waste management practices, including litter reduction, proper disposal and recycling, and beautification efforts throughout the state."*