**Education Report: Kiki Kiwi Litter-Less Programme**

**To:** Hon. Minister Hipkins, Minister of Education  
**Date:** 11 July 2018  
**Priority:** High  
**Security Level:** In Confidence  
**METIS No.:** 1137684  
**DDI:**  
**Drafter:** Thalia Hargreaves Lead Integration Advisor  
**Key Contact:** Apryl Parata Deputy Secretary  
**Messaging seen by Communications team:** Yes  
**Round Robin:** No  

Tēnā koe Minister Hipkins

**Purpose of Report**

The purpose of this paper is for you to:

**Note** that the Ministry is supporting the Keep New Zealand Beautiful Society (KNZB) to introduce a Litter-Less programme aimed at educating children (5-11 years) about the impacts of litter, and the importance of recycling and reducing waste. The programme will be distributed to schools at the start of Term 3.

**Agree** to jointly launch this anti-litter programme with Hon. Minister Sage by Press Release on Monday 23 July 2018.

**Summary**

- *Kiki Kiwi and Friends: The Travelling Trash* is an anti-litter programme for 5-11 year olds, educating them about the impacts of litter. It is owned by the Keep New Zealand Beautiful Society, and jointly supported by the Ministry of Education and Ministry for the Environment.

- KNZB was planning to launch the Kiki Kiwi programme by Media Release on Monday 23 July. On Thursday 5 July, the Minister for the Environment, Hon. Sage, expressed her interest in launching the programme.

- KNZB would like to give you the opportunity to jointly launch this programme, as both Ministries have supported and invested in it.

- The Ministry is working with your office on what this opportunity could look like. We anticipate a joint Press Release on Monday 23 July, followed up with a school visit either the following week (30 July – 3 August) or in one or two months' time once schools have started using the programme.
Recommended Actions

The Ministry of Education recommends you:

a. **note** that the Ministry is supporting KNZB to introduce a Litter-Less programme aimed at educating children (5-11 years) about the impacts of litter, and the importance of recycling and reducing waste.

   Noted

b. **agree** to jointly launch this anti-litter programme, *Kiki Kiwi and Friends: The Travelling Trash*, with Minister Sage, by Press Release on Monday 23 July. Note we are working with your office.

   Agree / Disagree

c. **agree** to a school visit in the Wellington region, following the Press Release. We would look at options to align with KNZB’s associated initiative Keep Upper Hutt Beautiful.

   Agree / Disagree

d. **Agree** that this Education Report is proactively released as part of the next publication.

   Release/Not release


Apryll Parata
Deputy Secretary
Parent Information and Community Intelligence

11/07/2018

Hon Chris Hipkins
Minister of Education

2/07/2018
Background

1. In 1967 the New Zealand Government established an Anti-Litter Council, the organisation that is now known as Keep New Zealand Beautiful (KNZB).

2. KNZB is a not-for-profit society that focuses on keeping New Zealand communities clean, safe and beautiful. It aims to increase environmental awareness through a range of sustainability and education programmes, including waste minimisation, planting and waterway initiatives, graffiti reduction and mural enhancement. Working with families, schools, businesses, councils and community groups throughout the country to help maintain and sustain a clean, green environment, wherever they are in New Zealand.

3. During Clean-Up week last year, KNZB saw the need to target litter reduction after its volunteers collected, in just the week, enough rubbish to fill 120 rugby fields with litter reaching half a metre in height.

4. A three year anti-litter campaign was introduced, aimed at tackling what research revealed are the behaviours associated with littering. Results showed nearly half of those surveyed (44%) littered within just five metres of their nearest bin, despite 93% of respondents saying they thought that it was very or extremely important New Zealand maintains its clean, green image.

5. The campaign hopes to revive the sentiment and messages of the iconic ‘Do the right thing’ and ‘Be a Tidy Kiwi’.

6. As part of the campaign, KNZB is creating a national litter hub website, and developing litter specific educational resources for schools.

7. The Ministry of Education (and Ministry for the Environment) is supporting KNZB to introduce its litter-less programme, Kiki Kiwi and Friends: The Travelling Trash, to students aged 5-11 years.

Programme Outline

8. There is a focus on environmental sustainability at a macro level. Kiki Kiwi and Friends: The Travelling Trash is a programme aimed at educating children at a younger age about the impacts of litter, and the importance of recycling and reducing waste. To understand those impacts, and to take action. The programme will be introduced to schools in English medium at the start of Term 3.

9. The programme will be delivered to schools in a presentation folder, with the following:
   a. Cover letter from KNZB
   c. A Full Unit of Work teaching resource
   d. Education resources and activities

10. The programme is flexible enough to be taught as a complete unit of work, or individual themes can be taught separately. The resources are presented as six inquiry questions, which are separated into three interconnected themes and can be delivered over 12 lessons. The lessons aim to embrace local, national and global contexts, while considering the environmental, social and economic impacts of littering.
11. The themes and inquiry questions are:

**Theme 1: Defining litter**

<table>
<thead>
<tr>
<th>Inquiry question 1:</th>
<th>What is litter?</th>
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<tbody>
<tr>
<td>Inquiry question 2:</td>
<td>How and why do people litter?</td>
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**Theme 2: Understanding litter Inquiry**

<table>
<thead>
<tr>
<th>Inquiry question 3:</th>
<th>How does litter move, and where to?</th>
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<tbody>
<tr>
<td>Inquiry question 4:</td>
<td>How does litter break down?</td>
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<tr>
<td>Inquiry question 5:</td>
<td>What does litter look like in our school community?</td>
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</tbody>
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**Theme 3: Actioning**

| Inquiry question 6: | How do we create a litter-free school? |

**Ministry of Education role**

12. Planning and design of the resource and materials for the Kiki Kiwi programme has been managed independently by KNZB.

13. The Ministry for the Environment has funded, in part, KNZB to purchase an existing Australian-based litter-less programme and redesign it to be New Zealand-centric. This included the introduction of hand-illustrated characters who play the anti-litter heroes – Kiki the Kiwi and his friends.

14. Prior to the Ministry's involvement, KNZB asked several Principals in Auckland to help them align the programme to the New Zealand Curriculum. Through this process, four Curriculum Tables were created as part of the Full Unit of Work teacher resource.

15. To ensure that all schools could receive the Kiki Kiwi programme for free, the Ministry partnered with KNZB in early April to assist with formatting, printing and distributing the existing materials. The Ministry also contributed to producing an online audio storybook for *Kiki Kiwi and Friends: The Travelling Trash*.

16. Both Ministries logos appear on the resource materials, under the words 'proudly supported by'. The product is owned by Keep New Zealand Beautiful.

**Programme Launch**

17. *Kiki Kiwi and Friends: The Travelling Trash* will be available on the [www.knzb.org.nz](http://www.knzb.org.nz) website for download from Monday 23 July. Due to schools 'no contact' period during the first week of Term, packages will be delivered to schools from 30 July to 3 August.

18. Minister Sage has expressed her interest in launching Kiki Kiwi by Press Release on Monday 23 July. KNZB would like this to be a joint release if you are interested, to recognise the investment and support of both Ministries.

19. There are a number of opportunities, when your diary permits, to visit a school (or schools) with KNZB and the Kiki Kiwi mascot, after the Press Release launch. For example:

   a. A visit could be made as the programme is being distributed in schools during the week of 30 July. Along with KNZB and Kiki Kiwi, you could introduce the programme at a school, read a page or two from the storybook, or watch on as the teacher reads. You could talk to students about litter, and what they know currently about its effects.
b. Alternatively, or as well as, you could visit a school once the programme has been underway for a month or two. Teachers could be interviewed on how they are using the programme, and students on the changes they are making as a result of the programme.

c. KNZB has informed us that the city of Upper Hutt is on an environmental sustainability campaign and has fully embraced ‘Keep Upper Hutt Beautiful’. There is an opportunity to work in with the organisers of Keep Upper Hutt Beautiful, KNZB with Kiki Kiwi and a school or schools, to raise awareness at a community level of the litter-less initiative. We will work with your office on this opportunity.

20. Kiki Kiwi has been well received when tested at previous schools visits, especially for the younger students [refer https://www.radionz.co.nz/national/programmes/checkpoint/audio/2018634121/tidy-kiwi-resurrected-for-new-generation-to-keep-nz-beautiful for RNZ featuring KNZB at the start of the development of the anti-litter campaign, and an Environmental Sustainability feature in the Education Gazette Volume 97, Number 9 https://gazette.education.govt.nz/articles/new-anti-litter-mascot-a-hit-with-students/].

21. Future promotion of the litter-less programme involves KNZB taking Kiki on the road across Aotearoa in their purpose built, environmentally friendly, combi-van.

Risks

22. s 9(2)(g)(i) OIA

Proactive Release of this Education Report

23. It is intended that this Education Report is proactively released as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

Annexes

Annex 1: Copy of the Storybook – Kiki Kiwi and Friends: The Travelling Trash
Annex 1: Kiki Kiwi and Friends: The Travelling Trash
KEEP NEW ZEALAND BEAUTIFUL

KIKI AND FRIENDS
THE TRAVELLING TRASH
CHAPTER ONE
Kiki Kiwi ran through the bush on his speedy little legs. He was in a hurry to meet his friends for a picnic. “OUCH!” he cried, tripping over something. He looked around him, seeing a pile of empty cans dumped on the track. Some had dangerous sharp edges which could hurt unsuspecting animals.

“What litter critter would do this?” he exclaimed. “Why can’t everyone DO THE RIGHT THING?” Kiki quickly picked up the cans and put them in his bag to take to the recycling bin.
“Hey Puka,” said Kiki to Puka Pukeko, when they met outside the shop. “Are you looking forward to our picnic at the beach?”

“You bet!” Puka replied. Sybil Seagull gave them a friendly squawk. She was loitering outside the shop, hoping to pick up some tasty scraps.

At the shop, Kiki and Puka collected what they needed for the picnic. School had finished for the day and some school kids were buying lollies, chips and ice blocks. The shop assistant put their treats in a blue plastic bag and the school children wandered out into the sunshine.
Kiki and Puka followed ahead of them, the school kids threw their wrappers in the bin and dropped the blue plastic bag on the ground.

This annoyed Kiki. "Hey! What litter critter would do this? Why can't everyone DO THE RIGHT THING?"
Suddenly, a gust of wind swooped in and picked up the blue plastic bag. It darted up into the sky and sailed away.

"Don't worry, I'll catch it." Sybil cried, spreading her wings and taking flight. "See you at the beach!"

Kiki and Puka set off for the beach.

As they were walking, they saw Sybil flying high up above them with the blue plastic bag in her beak.

Spotting a rubbish bin nearby, Kiki and Puka flapped and pointed, hoping Sybil would see the right place to put the bag.
Kiki and Puka arrived at the beach at the same time as their friend Turi Tuatara.

They were looking for a spot to set up their picnic when Taniwha-Turtle ambled up the beach to join them. Turi saw something poking out of the sand and went to inspect. "A chip packet!" he announced angrily, pulling it out. "What litter critter would do this?" screamed Kiki Kuwi. "Why can't everyone do the RIGHT THING?"
Sybil swooped in, looking exhausted and upset. "I lost the blue plastic bag in the wind!" she said. "It blew down into the gutter and I couldn't pick it up again because there were too many people around."

"Oh no!" said Tomati. "I hope it doesn't end up in the ocean. It's dreadful what's going on out there," he rasped. "I gobbled what I thought was a tasty looking jellyfish, then realised it was a plastic bag. My stomach has hurt ever since. Some little ones have died because the plastic clogs their stomachs."

"That's awful!" cried Kiki Kiwi. "Why can't everyone DO THE RIGHT THING?"
A black cloud moved overhead and fat raindrops began to plop on their heads. The rain grew heavier as the sky darkened.

"Looks like we won't be having a picnic today!" said Kiki Kiki. "Let's come back tomorrow for our picnic," he called as everyone scurried for cover.

Sybil looked worried. She felt bad she had dropped the blue plastic bag. She had seen on her travels what happened with litter. She knew where the bag could end up.
It rained for the rest of the afternoon. Water began to stream through the gutters as people hurriedly walked by. The rain water picked up the blue plastic bag and swirled it down the street, collecting all the other gutter rubbish as well. It eventually swept the plastic bag into a big storm water drain.

The bag travelled quickly at first, through the darkness, then slower and slower until it emerged at the other end. It arrived at the same beach where Kiki and his friends had been.

Still raining the next day, the tide surged high up the beach and snatched the blue plastic bag with its foamy arms, dragging it back down to the sea. The blue plastic bag bobbed in the waves, backwards and forwards like a surfer.

It lay for hours wet and sandy on the beach as the tide retreated.

Everyone walking past ignored the blue plastic bag, except for a few dogs who sniffed at it curiously.

Kiki and his friends stayed dry at home, postponing their beach picnic for another day.
Chapter One
Questions

1. How did the blue plastic bag become litter?

2. Where did the blue plastic bag start and end up?

3. How did the blue plastic bag travel there?

4. What other litter is mentioned in the story?

5. What environmental impact could the litter have if it isn't put in the bin?

6. What social/environmental impacts concerning litter did Kiki Kiwi and his friends have?
CHAPTER TWO
The night sea finally sucked the blue plastic bag away from the beach and out into its current. By daybreak, it was far from shore.

Back on the mainland, Kiki Kiwi and his friends were discussing the cans Kiki had tripped over, the buried chip packet Turi had found on the beach, and the blue plastic bag that had blown away.

"It's so sad," said Kiki. "I wonder how many little sea creatures are sick right now because they've eaten litter by mistake?"

"It's disturbing!" sighed Turi.

"Distressing!" exclaimed Puka.

"Disgraceful!" grunted Tamati.

"DESPICABLE!" squawked Sybil.

"What litter critter would do this?" cried Kiki. "Why can't everyone DO THE RIGHT THING?"
“Let’s do what we can to help!” declared Kiki. “Let’s organise a beach clean-up day to stop more litter ending up in the ocean.”

“Great idea!” agreed his friends.
At sea, sunny and stormy days came and went. Plastic bottles and food containers floated past the blue plastic bag.

Sea creatures struggled by, entangled in old fishing line and nets.

A fishing boat caught the blue plastic bag in its net and pulled it on board with the fish. But a fisherman hurled it back into the ocean.

Fish nibbled small holes in the tatty blue plastic bag, thinking it was food.

Days, weeks, and even months passed by. The blue plastic bag was again caught in a net hanging from a ship. This one was a huge international cargo ship, stacked high with containers.

The blue plastic bag had journeyed a long way.
CHAPTER TWO

QUESTIONS

1. What happened to the blue plastic bag?
2. Where did the blue plastic bag end up?
3. How did it manage to move away from the beach?
4. What environmental/social/economic impacts did or could the blue plastic bag have?
A large wave slapped the side of the cargo ship, pulling the blue plastic bag free. With each passing day, the bag floated a little further out to sea until it reached its end destination - the big 'ocean garbage patch'. This was also known as a gyre.

Surrounding the blue plastic bag were great clumps of knotty seaweed tangled with foreign visitors - plastic bottles once filled with lotion or shampoo; bottle caps and old shoes; styrofoam cups and plastic straws. This was a gathering place for litter that had travelled from faraway places, brought together by the ocean currents.

Fish, sea mammals and seabirds fed on the pieces of trash, afterwards feeling sick and some even dying. And all because many people, in many places, didn't do the right thing - like the school kids who threw their blue plastic bag on the ground causing it to start its journey to this huge ocean garbage patch.
Back at the beach, the sun was shining and the waves sparkled. Kiki and his friends were having their clean-up day. They put plastics, cans and paper into one big sack to recycle.

Puka stalked up and down the beach picking up other trash. Sybil flew along the beach in great swoops, gathering plastic bags in her sharp beak. She dropped the bags into Puka’s sack.

“At least these ones won’t join the plastic soup in the middle of the ocean!” she squawked.

“Phew!” said Kiki, looking around. “What a perfect spot for a picnic!”

Of course, they remembered to do the right thing by taking away all their trash, leaving nothing on the beach except their footprints.
CHAPTER THREE

QUESTIONS

1. What happened to the blue plastic bag?

2. What happened to the blue plastic bag and the other trash in the gyre/ocean garbage patch over time?

3. List all the times in the story the bag could have been rescued and disposed of correctly.
Chapter one
1. The blue plastic bag became litter because the children dropped it outside the dairy.
2. The blue plastic bag started at the dairy and ended up on the beach.
3. The wind picked the blue plastic bag up into the air. Sybil the seagull then transported the bag in her beak and dropped it. Rain water then washed it down into the gutter, and the storm water drain washed it to the beach.
4. Empty cans, wrappers, chip packets and gutter rubbish.
5. The environmental impact of this litter is blocked water ways and it could be eaten by animals in the ocean.
6. They were concerned it could be a choking hazard and could be eaten by other sea animals. It could lead to the death of animals.

Chapter two
1. The blue plastic bag was sucked away from the beach and out into the ocean’s current.
2. The blue plastic bag ended up in international waters.
3. The sea sucked the blue plastic bag out from the beach. It was then moved by the ocean current further out to sea.
4. Strangulation/suffocation to animals, choking hazard, could be eaten, could lead to the death of sea animals.

Chapter three
1. The blue plastic bag was pulled even further out to sea and ended up in an ocean garbage patch, also known as a gyre.
2. Over time, the blue plastic bag and other rubbish was eaten by fish, sea mammals and sea birds.
3. 
   a. The kids could have put the blue plastic bag in the bin at the dairy.
   b. People walking next to the gutter could have picked up the blue plastic bag and put it in the bin.
   c. People walking on the beach could have picked up the blue plastic bag and put it in the bin.
   d. The fisherman who caught the blue plastic bag in his net could have put it in the bin.
DO THE RIGHT THING!

KEEP NEW ZEALAND BEAUTIFUL