



KEEP AMERICA  
BEAUTIFUL

# Keep Louisiana Beautiful State Conference

October 2022



**Imagine a world...**

**Where every  
community is clean,  
green and beautiful**



## Imagine a world...

- Where people are engaged and proud of their community
- Where there is less litter
- Where recycling is available and recycling rates are high
- Where green spaces, waterways, art spaces and public spaces thrive
- Where kids thrive
- Where we recover from disasters and respond to our changing climate

That world is our vision,  
our mission and our opportunity.





# THE KEEP AMERICA BEAUTIFUL NETWORK

70 years and affiliates across the U.S. Lead with experienced experts neighbors are organizing neighbors and leading change in their own communities and across their state.

- Mobilized **tens of MILLIONS** of volunteers and participants
- Picked up over **half a BILLION pounds** of litter and debris
- Recycled over **250 MILLION pounds** of materials
- Cleaned over **half a MILLION miles** of roads, trails, and along waterways
- Planted **MILLIONS** of trees, flowers, and bulbs

Generated over

a **BILLION DOLLARS** in economic value in the communities we serve.



# WE ARE IN A POWERFUL MOMENT

- Every person in America (and around the world) is resetting, returning, rethinking
- Business is changing how it thinks about its products, services and role in society
- Gen Z is demanding climate and environmental action from government and employers
- Weather is more extreme and the results of storms more costly
- Equity in environment impact is essential

**HOW WILL WE RESPOND?**



## Changing the narrative from litter to \$\$

- “Waste” is not without value. It is a resource in the circular economy.
- KAB and partners play a critical role in enabling the circular economy and getting litter in to managed systems
- Producers are fighting for the PET and Aluminum now – HOW do we respond?
- We must help government and producers meet consumers at the point-of-disposal.
- How do we get littered materials back into managed systems?
- How can technology help us?
- Even cigarette butts – the #1 littered item has value and can be recycled!
- How do our most economically challenged communities find the economic value in removing waste and litter?



# Responding to Disasters with Trees and People

Natural disasters are occurring with greater frequency—3x more often than 50 years ago—and with greater intensity and complexity, affecting more and more people. RETREET® at KAB redefines disaster relief by engaging communities to replant lost trees. We envision a society in which the need to restore the urban environment is considered part of the standardized response to natural disaster and is provided for alongside other relief and recovery initiatives.

**It's about recovering the trees but it's also about recovering HOPE.**

# Research-driven solutions

- Our commitment to academic-led research is a defining value for KAB and the Network
- The Keep America Beautiful 2020 National Litter Study
  - There are an estimated 50 billion pieces of litter on the ground in America.
  - Slightly more along waterways (26B) than roadways (24B).
  - That is 152 pieces of litter on the ground for every person in America.
  - 90% of Americans believe litter is a problem in their state.
  - There are more than 2,000 pieces of litter per mile in America.
  - 87.9% of litter in America is four inches or smaller in size.

**Even with all that, what we do is working.  
Litter is DOWN on roadways 54% since the 2009 study!**



**CAN FIGHTING DIRTY  
BRING AMERICANS  
TOGETHER?**





# IT'S TIME TO COME CLEAN

- It's 2026 and we are hosting the party of the century  
-America's 250<sup>th</sup> birthday
- 19,495 Cities (or 40,000 communities) in the U.S. need to get ready to host a celebration of our ideals that engages people in a nonpartisan, active and pride-building experience
- We are calling each of them, and each of you here representing those places, to action with a national campaign to clean up for the big day
- It will take multi-sector collaboration and the inspired engagement of our affiliate network and more partners from coast to coast
- Together we will set the vision, pace and solutions for the **clean and green generation**

LET'S DIG IN



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