

# The Clean Earth Trust

Award-winning Guernsey Charity

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Corporate Partnership Programme 2023



The Clean  
Earth Trust

# OUR STORY SO FAR

Our charitable trust was born from an individual's guilt about not picking up a chocolate wrapper dropped by a child before it washed into the sea. It is now an award-winner with an excellent management committee, two employees and over thirty regular volunteers. We address a range of initiatives and many hundreds of volunteer hours are spent on achieving them.

Our purpose is to limit human impact on the environment by changing the behaviour of individuals. We aim to achieve this by involving the community in activities which have a beneficial impact on the environment and giving individuals a sense of empowerment and greater understanding of the underlying issues. We plant seeds of individual responsibility and empower people to make sustainable changes in their behaviour.

We have developed our core initiatives; #pickitupguernsey; #repaircafeGuernsey and our research through the citizen science element of our beach cleaning programme. As our resources allow, we will also raise awareness and seek change through campaigns, such as our petition to ban single use plastics and implement a government wide plastic reduction policy.



## OUR VISION

*TO LIMIT HUMAN  
IMPACT ON THE  
ENVIRONMENT*



# OUR PLANS FOR THE FUTURE

CET has grown organically over the past twenty months during which time the team have explored engagement, education and collaborative opportunities.



Now, with a clear understanding of stakeholder needs, we are at a turning point in our development and wish to work more closely with like-minded corporate supporters and to do so with reference to the United Nations Sustainable Development Goals.

We wish to focus on changing behaviour impacting on climate change and sustainability with particular reference to the power of micro actions. We also wish to monitor the implementation of local plans set out by The States of Guernsey and highlight and challenge lack of progress where necessary.

## THE NEED FOR FUNDING

Money raised through our corporate partnership programme will be used towards our operational costs.

We have a model designed to maximise the impact of financial input by running a lean core team of paid staff supported by ad hoc contractors and a growing team of volunteers. Experience has shown that it is not possible to run a charity at our current scale (and with our growth ambitions) purely with volunteers. Having a paid core to hold things together paves the way for amplifying what we can achieve. It frees volunteers from the guilt of not being able to turn up on occasions and ensures that the public have confidence in our offerings because they will not be cancelled due to lack of volunteers to deliver it. It actually makes volunteers more likely to engage.

More details of our current and planned projects can be seen on our website [www.cleanearthtrust.org](http://www.cleanearthtrust.org).

Our biggest single cost is salary for our core staff. Further details of our operations and budget can be provided on request.

# CORPORATE ENVIRONMENTAL RESPONSIBILITY:

Businesses are rapidly adopting and publicising their corporate environmental responsibility (“CER”) policies. Trading partners and customers are seeking to work with like-minded businesses whose CER policy demonstrates a commitment to an environmentally sustainable business model. There are many ways in which businesses can develop the elements of their CER policy, one of which is to support charities which work to achieve a sustainable future. We are such a charity and are pleased to partner with businesses who wish to include appropriate charitable support as part of their overall CER policy.



**WE BELIEVE ANTS CAN MOVE MOUNTAINS. BY PLANTING  
SEEDS OF INDIVIDUAL RESPONSIBILITY WE HOPE THAT  
MICRO CHANGES CAN HAVE A MACRO IMPACT.**

*Andrew Munro, Chairman, CET*



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# OUR WORK

Details of some of our flagship projects can be accessed here:

## THE BEACH CLEAN PROJECT



Our marine litter report is the first of its kind in the Bailiwick and through it we aim to provide education and awareness as well as empirical data for decision makers and businesses to use in formulating policy and business plans. Weekly beach cleans open to the public are organised with a view to sampling as many beaches as possible in a given year and chosen on the basis tides and wind direction and weather. In addition, our corporate beach clean series provides opportunities for businesses to show their commitment by getting staff to roll up their sleeves and get involved and witness first-hand the problems we face and the work we are doing to combat human impact.

Read the [Marine Litter Report 2021](#)

Find out more about [Corporate Beach Cleans](#)

## LITTER PICKER LENDING SCHEME



Our litter picker lending scheme has operated for many years with pickers available for loan through Guille-Alles and Prialux libraries and a number of kiosks. We aim to expand the offering into more beach kiosks and other public sites and increase the operational impact and measuring ability.

Find our more about the [Litter Picker Lending Scheme](#)



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The logo for Repair Café, featuring the words "Repair" and "Café" in a stylized, white, sans-serif font inside a circular teal shape with a white border.

The Repair Café was founded with the ethos of a circular economy in mind, where goods and materials are continuously kept in use, with waste and pollution significantly reduced. Through our pop-up events, we offer a space to meet with skilled volunteers, to fix or refurbish broken or worn-out goods.

Currently our Repair Café operates as monthly pop-ups upstairs at the Golden Lion on the first Saturday of every month. We have volunteers who can repair clothing, textiles and leather. Electrical repairers who can look to repair small household appliances such as toasters and kettles, and DIY repairers fixing such things as lamps and toys. We also host a clothes swap which allows people to exchange clothes reinforcing the idea of a circular economy.

The Repair Café is supplemented by weekly textiles repairs based in Health Connections' Smith Street Pre-Loved store on a Wednesday. Learning a new skill and developing a mending mindset underpins the principles of the project.

We are currently developing a programme of skills training to offer to corporates as well as organising classes for the public.

Find out more about the [Repair Café](#)

Find out more about [Corporate Repair Workshops](#)



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## SINGLE-USE PLASTICS CAMPAIGN



Our latest campaign aims at driving legislative as well as voluntary behavioural change. Our petition calls upon the States of Guernsey to implement a ban on the supply of single use plastic bags and the single use plastics which are already banned in EU countries. It also calls for the implementation of a government wide plastic reduction policy.

The campaign has been supported by publishing details of our research into the adoption of such bans in other jurisdictions and by setting out in detail the threats plastic poses to wildlife, global warming and human health. We have achieved considerable press, radio and television coverage, which will have raised public awareness of the issues and we plan to go on publishing information on how each individual's behaviour regarding plastic can make a difference.

We have been able to enhance the prospects of success with the proposed legislation by drafting an Ordinance modelled on the legislation in the Isle of Man ("IOM") banning plastics covered by our petition. This will obviate the need for SOG to instruct government lawyers to do the drafting, which typically takes a long time. Our drafting also has the advantage that it reflects the outcomes of consultations with interested parties in the IOM, such as retailers, and already includes exemptions which are likely to make consultation in Guernsey much easier as the points which are likely to be raised have probably been addressed already.

Find out more about the [Single-Use Plastics Campaign](#)



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# PARTNERSHIP OPPORTUNITIES:

## GOLD

£1000 per month

Total financial investment for a year: £12,000

## SILVER

£500 per month

Total financial investment for a year: £6,000

## BRONZE

£250 per month

Total financial investment for a year: £3,000

# BENEFITS FOR PARTNERS:

We are working on a more ambitious programme for 2024 but in the meantime, all partners will get:

- Presence on website partners' page and within core public documentation, including annual impact report and brand level presentations.
- Inclusion in PR piece at end of first year of the programme.
- Brand deck for inclusion within partners' own communications which will include terms of use.

In addition to the above, Silver Sponsors will also get:

- Team beach clean (up to 40 people) - 2 hours
- Presentation on local ocean plastics - 1 hour

In addition to the package for Bronze and Silver Sponsors, Gold Sponsors will also get:

- Team repair session – 2 hours
- A clothes swap pop-up at your offices
- Presentation on becoming more sustainable - 1 hour
- A bespoke presentation/engagement activity on another environmental topic of choice / on request - 1 hour



# SPECIFIC GIFTS:

We appreciate that some individuals and corporate businesses may prefer to make contributions to specific projects or gifts. To this end we have set out below a list of current particular funding requirements in case they fit squarely within your specific interest categories.

- Access to premises suitable for operating as a permanent repair café base
- Funding to cover our core staff salaries
- Releasing staff on your payroll with appropriate repair cafe skills (in particular we need more electrical, electronic and general mechanical DIY repair skills but repair skills in any discipline are always welcome)
- Tools
- Fabric and sewing materials
- Funds to cover DBS checks first aid training and branded t-shirts for volunteers
- Funds to cover replenishment of beach cleaning equipment
- Sponsorship to create a float to enable us to launch adult evening classes open to the general public at a nominal cost on all topics related to repair
- Funding to develop our Clean Earth TV YouTube channel
- Sponsorship to develop and implement our Adopt a Patch initiative
- Funding to employ a part-time education officer
- An electric van for transportation to and from the beach cleans and Repair Café

You can contact us on [hello@cleanearthtrust.org](mailto:hello@cleanearthtrust.org) or via our website at [www.cleanearthtrust.org](http://www.cleanearthtrust.org)

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## Limiting Human Impact On The Environment



[www.cleanearthtrust.org](http://www.cleanearthtrust.org)

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