

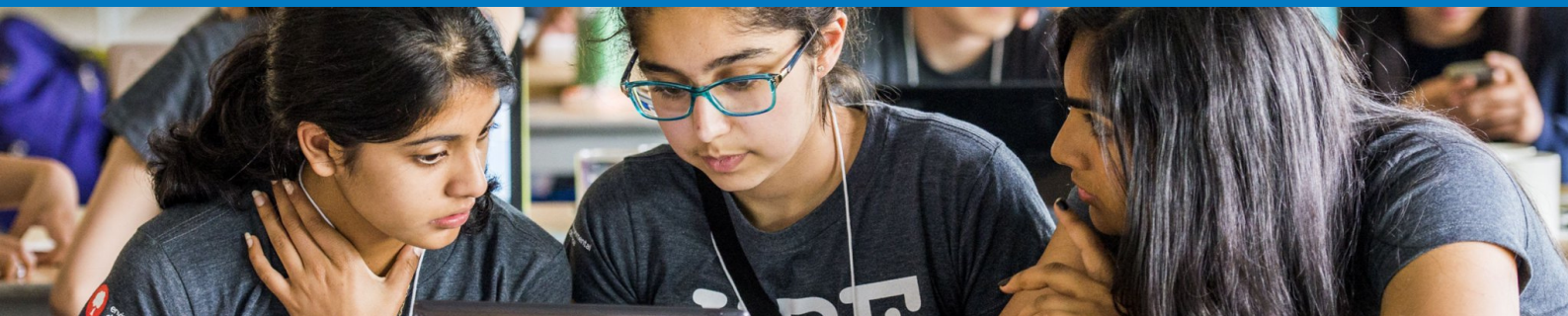
22/ 23



Young Reporters
for the environment
Australia

Partnership Prospectus

Young Reporters for the Environment (YRE) Australia is a platform for young people to take a stand on environmental issues. YRE operates in 42 countries globally. YRE Australia is managed by Keep Australia Beautiful.



Keep  Australia
Beautiful™

Keep Australia
Beautiful
National
Association

(02) 8594 4055
hailey@kab.org.au
eco-schools.org.au



Young Reporters
for the environment
Australia

Young Reporters for the Environment Australia

The Young Reporters for the Environment (YRE) program aims to empower young people to take a stand on environmental issues they feel strongly about and give them a platform to express these issues through the media of writing, photography or video.

We are one of forty-two countries in the global YRE competition.



Eco-Schools
Australia

Eco-Schools Australia

The Eco-Schools program engages with schools across the country, providing an Environmental education framework, resources, support and accreditation. The program aligns with the UN SDG's, and accreditation is internationally recognised.

We are one of seventy-two countries in the global Eco-Schools community.

What We Do

Keep Australia Beautiful

Keep Australia Beautiful (KAB) has been a leader in environmental responsibility and change since 1975. KAB runs the Eco-Schools Program, Sustainable Communities Tidy Towns Awards Program and the Keep Australia Beautiful Week and our iconic "Do The Right Thing" Campaigns.

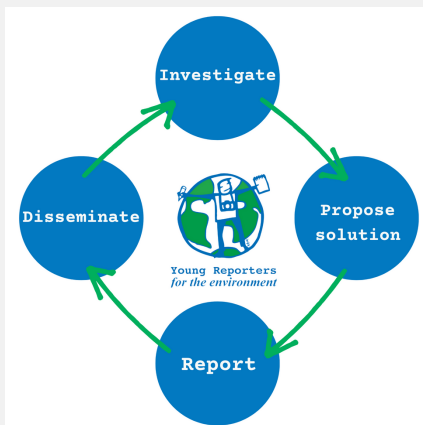
Keep 
Australia
Beautiful™

Overview of the YRE Program

Young Reporters for the Environment (YRE) aims to empower young people to take a stand on environmental issues they feel strongly about and to give them a platform to articulate these issues through the media of writing, photography or video. The program offers these enthusiastic youngsters a chance to make their voices heard and to feel that they are being listened to. YRE is an international FEE program.



YRE Program Methodology



YRE uses a tried and tested four-step methodology: Methodology Investigate a local environmental problem or issue. Propose solutions to a local environmental problem or issue Report on a local environmental issue and its possible solution through a journalistic production targeting a local audience Disseminate with the local audience.

Step 1: Investigate a Local Issue

- Identify a local environmental issue related to litter/waste/recycling
- Learn about it
- Meet key players
- Research the problem, interview people, collect data

Step 2: Research Solutions

- Find possible solutions
- Explore the pros and cons

Step 3: Report

- Create an article, photograph or video that documents the environmental issue and give solutions!

Step 4: Disseminate

- Share your work!

The YRE Competition

Young people submit their entries into the Australian National competition, judged by a chosen panel of environmental and/ or media experts.

The Australian competition closes in October 2023. Winners will then be submitted to the International Competition in May 2024.



Submission Categories

The YRE Competition Australia follows the international guidelines so our submissions can be entered internationally.

The YRE International Competition accepts submissions from three different media categories; articles, photographs, and videos.

Number of Competition Submissions

National Operators are allowed to submit the following number of entries to the International Competition:

- **Article** – max 3 entries (1 for each age group: 11-14 years, 15-18 years, 19-25 years).
- **Single Reportage Photo** - 1 entry, regardless of the age.
- **Single Environmental Campaign Photo** - 1 entry, regardless of the age.
- **Photo Story of 3-5 Photos** - 1 entry, regardless of the age.
- **Video** – 3 entries (1 for each age group: 11-14 years, 15-18 years, 19-25 years), regardless of the type of video.
- **International Collaboration** – all entries are welcome – simply make sure that only one country uploads the submission.

There are three age categories in the competition:

- 11-14,
- 15-18,
- 19-25.

(The participant's age on the day they submit their entry to the National Competition).

Working towards the UN SDG's 2030

YRE is working closely with the Sustainable Development Goals (SDGs) to promote them and present case stories of initiatives that are developed by local communities and emphasize a holistic approach to achieving sustainable development for all. Therefore, we encourage participants to reflect on the link between their entry and one or more SDGs when choosing a topic to report on.

Suggested topics by the International body (FEE) are:

- Climate change
- Loss of biodiversity
- Pollution



Supporting YRE Australia

There are a few ways to get involved and support the YRE Australia Competition.



Overall Program Sponsorship

Become an overall program sponsor of the national program.

Benefits of Sponsoring the YRE Competition

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the YRE page, and wherever the YRE competition is featured.
- Acknowledgment of our partnership, including your logo, in our school resources, wherever the YRE Competition process is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - YRE projects published on social media where cleared by student safety protocol featuring acknowledgement of our partnership including your logo
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next running Eco-Schools newsletter
- Opportunity to provide copy for our Keep Australia Beautiful Newsletter
 - If appropriate, opportunity to provide copy for the Eco-Schools quarterly newsletter
- Enabling us to place young people at the heart of environmental action.

Student press kit Sponsorship

Support the program and its participants by sponsoring the supply of t-shirts and "press badges" for young reporters.



Benefits of Sponsoring the Press Kit

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the YRE page, and wherever the YRE competition is featured.
- Acknowledgment of our partnership, including your logo, in our school resources, wherever the YRE Competition Press Kit is featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - YRE projects published on social media where cleared by student safety protocol featuring acknowledgement of our partnership including your logo
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next running Eco-Schools newsletter
- Enabling us to place young people at the heart of environmental action.

Prizes for National YRE winners



Donate in kind to young winners of the National YRE Program. Prizes are a great motivator and recognition of students hard work and dedication.

Benefits of donating prizes

- Acknowledgement of our partnership, including your logo, on the Eco-Schools website on the YRE page, and wherever the YRE prizes are featured.
- Acknowledgment of our partnership, including your logo, in our school resources, wherever the YRE Competition Prizes are featured.
- Promotion of our partnership on our social media pages:
 - An initial announcement, and annual celebration post as the sponsorship is continued.
 - YRE projects published on social media where cleared by student safety protocol featuring acknowledgement of our partnership including your logo
- Use of an annually updated Eco-Schools supporter logo on your website, emails and social media
- Use of the Keep Australia Beautiful and "Do The Right Thing" logos on your website, email signature and social media
- Celebration of our partnership in the next running Eco-Schools newsletter
- Enabling us to place young people at the heart of environmental action.

Get In Touch

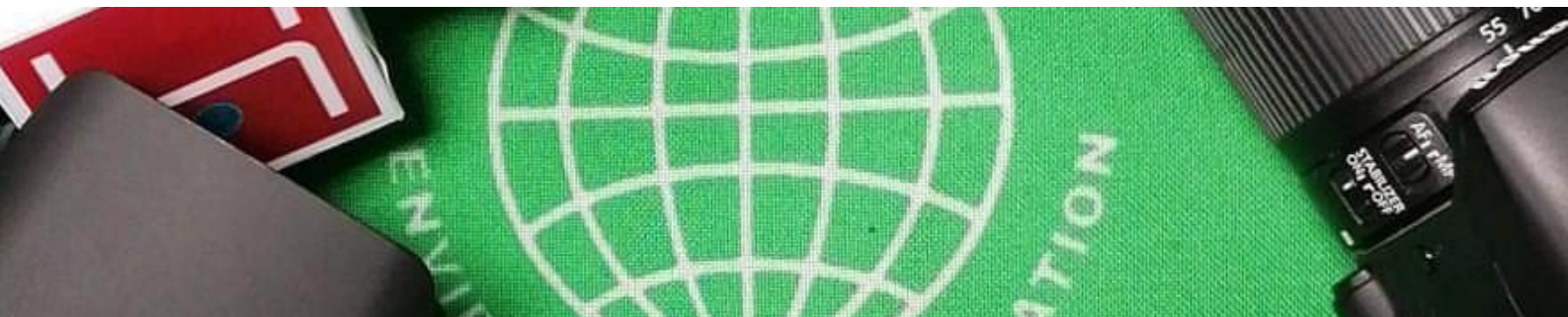


Hailey is the National Operator for the Eco-Schools and YRE Programs, and more than happy to chat with you about how you can support the YRE Program.

hailey@kab.org.au

(02) 8594 4055

[@ecoschoolsaustralia](https://www.instagram.com/ecoschoolsaustralia)



Level 1/ 268 King Street
Newtown
NSW 2204

eco-schools@kab.org.au
eco-schools.org.au
[@ecoschoolsaustralia](https://www.instagram.com/ecoschoolsaustralia)