



OVERVIEW

As part of Keep Virginia Beautiful's (KVB) 70th anniversary in 2023 and as an important means to meaningfully involve youth in our mission, KVB launched a pilot initiative to engage high school students. The pilot will conclude in June of 2024, and the program will continue and be expanded for the 2024 / 2024 school year.

- SAVE will educate, engage, inspire, and empower young Virginians to help keep their communities clean and beautiful and to improve recycling conditions and behaviors.
- The program will utilize the Keep America Beautiful (KAB) 5-step behavior change model. This integrated approach was developed with leading behavioral scientists.
- Short-term outcomes are that Ambassadors become better stewards in both their schools and localities, and as part of a greater community of Ambassadors. SAVE ultimately aspires to develop civic leaders that will become life-long champions who advocate for Virginia's natural and scenic environment.

SAVE (Student Ambassadors for Virginia's Environment) is modeled after best-practice student ambassador programs successfully implemented by other states. Student ambassadors help reduce litter and increase awareness about litter, recycling, and beautification in their respective communities. The program builds a network for learning and collaboration, and connects students from across Virginia to each other and fellow ambassadors in other states.



DRAFT Project Timeline (2024/2025 school year)

April: Applications for the 2024 / 2025 SAVE Program available and promoted

June 15: Applications due

August: Program participants selected and notified; additional program materials received

September: First virtual meeting (Orientation); press releases

October: Virtual meeting with Keep America Beautiful (Behavior Change Model); litter clean up kits shipped

November: Virtual meeting (Litter and Litter Clean Ups)

December: Joint virtual meeting with Ambassadors from other states

January: Virtual meeting (Recycling); interim program evaluation

February: Virtual meeting (Beautification)

March: Virtual Meeting (Ambassador presentations - community education projects and litter clean ups)

April: Joint virtual meeting with Ambassadors from other states

May: Virtual Meeting (Ambassador presentations - community education projects and litter clean ups)

October - May: Student ambassadors research, plan, and conduct an educational project and plan and conduct two litter clean ups; ongoing technical assistance provided

June: Final virtual meeting and recognition of accomplishments; final program evaluation



END LITTERING



IMPROVE RECYCLING



BEAUTIFY COMMUNITIES