

THE LITTER PROJECT OVERVIEW

Litter is a major risk to New Zealand's people, culture, environment and economy, especially when it enters the marine environment. However it is a problem that we can – and will – solve.

The Litter Project, led by charity group Sustainable Coastlines, will create a grass roots solution to litter in Aotearoa. The three-year project commenced in May 2018 and is 95% funded by the Ministry for the Environment's Waste Minimisation Fund.

In collaboration with the Ministry for the Environment, Statistics New Zealand and the Department of Conservation, Sustainable Coastlines will design, build and rollout a **national litter database** that portrays an accurate picture of our litter problem.

To collect the data long-term, we will engage with communities around Aotearoa, providing them the training and tools required to take part as 'Citizen Scientists'. By working to a United Nations Environment Program methodology, data will be collected at the highest standard of scientific rigor, allowing it to be used for national, regional and international reporting, including the Sustainable Development Goals.

We will also build a "fence at the top of the cliff", aiming to solve the litter problem long term. Sustainable Coastlines will design, develop and rollout a **national litter education programme** that aligns with the New Zealand curriculum.

To deliver the education long-term, we will train and support teachers and educators to inspire change in their students; reducing consumption of single-use plastics and improving disposal behaviour to prevent littering.

By combining evaluation of our education programme with on-the-ground litter data, we will measure the effectiveness of education and a range of other litter-reduction interventions, giving us a strong understanding of the best solutions.

All data will be freely, openly and publicly available through a purpose-built platform equipped with smart communication and visualisation tools.

Politicians and business leaders, students and scientists, writers and researchers alike, will all have the right information to make decisions to reduce litter.



IN COLLABORATION WITH



Project vision

BEAUTIFUL BEACHES

Coastlines around Aotearoa are litter-free, the way they should be.



INSPIRED PEOPLE

People and communities around Aotearoa protect the places they love.

OBJECTIVE #1

Understand the problem

Design & build national litter database

Train & support Citizen Scientists to collect data

Litter data becomes widely accessible

Data findings inform better decision-making

Data informs more targeted education



Data proves effectiveness of education

OBJECTIVE #2

Optimise solutions

Design & build litter education for curriculum

Train & support Educators to deliver education

Litter education taught throughout school system

Behaviour change reduces litter problem