



**Litter Intelligence.**  
Data. Insights. Action.

# Programme Overview

Litter is a major risk to New Zealand's people, culture, environment and economy, especially when it enters the marine environment.

A 2018 World Bank report ranked New Zealanders as the tenth highest consumers of urban waste per capita in the world, with Kiwis producing over 3.6kg of waste per person every day.

Litter is a problem we can solve. Led by charity **Sustainable Coastlines**, Litter Intelligence collects data, provides insights and inspires action for a litter-free Aotearoa. Launched in May 2018, the programme is funded by the Ministry for the Environment's Waste Minimisation Fund and works in close collaboration with Statistics New Zealand and the Department of Conservation. As New Zealand's first national litter database, Litter Intelligence is helping build a better understanding of the problem.

To collect and input this litter data long-term, Sustainable Coastlines is engaging with communities around Aotearoa, providing the training, equipment and technology required for people to take part in the programme as 'Citizen Scientists'. By working to a **United Nations Environment Program / Intergovernmental Oceanographic Commission** methodology, data is collected at the highest standard of scientific rigour, allowing it to be used for national, regional and international reporting, including the relevant Sustainable Development Goals.

Our goal is to build a "fence at the top of the cliff" to help solve the litter problem long term, with a national litter education programme that inspires and enables educators and their students to take action while gaining curriculum credits. To deliver this, we are training and supporting educators around Aotearoa. 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 project findings are freely, openly and publicly available through our purpose-built Litter Intelligence digital platform - **litterintelligence.org** - giving politicians and business leaders, students and scientists, writers and researchers the right information to take action for a litter-free Aotearoa.

## IN COLLABORATION WITH



### OBJECTIVE #1

## Understand the problem

Design & build national litter database

Train & support Citizen Scientists to collect data

Litter data made 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



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