



# Litter Intelligence.

Data. Insights. Action.



Brought to you by  
Sustainable Coastlines

IN COLLABORATION WITH



Ministry for the  
**Environment**  
*Manatū Mō Te Taiao*

**Stats** **NZ**  
Tatauranga Aotearoa



Department of  
Conservation  
*Te Papa Atawhai*





sustainable  
coastlines

OUR MISSION

Enabling people  
to look after the  
waterways and  
coastlines they love.





# PEOPLE PROTECT WHAT THEY LOVE

*JACQUES COUSTEAU*





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• ONEONE KŌREKOREKO •

# Beautiful Beaches

• SUSTAINABLE COASTLINES •





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WAIORA

# Healthy Waters

SUSTAINABLE COASTLINES





sustainable coastlines

TAHAKA WHAKAHOHO.

# Inspired People

SUSTAINABLE COASTLINES





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# 672

CLEAN-UP EVENTS







# 1.44 MILLION

LITRES OF LITTER CLEANED UP



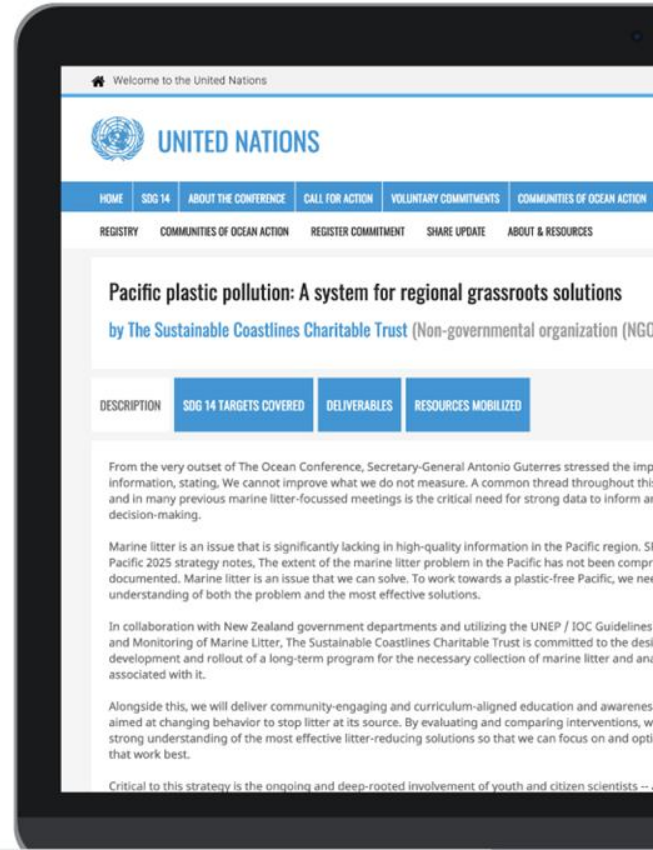


**We know litter  
is a problem. So  
why measure it?**



“We cannot  
improve what  
we do not  
measure”

ANTÓNIO GUTERRES, UN SECRETARY GENERAL  
THE OCEAN CONFERENCE, NEW YORK, JUNE 2017







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# Programme Overview

## 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





## MARINE LITTER



## LAND-BASED LITTER



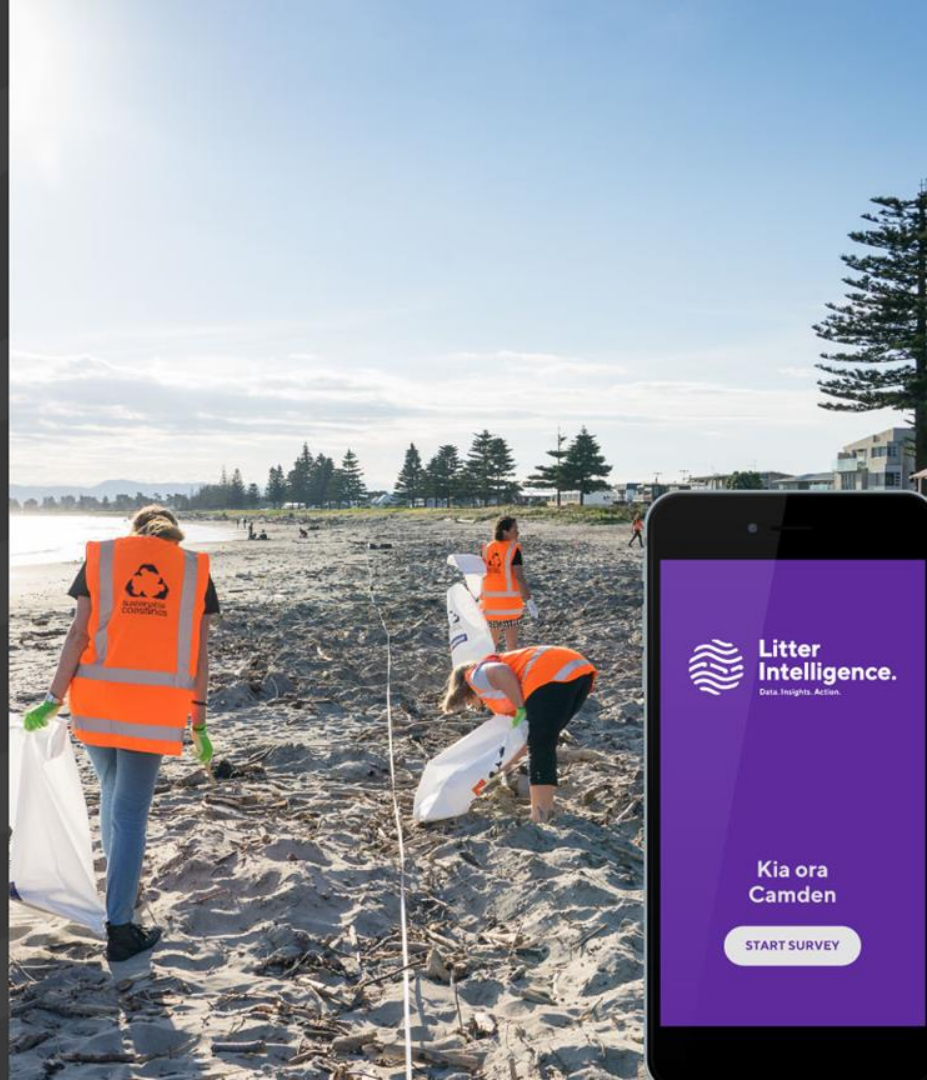
## FRESHWATER LITTER





Data.

# Long-term litter monitoring by trained Citizen Scientists.



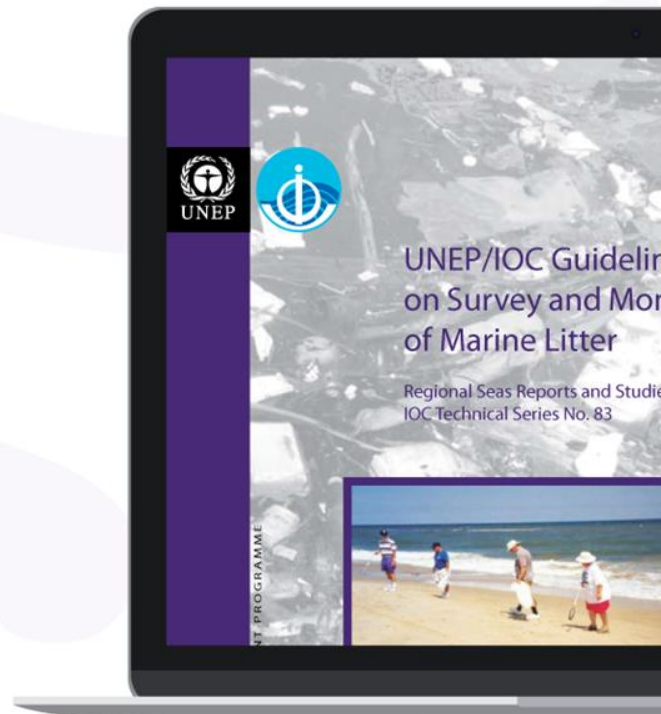


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# Methodology Benefits

1. Global relevance: UNEP/IOC methodology.
2. Contributes to SDG reporting.
3. High scientific and data rigour.
4. Great for Citizen Science, with training programme to support.





# Selecting Monitoring Sites



**9**

Biogeographic Regions



**4**

Beach types

OPEN COAST, ESTUARIES & BAYS  
IN BOTH URBAN & RURAL SETTINGS



**3**

Beach sites

OF EACH TYPE, IN EACH REGION



**108**

Monitoring Sites

AROUND AOTEAROA

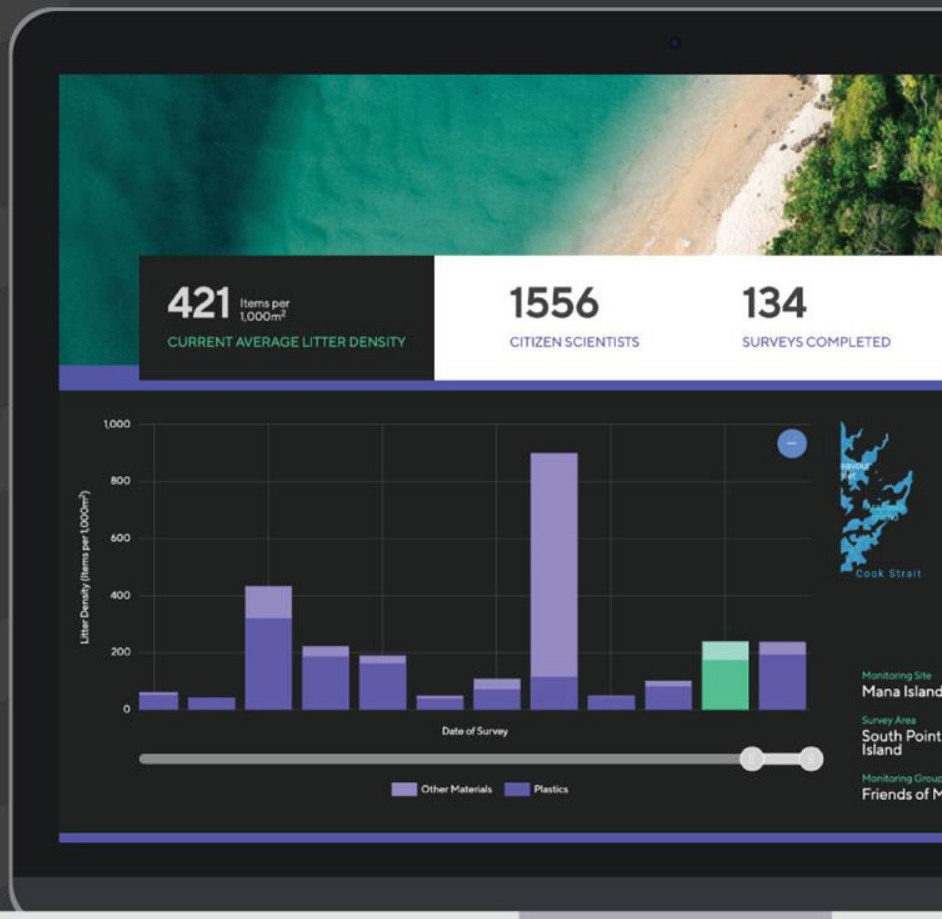
Insights.

# Smart technology for data visualisation and powerful insights.



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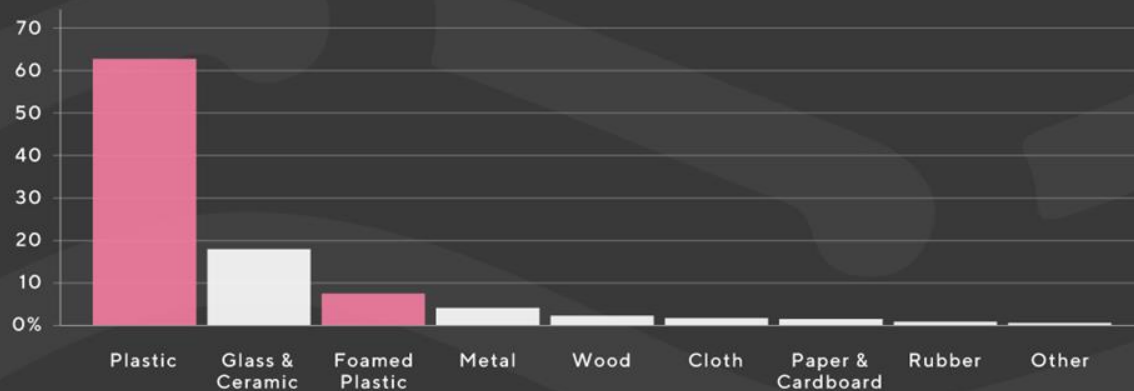
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# Plastic Pollution

PLASTIC AND FOAMED PLASTIC MATERIAL CATEGORIES

**70.8%** OF TOTAL  
**69,060** ITEMS



Data retrieved 21 October 2019 from [litterintelligence.org/insights](https://litterintelligence.org/insights)



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Action.

'Action Stories' and  
schools Education  
Programme to solve  
the issue long-term.



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# Citizen Science in Action

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## Action.

Love this action? Do it yourself! Take action for a litter-free Aotearoa. See 'Previous Action' and 'Next Action' at the bottom of the page to find more things you can do to make a difference. To submit your own story, email us at [action@litterintelligence.org](mailto:action@litterintelligence.org)

## Straw Survey on Wellington Waterfront

Submitted by: Sustainable Coastlines

**Simple survey presenting the facts and asking the right questions for businesses to get on board.**

In December 2017, Sustainable Coastlines worked alongside the Wellington City Council to survey hospitality businesses around Wellington's waterfront. Two summer interns ran an in-person survey with restauranteurs, asking simple questions about plastic straw use and providing data on the plastic straws collected from beaches around Wellington. The response to this collaborative, non-confrontational approach was hugely positive. Plastic straws were voluntarily banned from 26 cafes, bars and restaurants along Wellington's waterfront and Mayor Justin Lester got on board saying, "It is exciting that

Region: Wellington

Product Type: Straws

Solution: Campaigns





# 7.9 Million

**STRAWS NOT USED PER YEAR, THANKS TO GOOD DATA.  
800 STRAWS/WEEK, 190 RESTAURANTS, 26 COUNTRIES.**



## OCTOBER 2019

Litter Intelligence data appeared in Our Marine Environment 2019; part of NZ govt's official environmental reporting series.

**1st time marine litter data** included in official govt reporting and the **1st time Citizen Science data** has been accepted at this highest reporting level.



## Our marine environment 2019

New Zealand's Environmental Reporting Series



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Find out more and get involved  
**[litterintelligence.org](https://litterintelligence.org)**