Litter Intelligence.
Data. Insights. Action.

THE PROBLEM

Litter impacts our health, culture, environment and economy, especially when it enters our marine ecosystems.

Often, communities affected by litter aren't able to take part in decision-making for solutions.

Programme Overview.

THE SOLUTION

Led by charity **Sustainable Coastlines,** Litter Intelligence enables communities to collect data, gain insights and take action for a litter-free world. Litter Intelligence is already helping build a better understanding of the problem.

To collect litter data long-term, the programme provides communities with the training, equipment and technology to take part as 'Citizen Scientists'.

The data collected are highly rigorous. The programme follows a localised adaptation of the **United Nations Environment Program / Intergovernmental Oceanographic Commission methodology.**

This enables national, regional and international agencies to use the data for reporting, including the relevant Sustainable Development Goals.

Litter Intelligence also helps solve the litter problem long-term, with a litter education programme that inspires and enables educators and students to take action while gaining curriculum credits. To deliver this, we are piloting the programme in New Zealand schools before training and supporting educators to teach it far and wide.

By combining evaluation of our education programme with empirical data from Citizen Scientist litter surveys, we will gain true insights into the effectiveness of a range of litter-reduction interventions.

All data, insights and 'Action Stories' are freely, openly and publicly available through our purpose-built website at **litterintelligence.org.** This gives politicians and business leaders, students and scientists, writers and researchers the right information to take action for a litter-free world.

Understand the problem ① ② Optimise solutions

Understand the problem	Optimise solutions
Technology database & insights	Education curriculum & 'Action Stories'
Train & support Citizen Scientists to collect data	Train & support Educators to deliver education
Make litter data widely accessible	Rollout litter education programme via school system
Data insights inform better decision-making	**Behaviour change reduces litter problem**