Collaborate, Demonstrate, Agitate!

Working for
a Litter-free Europe by 2030

Carole Noble
CIWM –Cleaner Communities
19 October 2017

CLEAN EUROPE NETWORK

- A reach of 20 million European citizens
- Launched in Brussels in March 2013 in the presence of Commissioner Potočnik

Collaborate

a joint platform of Fost Plus and OVAM

The Clean Europe Network: What it does

1. Shares experience, expertise, best practice and research with a view to improving litter prevention across the EU
2. Develops common programmes/methodologies in areas where there is added-value in a European approach
3. Promotes litter prevention policy in Europe

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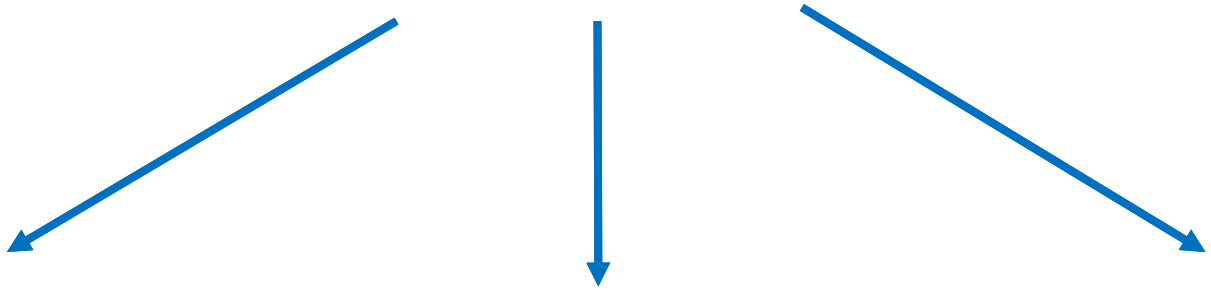
Vision and Mission

A litter free Europe by 2030



Changing behaviour and reducing litter at all levels within Europe

Stimulating **greater litter prevention activity** - focusing particularly on younger generations

Encouraging the **application of greater resources** in EU Member States and across wider Europe

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Demonstrate

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Environmental Impact

- Wildlife
- Water quality
- Health

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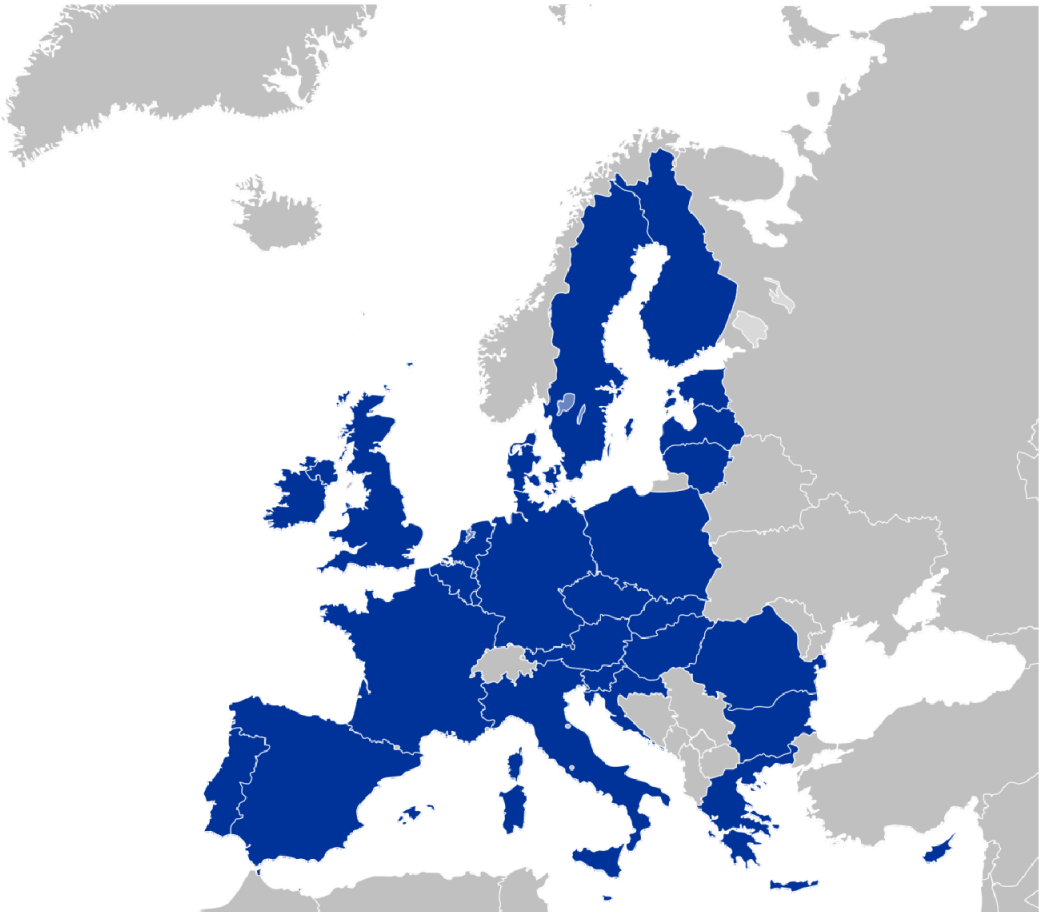
Economic Impact



Clean-up costs

€25 per year

on each taxpayer

Annual “loss” of €11-13 billion across the EU

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Social Impact

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Key Contributions from the Clean Europe Network 2014-2017

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Common European Litter Measurement & Monitoring Methodology

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2016 Work Programme co-financed by

LIFE NGO Partnership Grant

A Common European Litter Measurement & Monitoring Methodology

piloted on 54 locations

in 10 European Countries in 2016

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Purpose

→ **Comparative data**
→ **Support policy-making & implementation**
→ **Focus resources & support management**
→ **Raise awareness**

What is being assessed?

→ Determine **degree of cleanliness** of locations being surveyed
→ Determine **how much litter** is present in locations being surveyed and which individual **litter types** are present
→ Gather info on **public perceptions and attitude** to litter locally

End product

→ Easy to use
→ Inexpensive
→ Smartphone- & tablet-based
→ Flexible/ Modular (accommodate needs of wide range of users - resource availability & statistical output)

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How does it work?

- A Modular system
- Can be used separately or combined
- For public domain and fresh water areas
- Land and water areas are divided into habitat types
- Standardised and automatic reports

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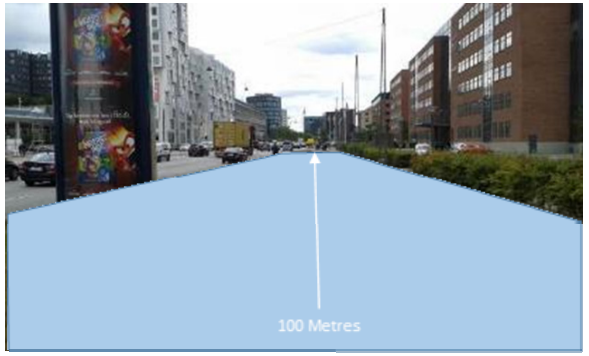
Module 1 Grading

- Standardised, robust and quick way of assessing transects
- A => F
- Description in words and in pictures
- Ideal for assessing street cleansing
- Possible to grade litter types



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Module 2 Counting

- More intensive, more precise way of assessing transects
- Information on litter types
- Ideal to collect data for a European extrapolation

Counts for Litter Fractions								
Cigarette Butts	Plastic Materials	Paper Materials	Glass	Foil	Metal	Food Waste	Dog Fouling	Other Materials
77	3	5	7	9			14	
80					6	9		8
425		19		4		11		11

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Module 3 Perception

- Information on perception of the public
- Can be compared to grades or counting information
- Ideal to give local authorities information on the assessment of the quality of the local environment

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Where are we now?

- Fine-tune & test the data management
- Develop a business model for the instrument
- Complete local versions of the handbook
- Put the instrument in the market and start collecting European data

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Litter Pathways to the Aquatic Environment

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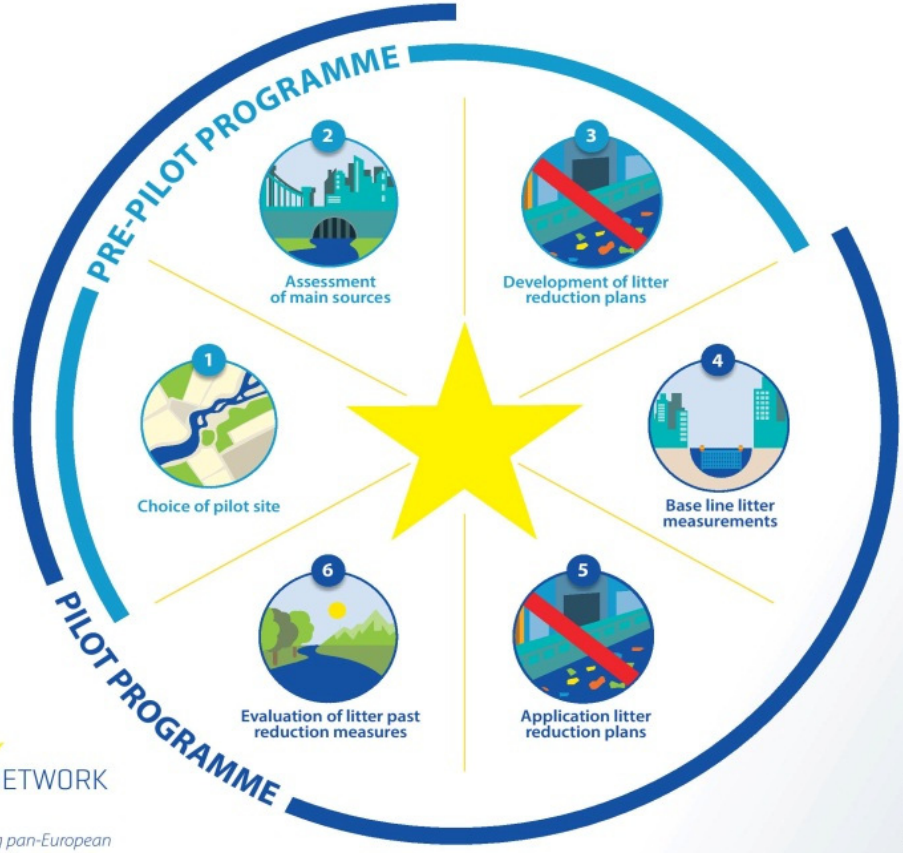
LITTER PATHWAYS TO THE AQUATIC ENVIRONMENT



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The Clean Europe Network is the leading pan-European network fighting every day for a litter free Europe

The Clean Europe Network has benefited from the financial support of the European Commission's Life NGO Partnership programme

https://twitter.com/CleanEuropeNtwk https://www.facebook.com/CleanEuropeNetwork www.cleaneuropenetwork.eu

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Agitate!

- put forward a set of amendments to the proposed revision of the EU Waste Directive
- partner with the UN Environment's "Global Partnership on Marine Litter"
- Engage European organisations and encourage the creation of litter prevention activities in member states where there are none.

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And now, let's see how well you can apply the methodology…

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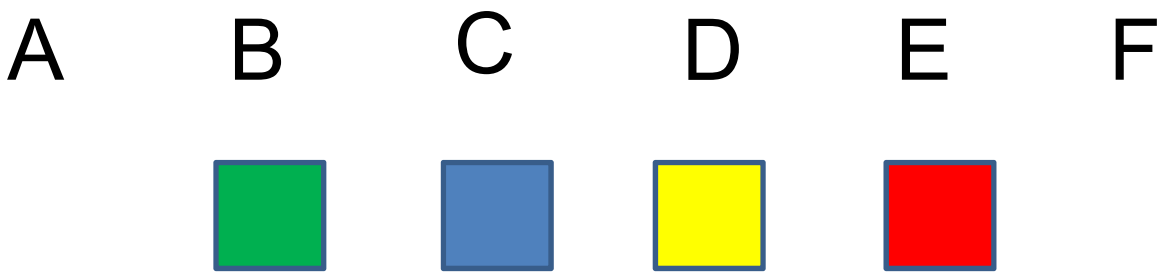
clean dirty



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Picture 1

clean dirty

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Picture 1

clean dirty

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Picture 2

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Picture 2

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Picture 3

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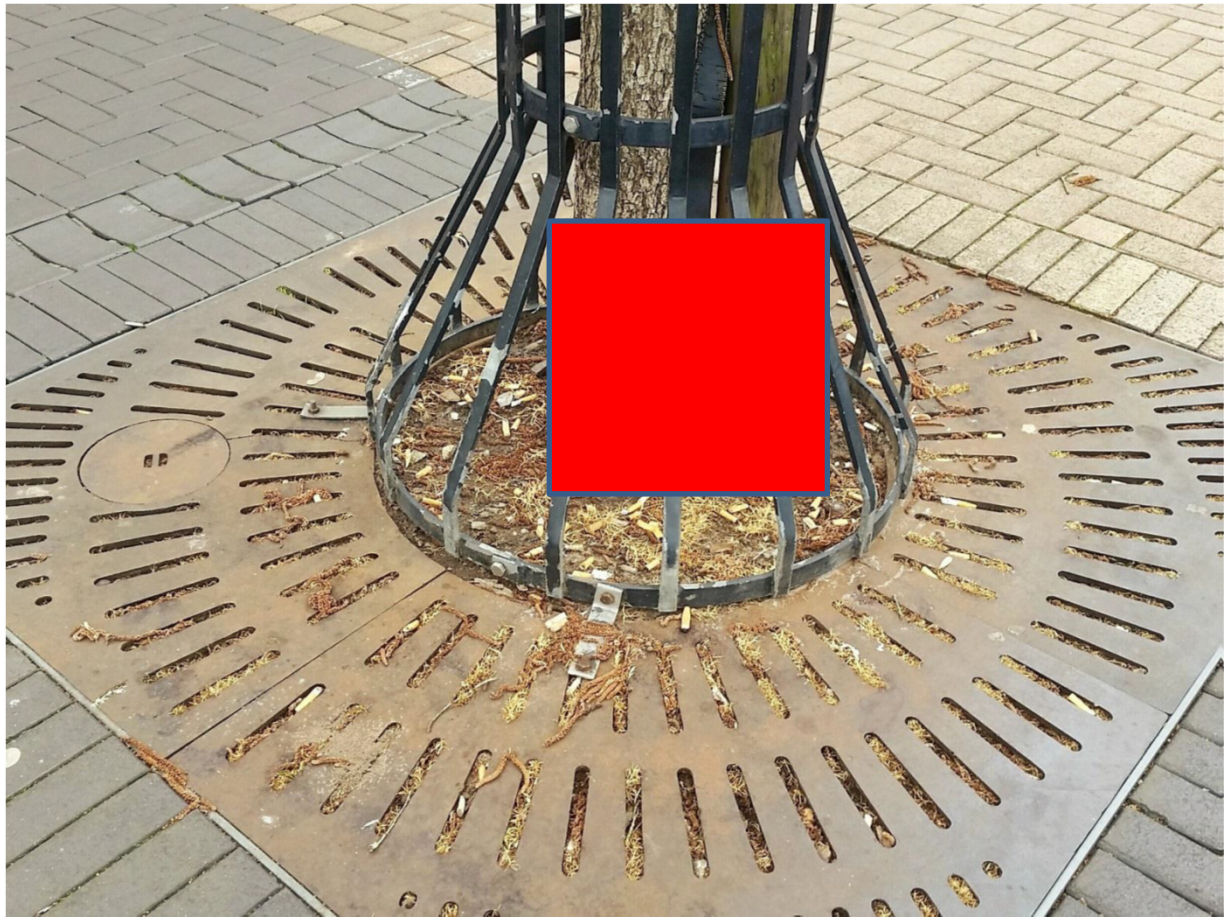
Picture 3

clean dirty



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Picture 4

clean dirty

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Picture 4

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Picture 5

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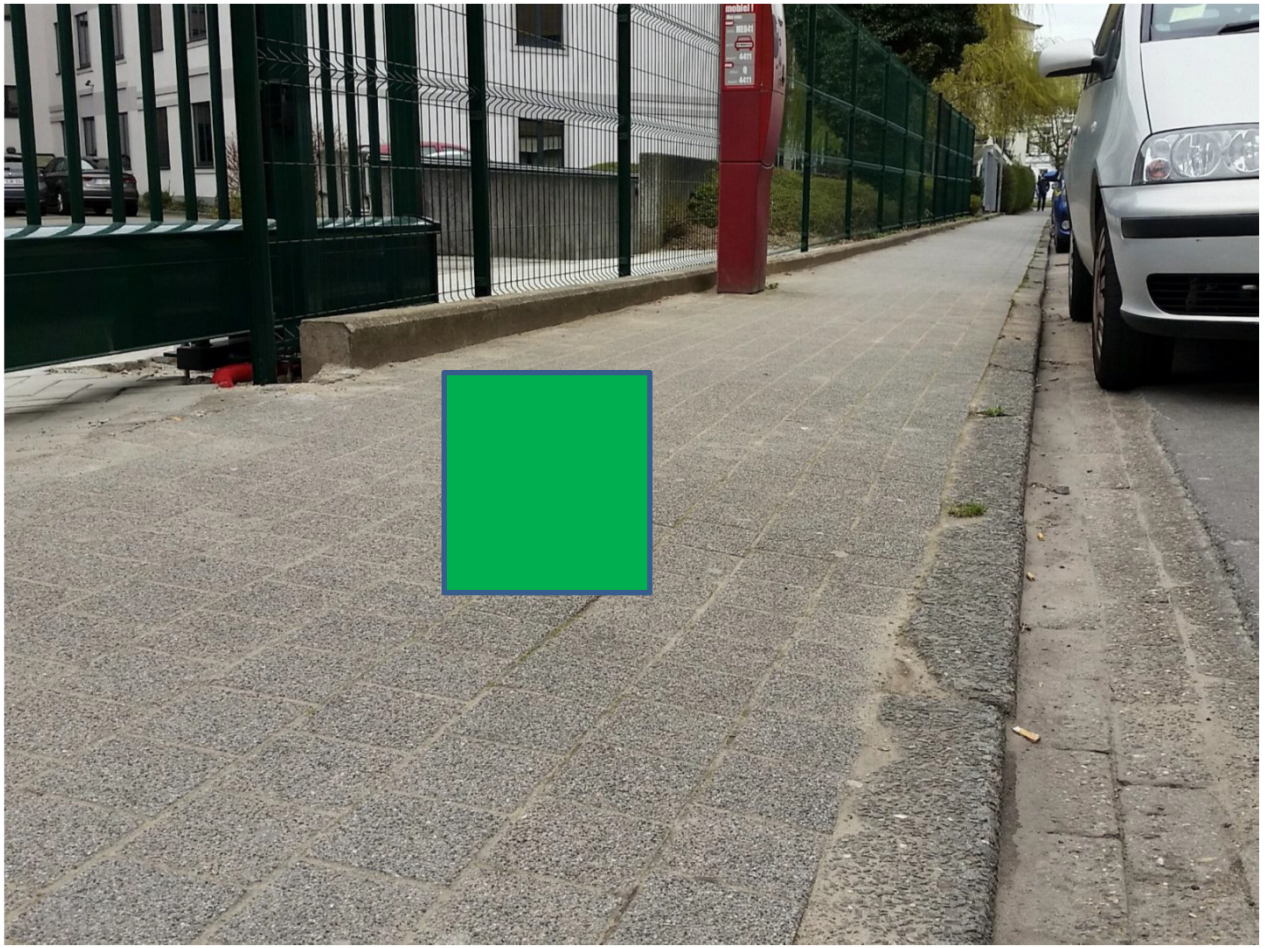
Picture 5

clean dirty



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Picture 6

clean dirty

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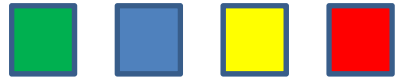
Picture 6

clean dirty



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Picture 7

clean dirty

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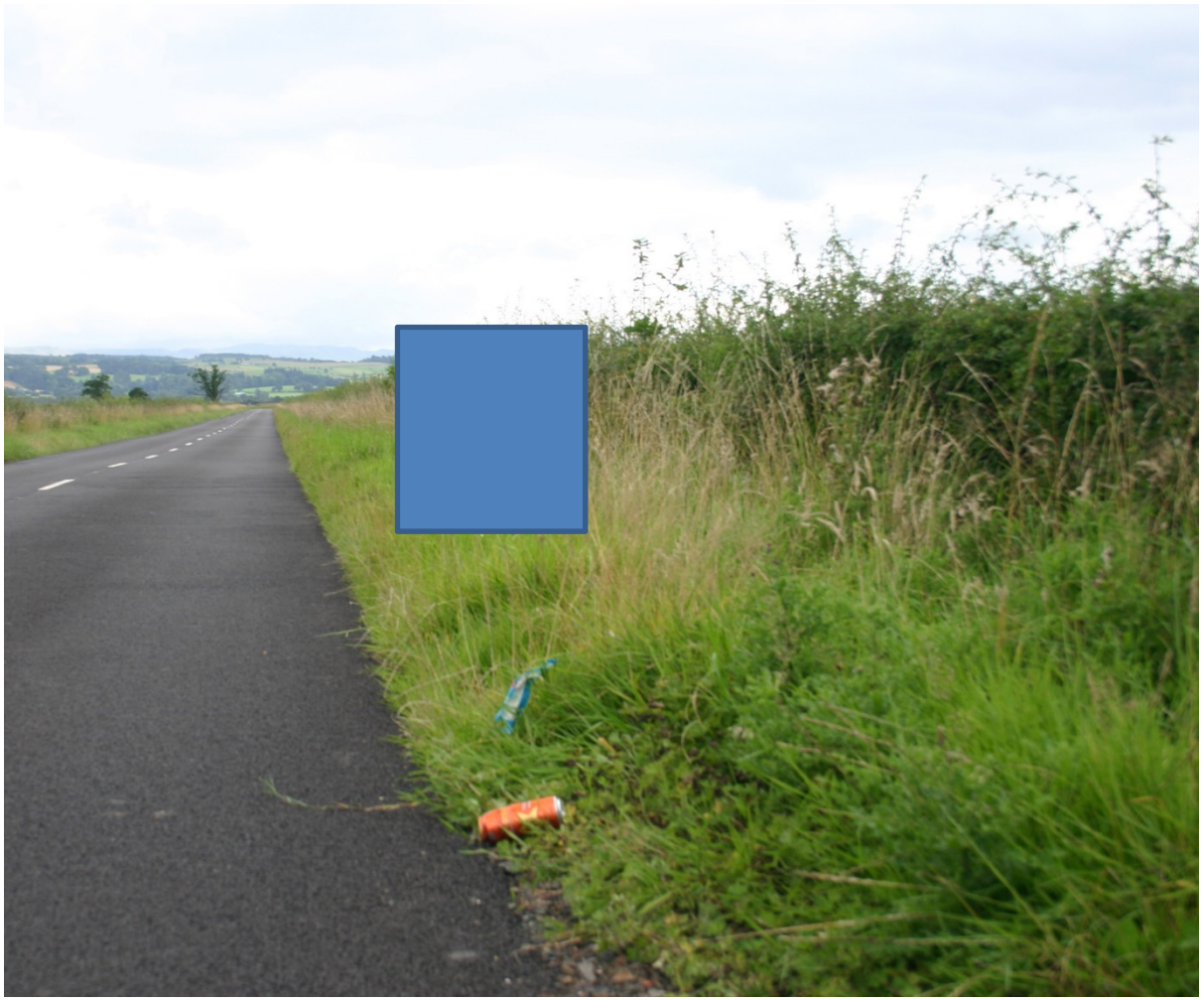
Picture 7

clean dirty



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Picture 8

clean dirty

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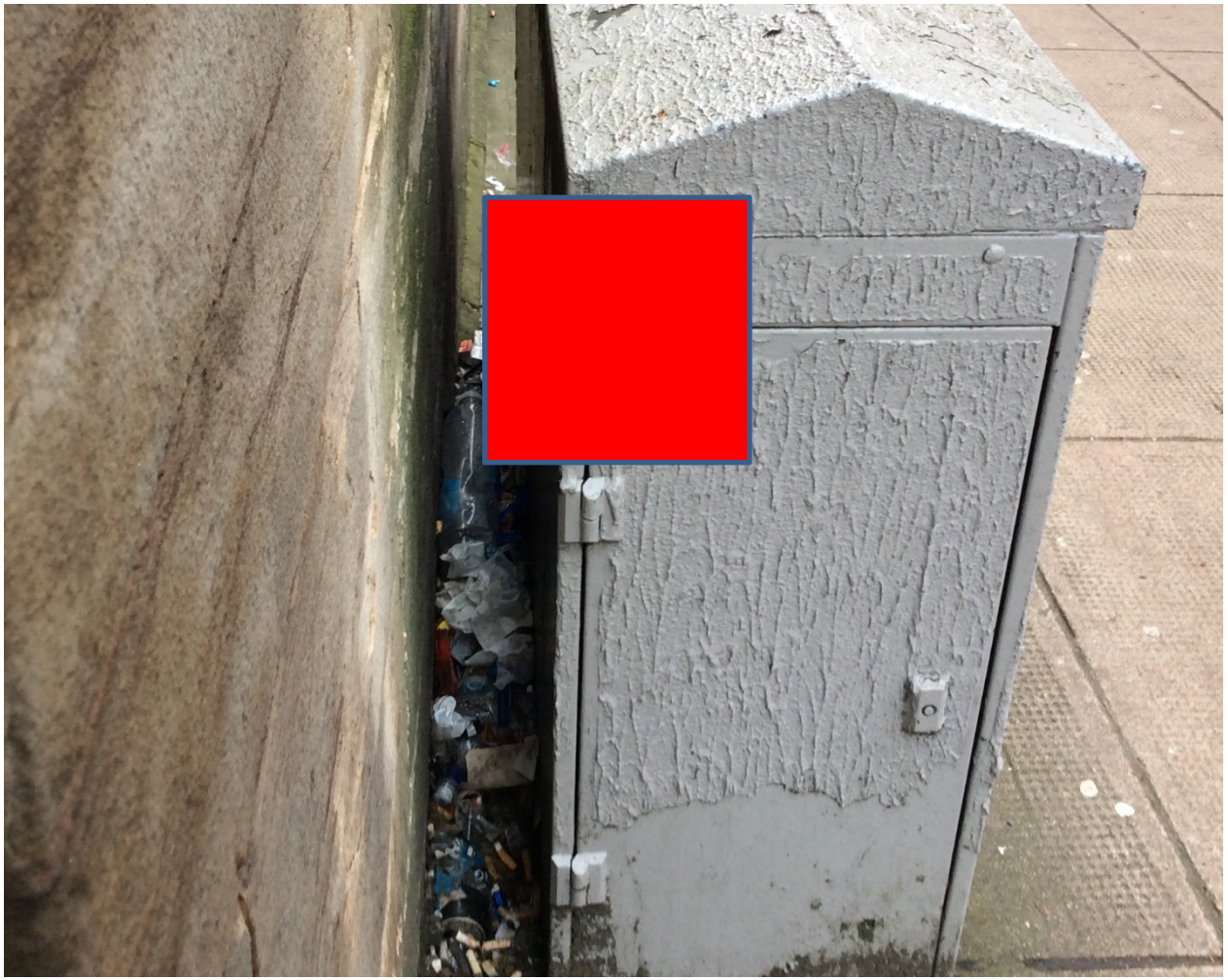
Picture 8

clean dirty



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Picture 9

clean dirty

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Picture 9

clean dirty

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Picture 10

clean dirty

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Picture 10

clean dirty

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Questions?

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