



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

About Sustainable Coastlines



PURPOSE

REDUCING OCEAN LITTER
TOGETHER

IMPACT

60% LESS COASTAL
LITTER BY 2030

Approach

WE INSPIRE CHANGE IN
MINDSETS, BEHAVIOUR,
POLICIES AND PRACTICES,
THROUGH COMMUNITY
ENGAGEMENT & CITIZEN
SCIENCE

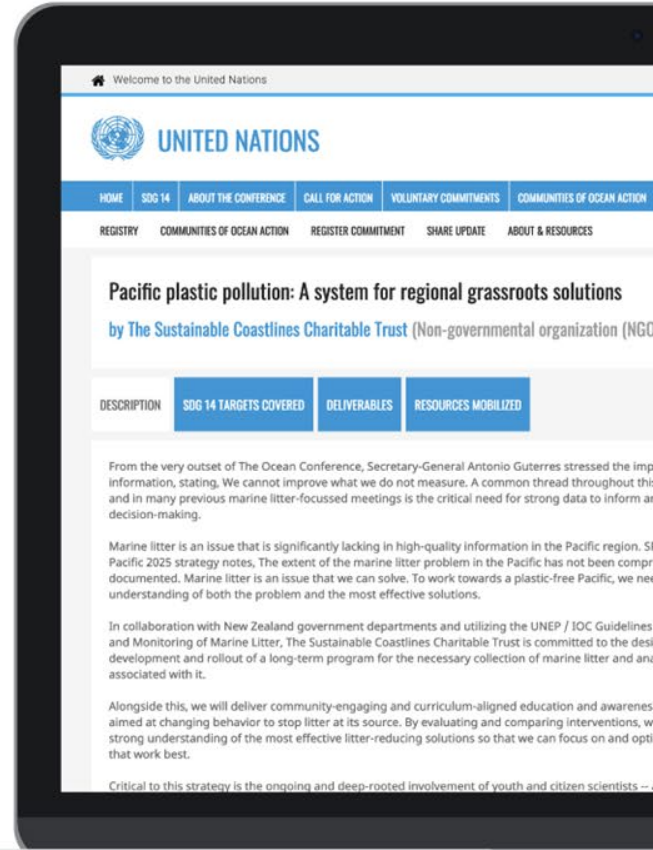
PEOPLE PROTECT WHAT THEY LOVE

JACQUES COUSTEAU



“We cannot improve what we do not measure”

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



Filters

[Reset Filters](#)

[Beach](#) Freshwater Stormwater

All Location Types ▾

New Zealand, W... [Reset](#) ^

New Zealand ▾

Wellington ▾

All Survey Areas ▾

Apply Filter

All Litter Types ▾

All Time ▾

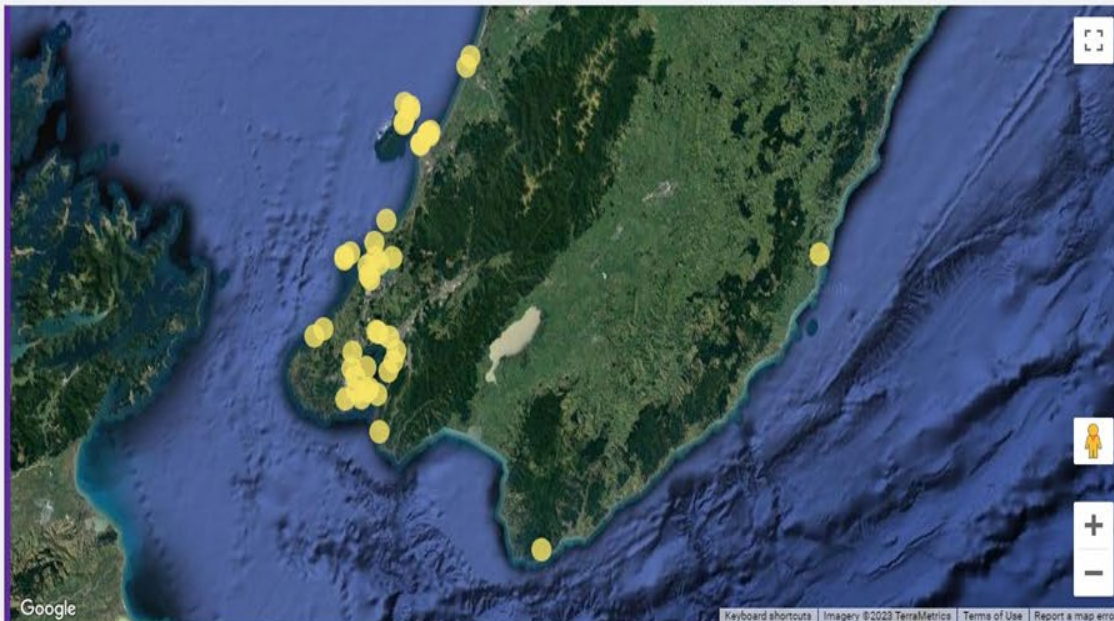
Create Comparison

Data Set

SET 1

All Location Types | **New Zealand, Wellington** | All Litter Types | All Time

Survey Locations ?



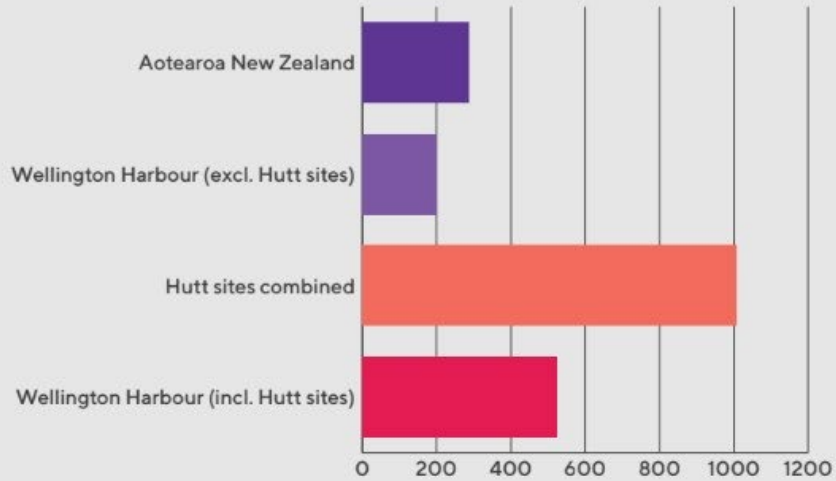
LITTER DENSITY
Items Per 1000m2
Low 0
High 10,818
Average 579

SURVEY AREAS
45

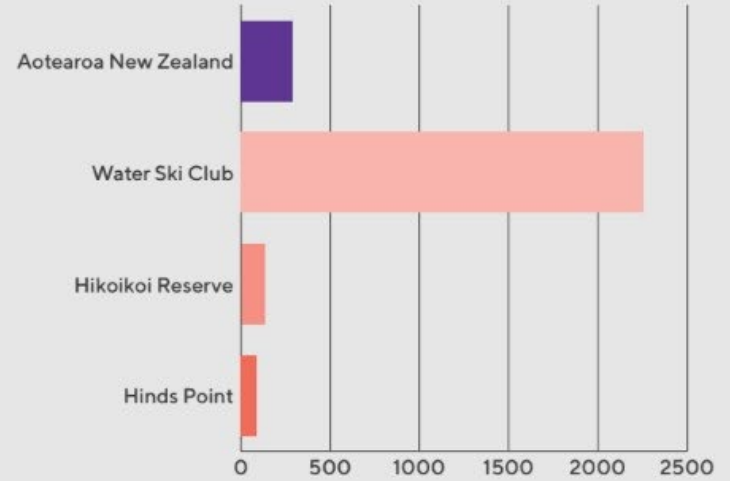
SURVEYS COMPLETED
321

VOLUNTEER HOURS
3,630

HUTT CITY SITES AVERAGE VS WELLINGTON HARBOUR
AVERAGE LITTER DENSITY (ITEMS PER 1,000M2)



HUTT CITY SITES VS NATIONAL
AVERAGE LITTER DENSITY (ITEMS PER 1,000M2)



Survey Locations ?



LITTER DENSITY Items Per 1000m²

Low 23

High 7,621

Average 582

SURVEY AREAS

3

SURVEYS COMPLETED

47

VOLUNTEER HOURS

575

Materials & Products

TOTAL ITEM COUNT

27,052

TOTAL WEIGHT (KG)

397.98

Litter Type

[Take Action](#)

LITTER TYPE - ITEMS

ITEMS

WEIGHT

#	PRODUCT	MATERIAL	TOTAL ITEMS	% OF TOTAL
1	Unidentifiable hard plastic fragments	Plastic	4,715	17.43 %
2	Bottle caps & lids	Plastic	3,732	13.80 %
3	Unidentifiable soft plastic fragments	Plastic	3,124	11.55 %
4	Food wrappers	Plastic	2,986	11.04 %
5	Glass or ceramic fragments	Glass & Ceramic	1,193	4.41 %
6	Straws	Plastic	1,031	3.81 %
7	Polystyrene insulation or packaging	Foamed Plastic	1,011	3.74 %
8	Construction material	Glass & Ceramic	845	3.12 %
9	Food containers	Plastic	826	3.05 %
10	Lollipop sticks	Plastic	687	2.54 %

Success stories

LOCAL GOVERNMENT



“With numerous outfalls located around the Harbour, we not only need to be aware of what’s entering our harbours through stormwater but also ensuring we’re not inadvertently contributing to the deterioration of our marine and coastal environments” said Melidonis, referring also to over 700 litter items recorded in an area only the length of a rugby field, during quarterly Litter Intelligence surveys at 11 sites around Te Whanganui-a-Tara coastline.



PRESS RELEASE
JUNE 2022

Success stories

BUSINESS



Litter Intelligence - Glass Protectors

[litterintelligence.org/action/glass-protectors-from-foam-plastic-to-corktastic/](#)

Glass Protectors: From Foam-Plastic to Corktastic

Submitted by: Sustainable Coastlines

Region: Taranaki
Product Types: Foam glazier spacers
Solution Types: Prevention


A local glass company responds to concerns about their foam pads on the beach with a sustainable solution.

Kiwi company Altherm Windows and Doors made the switch from blue plastic foam pads, which separated their glass sheets, to cork pads. The cork pads are a more sustainable option, made from renewable resources that break down faster.

The change came after members of Taranaki Conservationists and Litter Intelligence data collectors (or citizen scientists) decided to find the local source of the foam pads that were washing up on their local beaches. After contacting Altherm, and notifying them about the issue, the company recognised how easy it was for the pads to reach waterways through the stormwater drain right next to their workshop. Altherm decided to make the change and take a more sustainable approach by adopting the cork pads as an environmentally friendly alternative that still works a treat.

Explore this action further

Taranaki Conservationists Facebook post
<https://www.facebook.com/27067849740467/posts/3226957460752143/?id=>



Litter Intelligence - Solving the Mystery of the Shotgun Wads

[litterintelligence.org/action/solving-the-mystery-of-the-shotgun-wads/](#)


Solving the Mystery of the Shotgun Wads

Submitted by: Sustainable Coastlines

Region: Taranaki
Product Types: Shotgun wadding & shells
Solution Types: Product Design, Campaigns, Education

Detective work by students persuades a local gun club to switch to a biodegradable alternative.

Students from Oakura School and Highlands Intermediate in Taranaki were puzzled when they repeatedly came across shuttlecock-shaped plastic shotgun wads washed up on local beaches. With the help of Taranaki District Council, Taranaki Fish & Game Council, MetOcean Solutions and Project Hotspot - an initiative which uses citizen science to better protect threatened coastal species - the wads were traced back to a clay pigeon shoot which takes place each March over the Manganui River. A computer software model confirmed that plastic wads would be carried down the Manganui River, into the Waitara River, and out to sea before being deposited along the coast north and south of New Plymouth at the sites noted by the students. The schools' discovery has encouraged Inglewood Rod and Gun Club members to phase out plastic wads and make the switch to biodegradable ones.



[SHARE THIS SOLUTION](#)

Explore this action further

Read "Shooters urged to adopt environmental-friendly ammunition."
<https://www.nz.co.nz/news/national/319799/shooters-urged-to-adopt-environmental-friendly-ammunition>

Read "Citizen science: Students solved the mystery of the shotgun wads"



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Find out more and get involved
litterintelligence.org