



Environment Protection Authority

# Council Litter Prevention grants

Round 6 Guidelines and information for applicants

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Council Litter grants are available for local governments to deliver litter prevention projects that answer their community needs. These projects play an important role in achieving long-term goals for litter reduction in NSW.

The program reinforces the EPA Own it and Act framework to help institutionalise litter prevention by supporting councils to take ownership of, and act on, litter prevention.

The On-Ground grants apply an integrated approach to litter prevention using cleaning, infrastructure, education and awareness, enforcement and involvement.

The program supports the transition towards the new Waste and Sustainable Materials Strategy 2041.

# Program overview

## Round 6 of the Council Litter Prevention grants offers a total of \$500,000

The NSW Environment Protection Authority (EPA) has opened Round 6 of the Council Litter Prevention grants program. Funding of \$500,000 is available to NSW councils as part of a **Transition Round** of funding under the EPA Litter Prevention grants program.

These guidelines will assist NSW councils to submit applications for Round 6 funding.

Round 6 provides grant funding for **two streams**:

- **On-Ground projects** that deliver on-ground litter reduction and prevention, applying the integrated approach: education, infrastructure, enforcement and monitoring and evaluation.
- **Own it and Act projects** that help embed litter prevention in your organisation. More detail on the Own it and Act Strategic Framework can be found at **Appendix A**.

Councils can apply for both On-Ground and Own it and Act projects.

Applications must be submitted to the EPA using the **SMARTY GRANTS platform**. Two different application forms are available, depending on which stream the applicant is applying for:

- [Council Litter Grants Application Form 2021 ON-GROUND project](#)
- [Council Litter Grants Application Form 2021 OWN IT and ACT project](#)

Late applications will not be accepted.

## Program background

The EPA Council Litter Prevention grants program began in 2013. Five rounds of the Council Litter Prevention grants program (for individual councils) and four stages of the Litter-Regional implementation program have been completed. Over 160 projects have been funded across 65 NSW councils and 15 Regional Groups of Councils to a value of almost \$10 million – with excellent results. Projects have achieved average litter reduction rates of over 60% at targeted sites.

Round 6 aims to build on the previous program success, supporting councils to meet local and state priorities for litter reduction. Round 6 includes a funding stream for councils to deliver Own it and Act projects. This is to help institutionalise litter prevention by supporting councils to take ownership of, and act on, litter prevention.

**Partnerships** (internal and/or external) are strongly encouraged and ranked in the assessment process. Projects can also leverage other EPA litter grant programs, including EPA Regional implementation program (L-RIP) and EPA Round 7 Community Litter grants.

Application forms for these two programs are available on the SMARTY GRANTS EPA page at <https://epa.smartygrants.com.au/>

## Program objective

The program objective is to continue supporting NSW councils to deliver local litter prevention projects that answer local needs and contribute to achieving goals in long-term litter reduction.

The NSW Government has released the new [Waste and Sustainable Materials Strategy 2041](#), outlining how NSW will transition towards a circular economy. As part of this strategy the NSW Government has set two new litter targets:

1. 30% reduction in plastic litter by 2025, and
2. 60% reduction of all litter items by 2030.

This has been backed by \$38 million over the next five years to support programs and projects that deliver these targets. This funding will be guided by the NSW Litter Prevention Strategy. The NSW Litter Prevention Grants Program is a critical element of the NSW Litter Prevention Strategy, providing support for key stakeholders to deliver on-ground and strategic litter prevention projects.

All projects funded under this Transition Round will support the new litter reduction targets outlined in the Waste and Sustainable Materials Strategy 2041.

## How much funding is available?

Round 6 has a total of \$500,000 available to NSW councils for projects starting in 2021–2022.

The funding will be 100% contestable.

A maximum of \$150,000 (excluding GST) in Round 6 of funding is available to each successful NSW council. This includes:

- up to \$75,000 for Stream 1: On-Ground projects
- up to \$50,000 for Stream 2: Own it and Act projects.

Councils can apply for both On-Ground and Own it and Act projects.

There is no limit to how many projects each council can apply for, as long as the total amount requested is under the \$150,000 funding limit.

There may be opportunities to combine On-Ground and Own it and Act projects – essentially leveraging off an On-Ground project to deliver an Own it and Act project.

This funding is part of \$2 million Litter Prevention grants program transition round of funding across four litter prevention grant programs, including the Cigarette Butt Litter Prevention program. To apply for this program, please click on the relevant application form on the SMARTY GRANTS EPA page at <https://epa.smartygrants.com.au/>

Councils can apply for both the Council Litter Prevention grants program and the Cigarette Butt Litter Prevention grants program. Individual Councils can apply for a maximum of \$150,000 (excluding GST) in this Transition Round of funding across the two litter prevention grant programs. For example, a council may apply for:

- \$75,000 for a Stream 1 – On-Ground Council Litter Prevention grant
- \$50,000 for Stream 2 – Own it and Act Council Litter Prevention grant
- \$25,000 for Cigarette Butts Litter Prevention grant

## Selecting what projects to apply for

The Own it and Act Organisational Status Checklist helps identify your organisational strengths and weaknesses in relation to institutionalising litter prevention. It is designed to help guide the selection of projects for your application.

**The Own it and Act Status Checklist must be completed and submitted with all Round 6 applications.**

Completing the checklist will also determine if your organisation should complete an Own it and Act project and what type of Own it and Act project is worthwhile delivering for your organisation.

The EPA Litter Prevention Unit is available to provide advice on selection of projects.

Please contact [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) or (02) 4908 6868.

## Eligible applicants

To be eligible for funding, applicants must demonstrate a capacity to manage the grant funds, fulfil the grant eligibility criteria and be an individual NSW council (as defined under the *Local Government Act 1992*).

Regional organisations of councils will not be eligible to apply for Round 6 of the council program but are eligible to apply for funding under LRIP stage 5:

- [L-RIP Grants Application Form 2021 ON-GROUND project](#)
- [L-RIP Grants Application Form 2021 OWN IT & ACT project](#)

This grant is open to both previous applicants and recipients of the EPA's NSW Council Litter Prevention Grant funding and to NSW councils that have not previously applied or received a Litter Prevention Grant.

Litter sites targeted in previous Litter Prevention Grant rounds will be considered if the project enhances previous work.

Where multiple sites are selected, the strategic intent of the project needs to focus on a problem litter type or a problem litter-site type.

## Grant conditions

Applicants must:

- sign and return the EPA's grant agreement (prior to funding), including risk analysis and work and public safety plan (if sites include waterways, roadsides or car parks)
- begin the project implementation from 31 January 2022 and complete the project by 28 February 2023
- hold appropriate insurance and public liability coverage
- submit a case study and final report and final Online Local Litter Check by 28 February 2023 (10% of the final grant amount will be held by the EPA until these are submitted)
- **(for On-Ground projects)** complete all components of the Online Local Litter Check at the start and finish of the project and return to the EPA. Final Litter Counts should be entered in the items/volume calculator and submitted in an Excel format
- acknowledge the support of the NSW EPA on all publications, externally distributed reports, websites and publicity material – including brochures, signage, advertising and invitations relating to the project – with the following statement prominently displayed: 'This project is a NSW Environment Protection Authority, Waste Less Recycle More initiative funded from the waste levy.'
- Grant payments will be provided in 3 instalments. Projects will need to be completed and final litter checks, case studies and reports submitted by 28 February 2023.

# Stream 1: On-Ground projects

## Application requirements

To be eligible for Stream 1 funding, your proposed project must:

- be a litter reduction and/or prevention project
- be **site specific** and developed in response to the evidence collected based on the Online Local Litter Check results (rather than a generic council-wide project)
- use **Online Local Litter Checks** on affected sites before the project starts and on completion of the project ([www.litterchecks.epa.nsw.gov.au/LocalLitterChecks](http://www.litterchecks.epa.nsw.gov.au/LocalLitterChecks))
- be conducted on **council-owned and council-managed public space** or on other publicly-used land with the support of the landholder
- include **collaborative partnerships** with key stakeholders such as internal staff, adjoining public or private land managers, industry, business and community organisations
- show **value for money** in delivering the project outcomes that are proportionate to the litter problem and provide evidence of in-kind or partner contributions
- build **capacity to act**, providing council employees, land managers and community organisations with the knowledge and skills to implement effective solutions (during and beyond the project)
- use the EPA's **Don't be a Tosser! litter campaign materials** to educate and guide the community on the social, environmental and economic impacts of litter. These can be found at [www.litterlibrary.epa.nsw.gov.au/](http://www.litterlibrary.epa.nsw.gov.au/)
- apply an **integrated approach** such as a clean-up component at project onset; install new or upgraded infrastructure; educate the community; use strategic enforcement; and measure and report on the objectives and outcomes (see paragraph 6 – ‘Supporting information’ for further details on applying an integrated approach)
- reflect the NSW priority sites and priority litter items (see paragraph 6 – ‘Supporting information’)
- a maximum of 50% of salary costs (including ongoing costs) for staff delivering the project will be eligible. Applicants should demonstrate why salary funding is needed and state other funding sources and in-kind contributions
- out of the 50% of the grant total for salary costs, a maximum of 25% of the grant total can be used for consultancy support costs. (i.e. out of a \$50,000 grant, a maximum of \$25,000 can be spent on staff, **out of which** only \$12,500 can be spent on consultants)
- grant funding is available to cover 100% of project costs but an in-kind contribution is expected and will be assessed favourably.

## Assessment criteria

The Litter Prevention Council ‘On-Ground’ grants will be assessed by the Technical Review Committee (TRC) against the six assessment criteria.

The TRC will assess your application against these criteria based on the information you include in your application and budget forms. It is critical that you ensure your application addresses these criteria and explains how your project will meet them.

1. **Litter prevention five factors:** the extent to which the project reflects the five factors of litter prevention – cleaning, infrastructure, education and awareness, enforcement, involvement. Does the project cover all five components?

2. **Evidence:** is the project site-specific and has it been developed in response to the evidence collected (rather than a generic council-wide project)? Has the project been developed using evidence of the Local Litter Check results?
3. **Capacity to deliver:** is there a sufficiently detailed and realistic project plan? Will the project be delivered to a high standard? Is the timeframe realistic?
4. **Value for money:** do costs seem reasonable? Is sufficient detail provided to account for budgeted items? What is the extent of in-kind and/or partner contributions?
5. **Collaborative partnerships:** the extent the project includes collaborative partnerships with key stakeholders such as council staff, adjoining public or private land managers, industry, and community organisations? Does the project provide council employees, land managers and/or community organisations with the knowledge and skills to implement effective solutions?
6. **'Don't Be A Tosser' integration:** does the project appropriately use and integrate 'Don't Be A Tosser' materials? Are they clearly incorporated into the project plan? Is the material used to appropriately educate and guide the community on the impacts of litter? How appropriate are the resources and activities for the target audience identified?

## What will not be funded for On-Ground projects?

- use of education materials other than Don't be a Tosser! materials
- activities carried out before the grant is offered and accepted
- public place recycling bays and bins
- maintenance and servicing of new or existing bins
- play equipment, new paths, public amenity upgrades such as BBQs or shelters (excluding litter and butt bins), or landscaping, unless the applicant can demonstrate that the project prevents litter or engages the community in litter prevention
- school programs – unless the Online Local Litter Check can demonstrate the 'identified litterers' for the project are school-age
- salary costs greater than 50% of the grant amount (salary costs can include project management for project delivery)
- consultancy costs greater than 25% out of the 50% of salary costs
- project management costs greater than 10% of the grant amount.

## Additional \$5,000 available for clean ups at Container Deposit Scheme Reverse Vending Machines

Since the introduction of the Container Deposit Scheme (CDS), litter has become an issue at various reverse vending machine (RVM) return points in NSW. As such, the EPA will support grant applications that target RVM sites. Also, the EPA will provide a separate pool of funds, up to \$5,000 for councils, to undertake clean-ups at RVM sites.

For example, a council applying for an on-ground project litter prevention grant may request up to an additional \$5,000 as part of their application for cleaning up a site with an RVM. This increases the maximum funding amount a council can apply for under Stream 1 to \$80,000.

For example, a council applying for an on-ground project litter prevention grant may request up to an additional \$5,000 as part of their application for cleaning up a site with an RVM. This increases the maximum funding amount a council can apply for to \$155,000.

- RVM sites are defined as a return point for the NSW Government CDS, which house a reverse vending machine.

- The RVM site must be identified in the application and include at least one Online Local Litter Check and photographs from within the site.
- The funds must be managed by a NSW council, but can be used towards clean ups of RVMs on private land, within the council boundary.
- There is no limit to the number of clean ups undertaken at the RVM site.
- Clean ups at the RVM site using this grant funding must begin with the first two months of the grant project and be completed within six months.
- A second Online Local Litter Check is required at the completion of the grant project (i.e. one year later), with photos.
- A summary outlining idea to prevent litter at the RVM site in future must be included with the final report.
- This money cannot be used for maintenance and/or servicing of new or existing bins.

## Stream 2: Own it and Act projects

### Own it and Act framework

The EPA has developed the Own it and Act strategic framework (see Appendix A) to help institutionalise litter prevention by supporting RWGs and councils to take ownership of, and act on, litter prevention.

To help councils progress to this model, Round 6 grant funding will enable councils to run projects that support the Own it and Act approach.

Funded projects should fill organisational gaps or build on strengths and capacity in relation to the Own it and Act four ‘enablers’. These are:

- **Leadership** – setting a clear vision and an ambitious target
- **Process** – knowing what to do, where to find information and who to work with
- **Commitment** – answering the questions: ‘Why undertake litter prevention?’, ‘What’s in it for me?’
- **Permission** – this can include litter prevention in a project plan, in a position description, or in a budget.

Councils applying for Own it and Act project funding, must demonstrate how the proposed project would build these enablers. The project may focus on developing one or multiple enablers.

### Application requirements

Projects will be considered and prioritised on the following:

- clear demonstration of how the project **addresses the outcomes of the organisational status checklist**.
- the extent the project has identified the ways in which it will contribute to embedding **litter prevention in the organisation**.
- the **capacity of the RWG to deliver** the projects in the timeframes required.
- the **value for money** offered in delivering the project.
- the extent of **in-kind and/or partner contributions**. In-kind contribution from the RWG and/or individual councils will be looked on favourably when assessing applications for funding, as it’s considered a demonstration of commitment
- the extent the project **builds capacity to act** – providing council employees, land managers and/or community organisations with the knowledge and skills to implement effective solutions.

## Assessment criteria

Councils applying for 'Own it and Act' project funding must demonstrate how the proposed project will build the four enablers of the model. The project may focus on developing one or multiple enablers.

The Litter Prevention Council 'Own it and Act' grants will be assessed by the Technical Review Committee (TRC) against the assessment criteria. The four assessment criteria and what you need to reason to ensure you address them are set out below in this section.

The TRC will assess your application against these criteria based on the information you include in your application and budget forms. It is critical, therefore, that you ensure your application addresses these criteria and explains how your project will meet them.

1. **Organisational Status Checklist:** does the project proposal clearly demonstrate how to address the outcomes of the organisational status checklist to embed litter prevention in the organisation? Has the project identified which "enabler" the organisation need to address?
2. **Effectiveness:** the extent to which the project will contribute to embedding litter prevention in the organisation and local area. How will the project findings be used by the organisation to ensure long term litter reduction outcomes? Will the project provide council employees, land managers and/or community organisations with the knowledge and / or skills to implement effective solutions?
3. **Capacity to deliver:** is there a sufficiently detailed and realistic project plan? Will the project be delivered to a high standard? Is the timeframe realistic?
4. **Value for money:** do costs seem reasonable? Is sufficient detail provided to account for budgeted items? What is the extent of in-kind and/or partner contributions?

## Examples of Own it and Act projects that may be funded

Listed below are examples of projects that support the Own it and Act model. This list is not exhaustive, and there is no strict limit to what projects will be funded if applicants clearly demonstrate how the project will progress the Own it and Act model.

### Litter prevention business case

Developing a business case for undertaking litter prevention that answers the bottom line needs of your organisation – including a cost/benefit analysis.

The EPA has developed a business case template for councils to use.

### Cost of litter study

Undertaking a study to find out how much litter prevention and clean-up is costing your organisation – this may be done as a standalone study or as a prelude to a business case.

Please note, the EPA is developing a standardised methodology to assess direct cost of litter in partnership with Queensland and Victoria. This is due to be finalised in February 2022.

### Baseline data study

Undertaking baseline data to help understand the problem, e.g. community surveys, litter assessments. This may be done to build leadership, set targets or help build a business case.

### Operational procedures/guidelines

Including development of best practice, contacts, and organisational charts for implementing litter prevention initiatives.

## **Training and support**

This can include things like running workshops, consultations, develop training materials. The objective would be to build staff and community interest in litter prevention.

## **Community strategic plan (CSP)**

Developing strategies to include litter prevention in the council's CSP.

## **EPA business case template**

Given the significant interest in developing a litter prevention business case, the EPA has developed a standardise business Case template. This to ensure a common and more efficient approach to business case development across councils and regions.

The business case documents are not published at this stage but are available by contacting the Litter Prevention Unit at [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) or calling 4908 6868.

## **Examples of Own it and Act projects that won't be funded**

The following will not be funded:

- salary costs for On-Ground litter prevention or project delivery other than Own it and Act
- projects that do not support the Own it and Act model.

Given the nature of Own it and Act projects, if the use of consultants is justified, and, within reason, there is no specific limit on how much grant funding can be allocated.

# Submission process

To submit a valid grant application council must:

- complete the Own it and Act Status Checklist
- complete an ‘On-Ground project’ and/or ‘Own it and Act project’ application form/s
- demonstrate in their application that the project meets the eligibility criteria (see above)
- include in the application the names and signatures of the General Manager/CEO and Program Director who can attest to the accuracy of the information in the application and who has delegated authority to sign the application
- provide the written consent of any organisation that the council partners with on the project (or has nominated to provide in-kind support)
- ensure the application is received by the closing date and time – late applications will not be accepted and will be returned.

Before applying for an **On-Ground grant**, applicants need to complete a baseline litter assessment of their site/s using the EPA’s Online Local Litter Check. How-to videos and guidelines are available at: <https://www.epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/run-litter-prevention-project/local-litter-check>

- The results of the Online Local Litter Check must be included in the application.
- Please include the ‘Results Summary’ page from your Online Local Litter Check.

## Submitting your application

You have to submit your application using the SMARTY GRANTS platform. There are two application forms available under the Council Litter Prevention Grants Program, depending which stream you are applying for. Each grant proposal requires a separate application form. You will receive a confirmation email once your application form has been successfully submitted.

- [Council Litter Grants Application Form 2021 ON-GROUND project](#)
- [Council Litter Grants Application Form 2021 OWN IT and ACT project](#)

## Need help?

If you need assistance with your application or have questions, call (02) 4098 6868 or email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au)

# Supporting information

## NSW litter priorities

The following NSW litter priorities reflect past learning, new state targets and recent findings.

Priority sites	
High	Industrial areas Highways and roads Car parks Reverse vending machines return points
Medium	Retail strips Transport interchanges Residential areas
Low	Beaches Shopping centres Recreation parks Oval/sports grounds

Priority litter items	
High	Disposable face masks Food packages Plastic cups
Medium	Beverage containers lids Plastic bags
Low	Cigarette butts* Plastic straws**

\*If the project is targeting ONLY smoking-related items, the Cigarette Butt Litter Prevention Program may be better suited for your application.

\*\*Despite plastic straws being one of the top litter items and found in the wider environment, due to their phase out by 2025, they represent a low priority.

## The NSW Litter prevention kit

The EPA has developed resources to help people plan and conduct an effective litter prevention project. This is available at no charge on the EPA website, and includes the following:

Part 1: Things you should know about litter and litterers

Part 2: Run an effective litter prevention project

Part 3: The Local Litter Check guidelines

Local Litter Check: an online tool that guides you through an investigation of a littered location and helps you decide what actions are most likely to reduce litter there.

The NSW Litter Library: downloadable communication resources for the Don't be a Tosser! campaign.

## Integrated approach

The EPA Council Litter Prevention Grants Program applies an integrated approach to litter prevention, known as the Five Factors of litter prevention (see below). Each of the factors supports and complements the other to deliver effective behaviour change. These approaches are covered in more detail in the [NSW Litter Prevention Kit Part 2: Run an effective litter prevention project](#). On-Ground applications need to apply an integrated approach to litter prevention.

Five factors of litter prevention				
Cleaning	Infrastructure	Education and awareness	Enforcement	Involvement
For example, cleaning up a location and keeping it clean to communicate to people what behaviours are expected there	For example, improving physical infrastructure, such as bins and signs, to make it clear and simple for people to dispose of their rubbish responsibly	For example, outreach and consistent messages to prompt people to dispose of their rubbish responsibly	For example, increase awareness of litter laws and fines, and increase the perception that people are likely to be caught for littering	For example, increase the community's sense of pride and ownership in the location and show the improvements from your litter prevention efforts

## Don't be a Tosser! campaign

Projects funded through the EPA Council Litter Prevention Grants Program need to utilise the Don't be a Tosser! creative materials. A range of Don't be a Tosser! tools and resources (including print ready and editable artwork files) are available via the EPA's online Litter Library ([www.litterlibrary.epa.nsw.gov.au](http://www.litterlibrary.epa.nsw.gov.au)). Email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) for access to the online resources.

Don't be a Tosser! is a foundational component of the integrated approach to litter prevention in NSW. The Don't be a Tosser! message was developed through extensive focus group testing and a Local Government Stakeholder Reference Group. Evaluation and analysis shows Don't be a Tosser! is effective and is making a substantial impact on littering behaviour in NSW.

## Available resources and tools

A range of tools and resources are available through [www.epa.nsw.gov.au/litter](http://www.epa.nsw.gov.au/litter) including:

- Things you should know about litter and litterers: [www.epa.nsw.gov.au/resources/litter/130800-lpk-things-know.pdf](http://www.epa.nsw.gov.au/resources/litter/130800-lpk-things-know.pdf)
- Run an effective litter prevention project: [www.epa.nsw.gov.au/resources/litter/130799-lpk-effective-litter-prevent.pdf](http://www.epa.nsw.gov.au/resources/litter/130799-lpk-effective-litter-prevent.pdf)
- The Local Litter Check (Introduction and how-to manual): [www.epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/run-litter-prevention-project/local-litter-check](http://www.epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/run-litter-prevention-project/local-litter-check)
- *Don't be a Tosser!* anti-littering collateral, style guide and other materials. You will need to register, then you can download the print-ready material for use.  
[www.litterlibrary.epa.nsw.gov.au/](http://www.litterlibrary.epa.nsw.gov.au/)
- The 'How to' videos: [www.epa.nsw.gov.au/litter/understand-problem.htm](http://www.epa.nsw.gov.au/litter/understand-problem.htm)
- The Local Litter Check forms: [www.epa.nsw.gov.au/litter/understand-problem.htm](http://www.epa.nsw.gov.au/litter/understand-problem.htm)

- Litter Prevention for Authorised Officers course: to register your interest in completing this course, email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) with your details
- For more information on the Waste Less, Recycle More initiative, please visit [www.epa.nsw.gov.au/waste/wasteless.htm](http://www.epa.nsw.gov.au/waste/wasteless.htm)

## SMART objectives

The EPA's litter prevention grants are offered to councils to deliver projects that apply an integrated approach to litter prevention including education and awareness, infrastructure (including clean ups), regulation and enforcement, and evaluation strategies. Partnerships are also highly encouraged. Your project should take into consideration the Premier's Priority to reduce litter volume by 40% by 2020.

After you have completed the Local Litter Check and gathered any other research or data about littering behaviours, you will be required to develop SMART objectives for your project for each of the five factors of litter prevention.

What are SMART objectives?



# Appendix A – Own it and Act overview

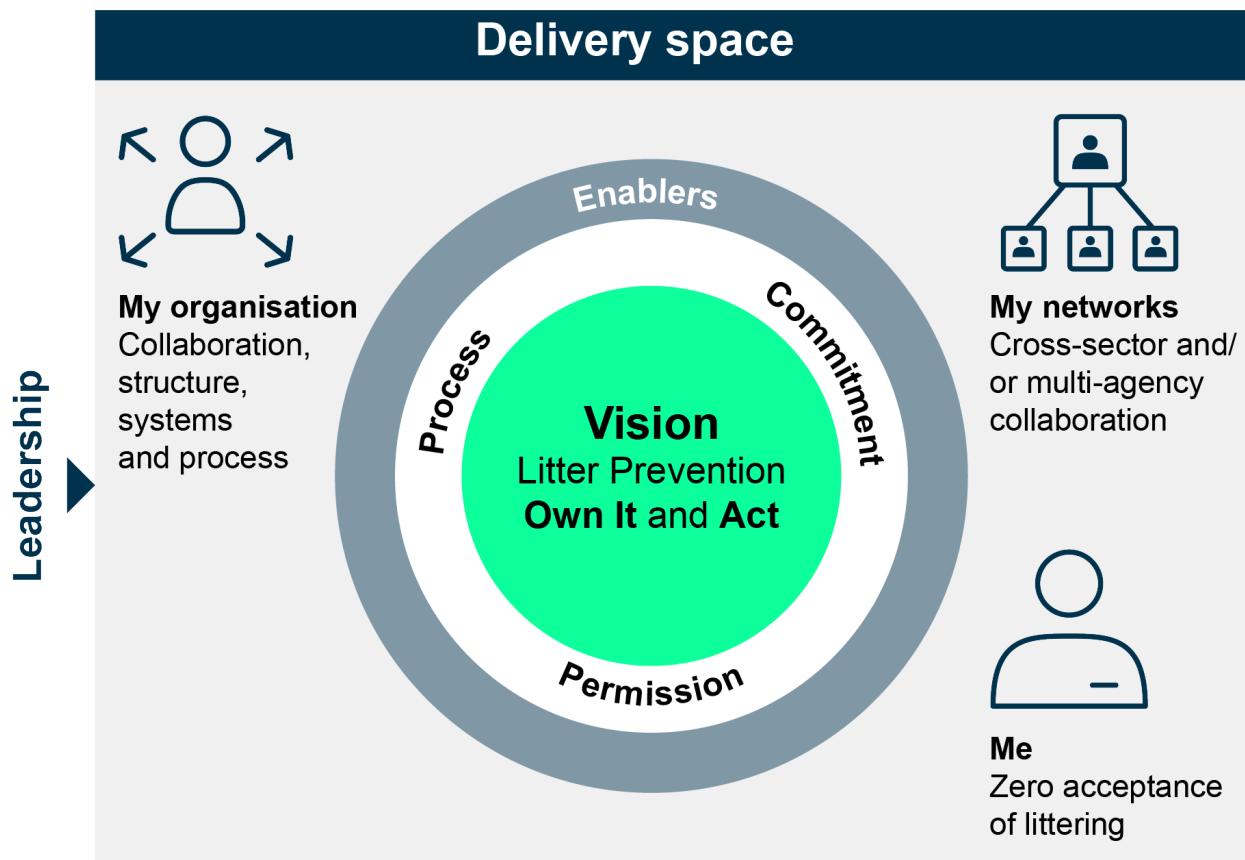
## Own it and Act framework

In 2020 NSW reached the state target to reduce the volume of litter in NSW by 40%. This target was established as a Premier's Priority in 2015 – and has been a key Government focus for the past six years. The target was exceeded with a 43% reduction in litter in NSW. This incredible result has been a state-wide effort, and the EPA recognises this achievement would not have been possible without our partnerships with local governments, regional waste groups, community organisations and volunteers, and industry.

### How do we embed these reductions and lock in the positive impacts?

The EPA has developed an approach called 'Own it and Act'. This is based on its assessment of where NSW is at in its litter prevention journey and the gains that can be made going forward.

We are keen to get feedback on how effective this approach is for stakeholders and how the EPA can support the NSW population to own litter prevention and have the confidence to act to prevent it.



## Who needs to ‘Own it And Act’?

In thinking about this framework, the first question is: who needs to own litter prevention? The EPA came up with three groups:



Up to this point, litter prevention programs in NSW have been focused on the individual – the ‘me’. And we are changing behaviour, but organisations and networks are also necessary to institutionalise litter prevention. The work done by councils, groups of councils, land managers, businesses, community groups and industry sectors is different but a necessary part of the litter prevention framework.

## What are the enabling factors to help us all ‘Own it and Act’?

**Leadership.** We need a clear vision and an ambitious target. Leadership is the critical enabler that allows all other enablers to operate.

Process	Commitment	Permission
<ul style="list-style-type: none"><li>• We know what works</li><li>• We know where to find info</li><li>• We know who to work with</li></ul>	<ul style="list-style-type: none"><li>• We can respond to the question “What’s in it for me?”</li><li>• We have a business case</li></ul>	<ul style="list-style-type: none"><li>• We are allowed to</li><li>• We are given time</li><li>• We are allocated resources</li></ul>

**Process.** This element is about knowing what to do. Organisations, networks and individuals all need to know the best things they can do to influence litter reduction, and they should have the confidence to take action.

**Commitment.** This element focuses on how to gain commitment from an organisation or network to take action. Commitment will come once a credible business case is made that answers the bottom-line needs of the organisation or network. It might be budget, it might be reputation, it might be community complaints.

**Permission.** Each of us as individuals, or within an organisation or network, needs permission to take action. This can come by including litter prevention in a project plan, in a position description or in a budget.

Please check the Own it and Act Framework on the EPA website.

## **'Own it and Act' Status Check**

### **Who should complete this checklist?**

All councils need to submit the checklist as part of their application. This must be completed even if not applying for Own it and Act projects.

How you and your organisation apply the Own it and Act framework may differ, depending on current involvement and experience with litter prevention.

It is helpful to first undertake a status check of progress along the Own it and Act pathway towards integrated litter prevention practice.

Please access the Own it and Act Checklist on the EPA website.