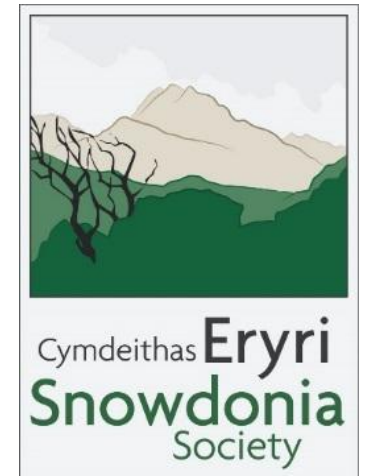


Getting a grip on litter: a charity's perspective



John Harold

Cymdeithas Eryri the Snowdonia Society

Getting a grip on litter: a charity's perspective.

- Whose litter and whose problem?
- Picking up the pieces **and** behaviour change
- gaps in data & novel approaches

Whose litter?...and whose problem?

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FARMINGNews



By **ANDREW FORGRAVE**
Farming Correspondent

Walkers treating Snowdon with disrespect

TOO many walkers are treating Snowdon with disrespect, believes a group of volunteers which will tomorrow launch its third litter pick of the year.

The Snowdonia Society said the mountain's litter problem has improved this year but hillsides are still strewn with bags of dog poo, cigarette ends and plastic bottles.

"In one litter pick along the Llanberis path volunteers filled 36 bin bags," said Snowdonia Society director Huw Jenkins.

Biggest single item of rubbish was the single-use plastic bottle. Each year Snowdon attracts more than 700,000 walkers and climbers, many carrying bottles, and the Society is calling for a 5p plastic bottle levy, similar to plastic bags.

"The 5p charge has resulted in a 22% reduction in plastic bag use in Wales," said Jenny Whitmore, Conservation Snowdonia project officer.

"I would like to see a similar system applied to an equally

harmful product, the ubiquitous plastic bottle."

This summer a group of organisations came together under the banner of Wyddfa Lân: Snowdon Tidy. A survey of 160 walkers by the group revealed a desire for more bins and recycling points, in particular at Pen y Pass.

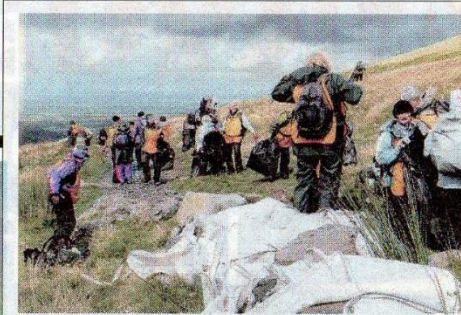
But Snowdonia National Park Authority has always shied away from this policy, believing walkers should take their litter away with them.

The Snowdonia Society believes litter picks alone will not solve the problem – they treat the symptoms, not the cause.

Instead it wants a sea-change in public attitudes.

"Just as people who climb Cadair Idris might come down a poet, people who come down Snowdon might become eco-warriors," said Huw.

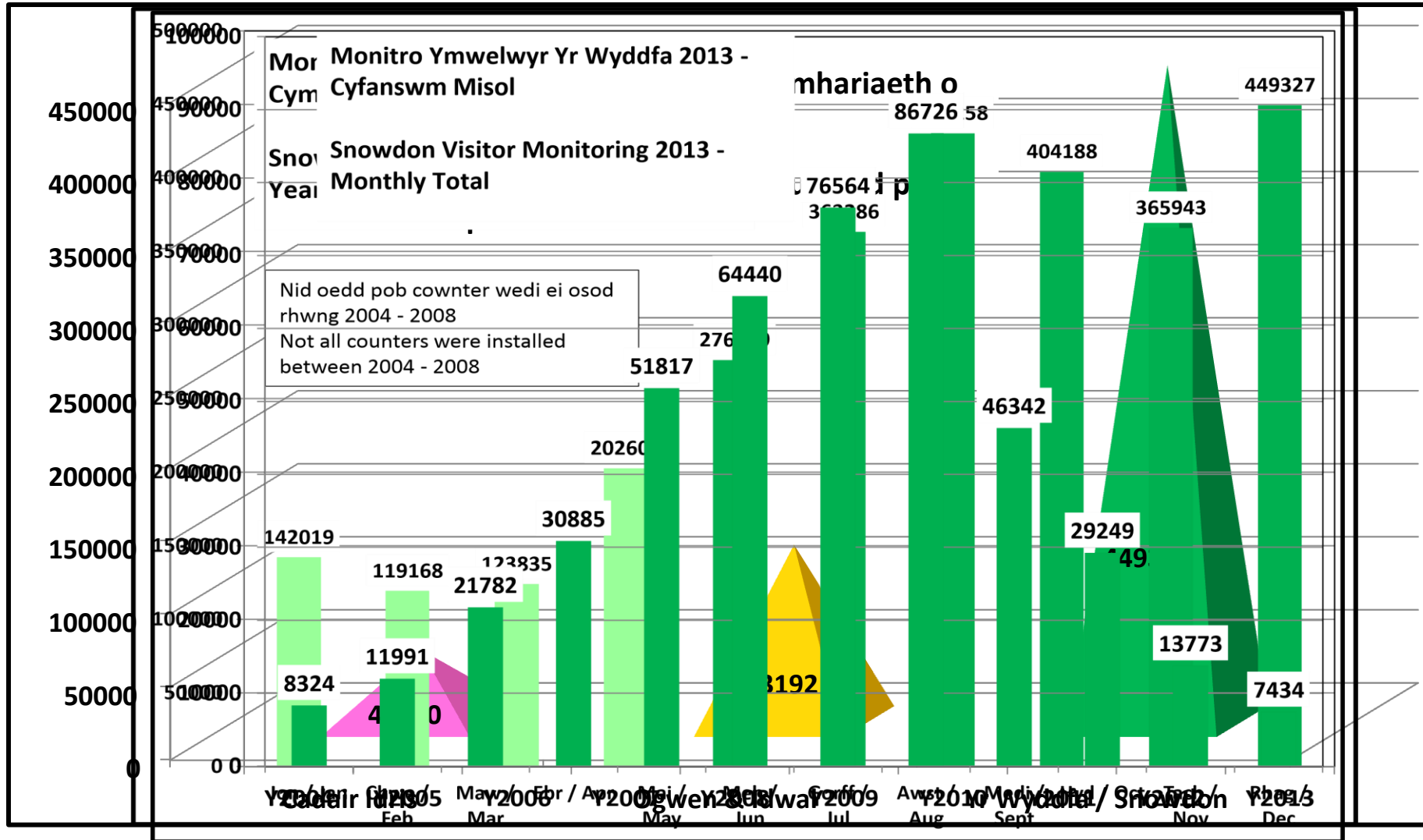
There are signs of hope – few bags of litter have been collected this summer, perhaps due to the appointments of two new wardens and regular litter patrols.



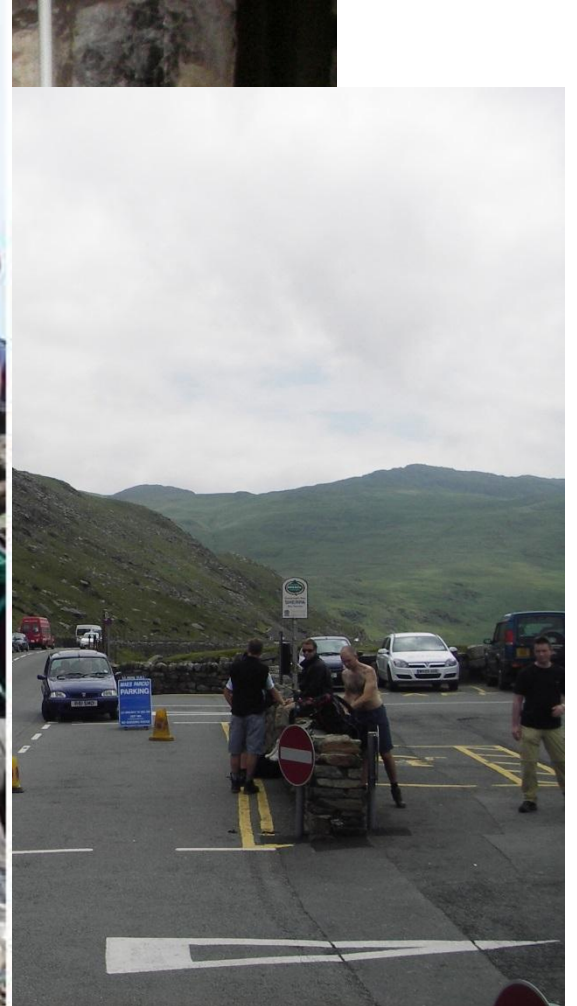
PICK IT UP: Volunteers collect rubbish on Snowdon.



Whose litter?



Whose problem?



Whose problem?



Picking up the pieces and behaviour change

- Snowdon Tidy Partnership
- Snowdonia Society, Snowdonia National Park Authority, Natural Resources Wales, National Trust, Bangor University, RAW Adventures, mountain railway etc
- Runs on 100% pure goodwill
- 'Action Research' approach
- Co-ordinated efforts on clean-up work – wardens, volunteer wardens, volunteers, outdoor activities leaders
- Practical work, research, innovation, and behaviour change intervention

Linking people to litter

- Quantity
- Distribution
- Type



- Quantity of litter =
$$\frac{\text{Number of people} \times \text{Quantity of 'waste' carried}}{\text{mean 'Behaviour factor'}}$$
- Behaviour factor = Experience x Awareness x Leadership x Memory prompts x Environmental stimulus x Waste facilities x Conditions x!

Gaps in data & understanding

- Jigsaw puzzle with most pieces still missing
- Real costs of litter – including to charities like Snowdonia Society
- Is the mountain environment different?
- Is it getting better or worse?
- Who do we need to reach?
- How do we need to reach them?
- Polluter pays principle?
- Etc...

What contribution do challenge events make?

- Exa
- Rais
- 650
- 150
- Each
- Min
- £1 p
- How



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including

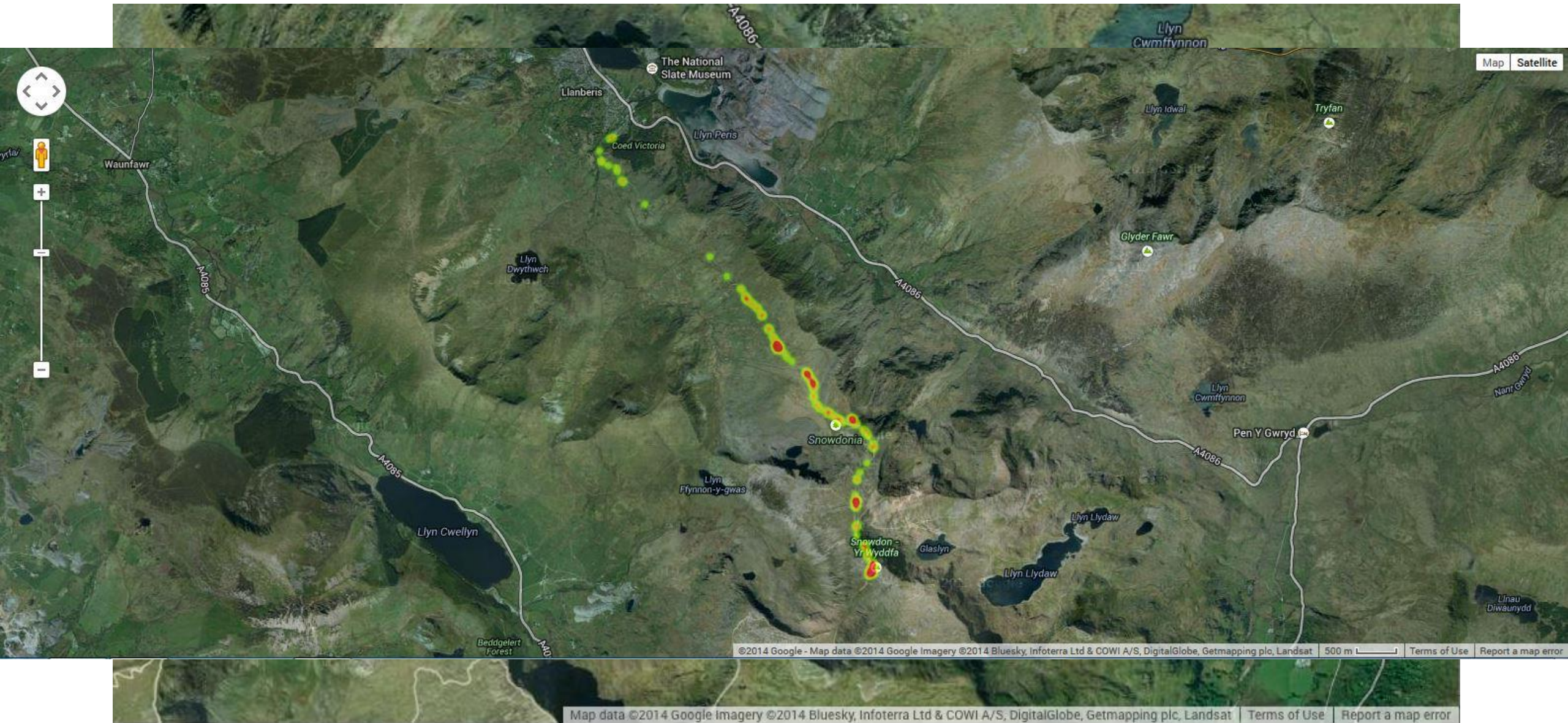
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Some novel approaches

- Collecting a wide variety of data using different methods
- Use of appropriate technology
- Using survey activity and survey data to relay messages
- Make litter interesting & make litter relevant

GPS dataloggers - quick & easy to use

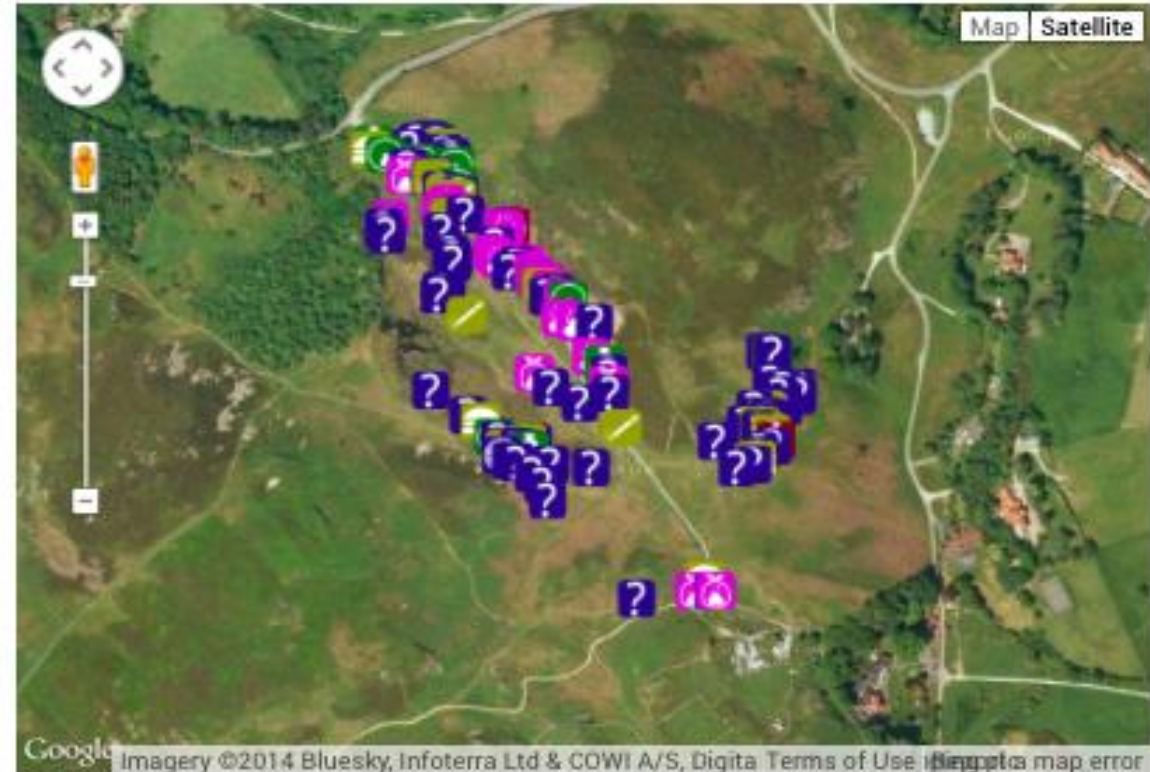


LitterLog

- open source android app
- records litter type and location
- developed with Bangor University

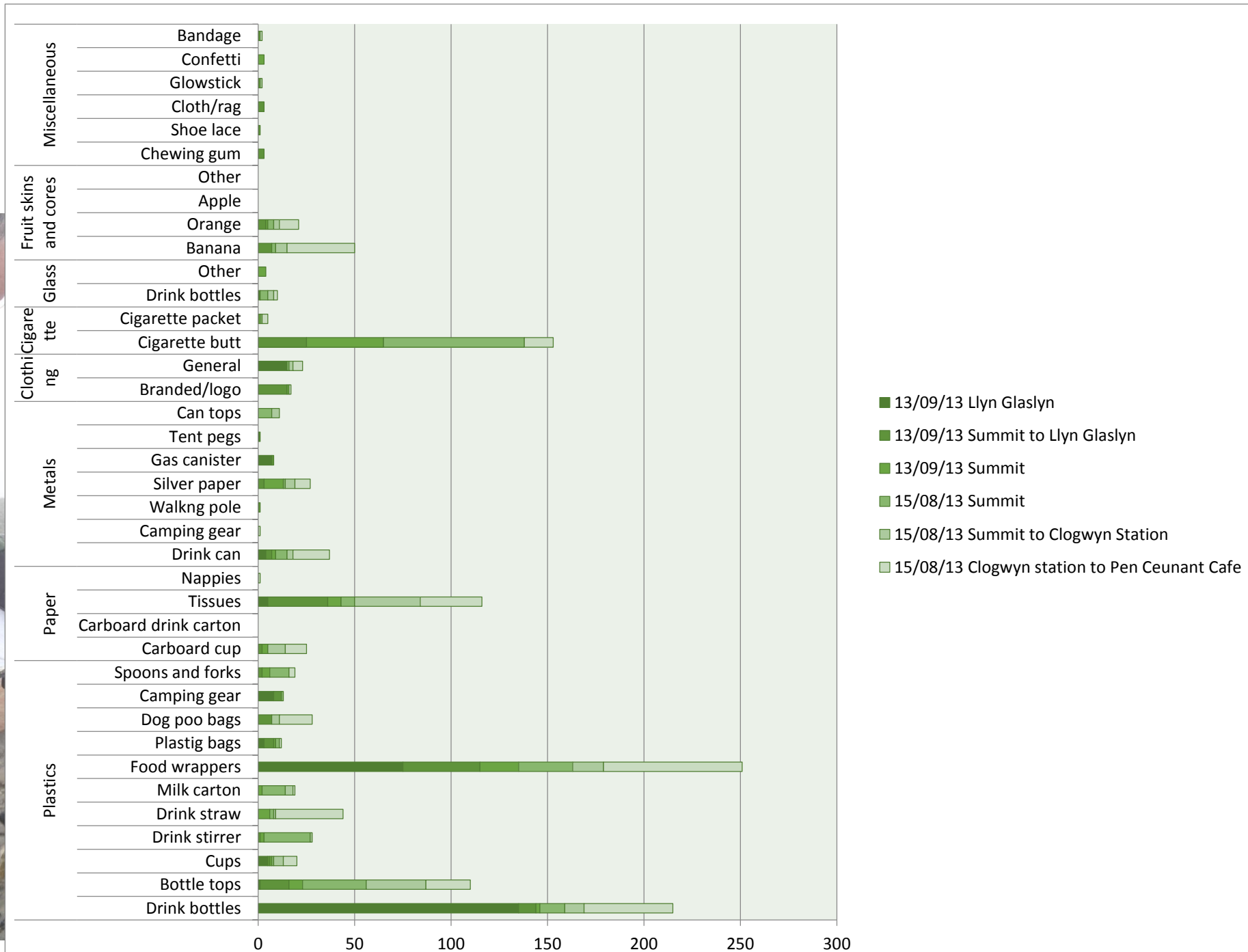
Log sbwriel (litterlog.csv)

Pob sbwriel



+					
Categori sbwriel	Rhif	Categori sbwriel	Rhif	Categori sbwriel	Rhif
Potel blastig ddiod ysgafn	5	Potel wydr ddiod alcoholig	2	Bag baw ci	8
Potel wydr ddiod ysgafn	0	Can ddiod alcoholig	13	Eitem ysmygu	12
Can diod ysgafn	8	Eitem bwyd cyflym	13	Ffrwythau	1
Potel blastig ddiod alcoholig	0	Baw ci	23	Arall	95
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Surveys

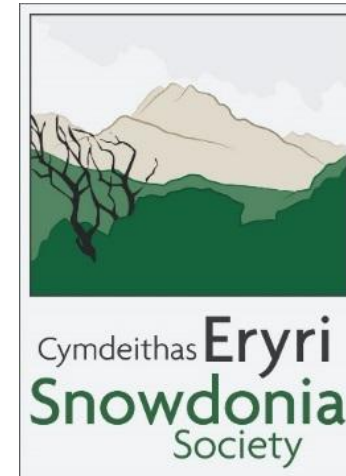


Where next?

- Fruit peel, attitudes to litter and littering, economics of plastic bottles
- Behaviour change interventions – develop simple messages for each audience
- Project with Marine Conservation Society on litter mobility - from mountain top to the sea
- Using survey and survey results to spread messages and effect change
- Engaging directly with activity leaders and charity/challenge organisers

Snowdon Tidy initiative - picking up the pieces on Snowdon

Diolch yn fawr



John Harold

Cymdeithas Eryri the Snowdonia Society