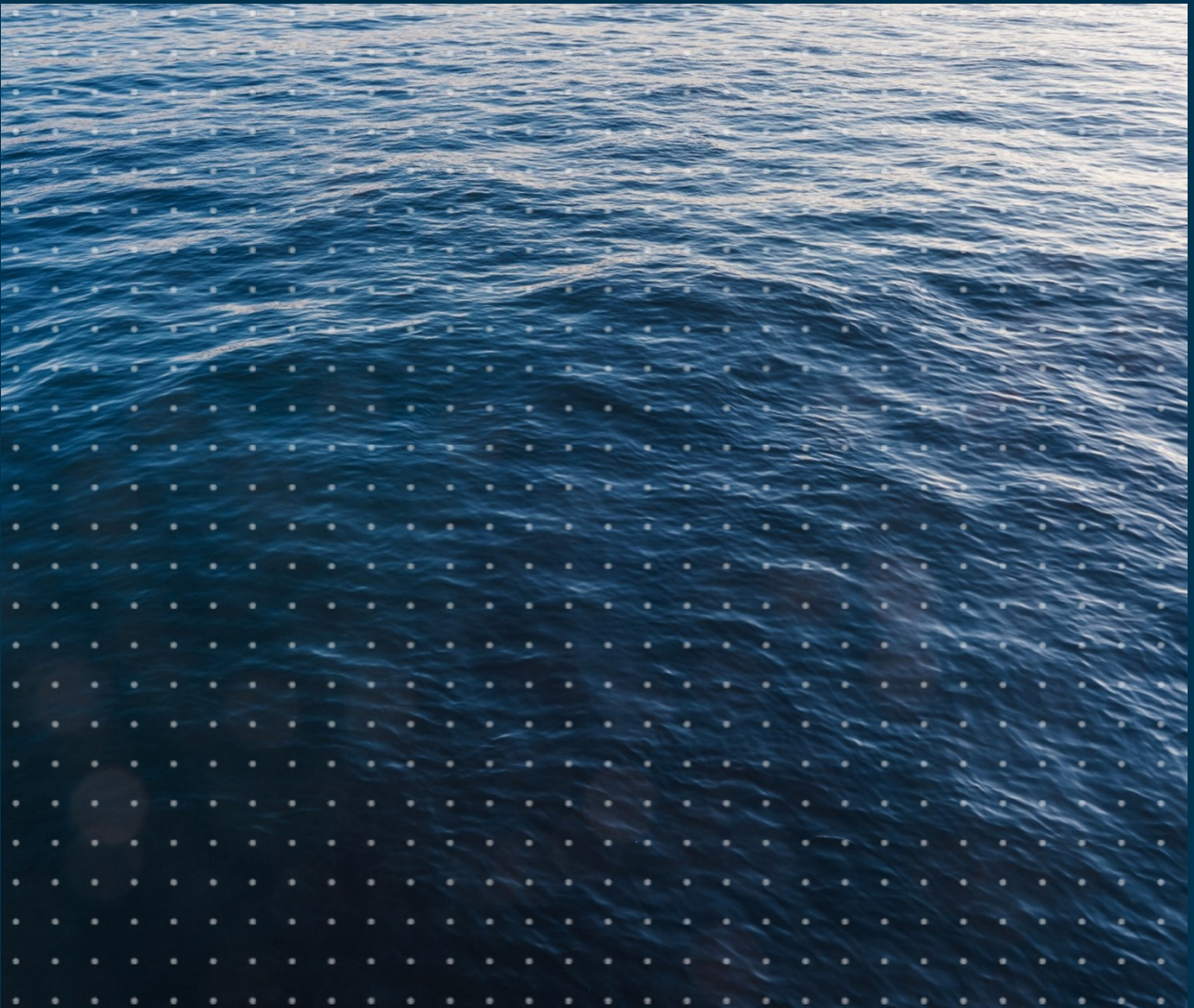




Environment Protection Authority

Community litter grants

Round 7 guidelines



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Community litter grants are available for community-based organisations that want to address litter in their local environments.

This program supports EPA partners to deliver litter prevention projects and develop strategic plans.

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

Program overview

As the NSW Government transitions towards a circular economy, we must maintain litter prevention efforts across communities to ensure a healthy and thriving environment for the future.

The NSW Government has opened Round 7 of the Community Litter Prevention grants program, with \$500,000 available. You need to follow these guidelines when applying for Round 7 funding.

Funding is provided under three streams:

- **Stream 1: On-Ground projects** – between \$4,000 and \$40,000 for single-site and multi-site projects
- **Stream 2: Own it and Act strategic projects** – between \$40,000 and \$80,000 for capacity building
- **Stream 3: Own it and Act strategic implementation** – between \$50,000 and \$100,000 for implementing litter prevention strategies.

All projects must make a contribution to reducing litter in NSW and include direct community participation in the delivery of local, regional or state-wide litter prevention initiatives.

Program background

The Community Litter Grant program began in 2012 and was run over four rounds by Keep Australia Beautiful NSW under a Deed Agreement with the NSW Environment Protection Authority (EPA). In that time \$359,540 of grant money went to over 160 community groups to develop litter prevention projects. The average recorded litter reduction ranged from 67% to 80%.

Since Round 5, the Community Litter Grant program has been directly administered by the NSW Environment Protection Authority (EPA).

Program objectives

The objectives for each project funded through the Community Litter program Round 7 are as follows:

- support the development of a circular economy by contributing to the new NSW litter reduction targets:
 - 60% reduction in litter items by 2030 – [Waste and Sustainable Materials Strategy 2041](#)
 - 30% reduction in plastic litter items by 2025 – [The NSW Plastics Action Plan](#)
- include direct community leadership in planning and carrying out local, regional or state-wide litter prevention initiatives
- base litter prevention on good evidence and sound approaches – [NSW Litter Prevention Strategy 2018-2022](#)
- include activities that increase the capability of the community group to carry out litter prevention (e.g. training or attending a forum), in particular beyond the grant funding period
- work productively with the authority that manages the public land (e.g. local council) where on-ground litter prevention projects are located.

The scope of litter prevention

As you start to plan your project, it is important to understand what the Community Litter Prevention grant program includes in its scope, as well as what it does not include:

What IS included	What is NOT included
<p>LITTER ✓</p> <p>Litter is “unwanted material that is dropped, thrown or left in a place”. Litter can be anything up to the size of a full supermarket bag.</p> <p>Examples of commonly littered items are drink containers, cigarette butts, bits of paper, chip and lolly wrappers, fast food packaging, bottle caps, plastic straws, or pieces of glass bottles.</p>	<p>ILLEGAL DUMPING ✗</p> <p>Illegal dumping relates to larger items than litter, for example: bulky waste such as general household rubbish, large household items like fridges and mattresses, garden material, building materials, clinical and hazardous waste, abandoned cars and tyres.</p> <p>Preventing illegal dumping needs different strategies compared to preventing litter. You could consider applying instead for a grant through the EPA Illegal Dumping grant program.</p>
<p>PREVENTION ✓</p> <p>All projects must involve changing littering behaviours, as well as influencing other factors that help prevent litter, i.e. before it occurs in the first place. This should use an integrated approach covering a range of EPA litter prevention strategies.</p>	<p>CLEAN-UPS ONLY ✗</p> <p>Projects that rely on repeated clean-ups as the main way of reducing litter, without aiming to stop litter before it occurs, will not be competitive as grant proposals.</p> <p>If a community clean-up is in mind, this could be one event at the project start, then use other strategies to keep the location clean (e.g. bins, signage and education of location users).</p>

Program structure

The model for Round 7 of Community Litter grants is based on three funding streams:

Stream 1: On-Ground projects

- between \$4,000 and \$40,000 is available per project
- for groups who want to act on a locally identified litter issue at one or more locations
- projects in this stream will use proven methods of litter prevention to support their local community to reduce litter.

Please note:

- if your community group has no experience in running a litter prevention project, or has taken early steps (e.g. a previous project with mixed success, or regular volunteering in clean-up events), you should focus your project on one or, at the most, two sites.
- if your community group has demonstrated past success and reach in delivering evidence-driven litter prevention projects, you can aim to take a broader approach to prevent litter at multiple locations. While there is a \$40,000 cap on funding, you must carefully consider the value for money criteria in the table outlining the Stream 1 assessment criteria.
- if your group has completed a Litter Prevention Strategy under Community Litter grants Round 6 Stream 2, or such a strategy exists for your area, you should use the Stream 2 documents to guide the development of your on-ground project and refer to them in your application. Please contact the Litter Prevention Unit if you need assistance with this at litter.prevention@epa.nsw.gov.au or call **8837 6015**.

Stream 2: Own it and Act strategic projects

- Between \$40,000 and \$80,000 is available per project.
- Projects in this stream will be longer-term strategic state or regional litter prevention initiatives that do not need to be site-specific.
- Applicants must demonstrate how projects will build organisational capacity for their community group and/or partner organisations, to deliver future long-term litter prevention outcomes.
- Projects in this stream must align with and use the Own it and Act Strategic Framework developed by the NSW EPA Litter Prevention Unit.

Stream 3: Own it and Act strategic implementation

- Between \$50,000 and \$100,000 is available per project.
- Projects in this stream will focus on the dissemination and implementation phase of state-wide or regional litter prevention strategies that were developed under Community Litter grants Round 6 Stream 2.
- Projects must involve key stakeholders within a state or region, including community-based organisations (e.g. NGOs, local groups) and land managers (e.g. Local Councils)
- Organisations applying for funding must have an existing Litter Prevention Strategy that:
 - includes an Executive Summary that makes a business case for funding, and
 - incorporates learnings from the NSW EPA Own it and Act strategic framework.
- Grantees in this stream will engage proactively with the NSW EPA, both as the grant program manager and as a consulting partner.

Eligibility for grantees

To apply for a Community Litter Grant, you must be a community-based organisation that meets the following criteria:

- be a non-government, not-for-profit organisation
- have your own constitution and be incorporated under the law of a state or territory, e.g. as an incorporated association, company or cooperative society
- hold an Australian Business Number (ABN)
- have a project that is geographically located in NSW
- be able to run a project that is in line with the program objectives, as determined by the Technical Review Committee
- be able to maintain reliable financial records and separately account for grant funds
- be able to fully complete proposed activities by February 2023.

In Streams 2 and 3 each community-based organisation must meet the following additional criteria:

- be a reputable environmental community organisation OR a reputable organisation focused on delivering community-led outcomes with influence over multiple sites and/or multiple related organisational units (e.g. river catchment groups)
- be overseen by a Project Steering Group that is committed to meet to an agreed schedule and is made up of suitably qualified people to oversee the project, contribute to its development and be accountable for action

- be able to provide a certified account for grant fund expenditure with the final report.

Selecting the right funding stream for your organisation

In assessing your group's eligibility under the three Round 7 funding streams, it is critical to carefully consider your **need** and **capacity** to deliver the scope of the project that is set out in your application. If your group has little or no experience or capacity in developing a high-level litter prevention strategy, you should consider Stream 1. Alternatively, choose a modest scope in Stream 2 focused on capacity-building, stakeholder engagement and learning.

Similarly, applicants who have successfully completed their strategy development under Round 6 Stream 2 could also consider following up that work with a Round 7 Stream 1 application if your thinking is the straightforward implementation of on-ground projects. Stream 3 should only be considered where the Round 6 strategy itself is to be used as the business case to persuade partners to engage in litter prevention action, for instance to work with partners to adapt and implement the strategy within their own organisations, and align litter prevention objectives with monitoring and evaluation tools.

More information can be found in the following sections.

If you are unsure about your eligibility to apply in a particular stream, please contact the Litter Prevention Unit for advice at litter.prevention@epa.nsw.gov.au or call 8837 6015.

Stream 1: on-ground projects

What will be funded?

Stream 1 projects should aim for direct action to reduce litter and littering behaviour at specific locations in your local area or region. In this stream you will use resources and approaches provided by the NSW EPA that are proven methods of achieving litter prevention.

For groups with no or little experience, it is recommended that you target a single site or, at the most, two sites to run your project. For groups with more experience, where you have run effective litter prevention projects in the past, you could target three or more sites.

To make a strong case for funding, applicants should use evidence from the Local Litter Check and other sources, employ a suitable mix of EPA litter prevention methods, and achieve value for money. Refer to the assessment criteria outlined below to develop your project application.

Your case will also be strengthened if you can demonstrate a link to already existing litter strategies for your local area, such as council litter prevention policies and strategies, a regional litter prevention strategy or a strategy developed under Community Litter grants Round 6 Stream 2. Contact your local council or visit their website for more information. For regional litter prevention information, contact the EPA Litter Prevention Unit at litter.prevention@epa.nsw.gov.au or on **8837 6015**.

All community groups that develop projects for Stream 1 need to consider the five key factors for litter prevention (see [NSW EPA Litter Prevention kit, part 2](#))

- cleaning – engage local volunteers, businesses and community groups in initial clean-up activities. Work with your local council to identify whether your litter hotspots are known and how frequently they are cleaned by council.
- infrastructure – e.g. assessments of bin infrastructure and installation of new bins or signs
- community awareness/education – e.g. use of the Tosser! creative materials, engagement with the community about litter and its impact and/or partnerships with local businesses and key stakeholders

- regulation and enforcement – e.g. application of enforcement messages, partnerships with local rangers, promotion of the Report to EPA littering from vehicle community reporting program
- involvement or attachment – e.g. creating a sense of pride and local ownership to keep locations clean and litter free; including local clubs, businesses and community groups in the litter prevention process
- measuring and evaluation – all Stream 1 projects must ensure Local Litter Checks are completed on all affected sites before and after project strategies are implemented, to measure project impact on litter reduction.

Community groups developing projects may also wish to consider principles of the circular economy in litter prevention projects:

- reduce plastic waste generation – assisting the community in the transition away from single-use plastics in favour of avoidance or reusable alternatives.

Note: To be within scope, source reduction must clearly result in litter prevention – e.g. if a project is targeting disposable coffee cups, the use of re-usable coffee cups as an alternative must lead to a demonstrated change in the littering rates of disposable coffee cups. A case would have to be made for how this approach is more effective than one that directly engages litterers in coffee cup litter hotspots using the five key factors for litter prevention.

Applicants that seek funding for new public place infrastructure, such as bins, will need a written statement from the local land authority (e.g. council) agreeing to install the assets and manage them after your grant project ends, should your application be successful.

What will not be funded?

The grant program is focused on supporting community-based organisations to achieve litter prevention in the short to medium term. For this reason, the following will not be funded:

- activities that do not contribute to reducing litter in NSW
- activities that rely on repeated volunteer clean ups or devices that collect litter after the littering has occurred (e.g. stormwater litter booms) as the main way to achieve litter reduction
- commercial activities and organisations
- fundraising activities, competitions, prizes and award exhibitions
- core operating costs, such as funding for permanent staff members, insurance and utilities
- **salary costs greater than 40% of the grant.** NB: salary costs will be approved for carrying out on-ground project deliverables **only**. They must be detailed and itemised in the grant application.
- project management and **administration costs greater than 10%** of the grant amount
- projects or activities that are existing services and programs (please note that consideration will be given to pre-existing programs that meet all the criteria, and evidence is provided that an extension or additional work is being proposed for grant funding)
- activities, projects, programs and events that have already taken place
- activities, projects, programs and events that have already been funded through other NSW Government programs or activities, another grant or sponsorship program, or through an existing funding agreement
- activities, projects, programs and events that take place on land owned or managed by a school, TAFE, university or other educational institution – these are not considered as “public land”
- projects with a sole religious or political purpose.

What criteria will be used to assess Stream 1 projects?

To be eligible for grant funding, your community group must propose a project that can meet the program objectives (section 1.2). The following criteria will be used to assess whether a project is likely to achieve this.

ASSESSMENT CRITERIA	ASSESSMENT QUESTIONS (examples)
1. Based on the evidence provided through the Local Litter Check online tool, the project plan will <u>contribute to a significant reduction in litter in NSW</u> at a local or regional scale.	<ul style="list-style-type: none"> • Does the Local Litter Check* provide enough convincing data to justify the project focus and approach? • Do the objectives include targets to reduce litter to be measured during the time frame of the project? • Are the targets likely to make a significant difference to litter at the project location/s? • If a Local Litter Check cannot be completed due to COVID-19, does the organisation provide sufficient existing knowledge of the litter issue and hot spot locations?
2. The project will be <u>led by the community group</u> (working with their partners) to increase local community capability in achieving litter prevention.	<ul style="list-style-type: none"> • Does the project involve the membership and the direct leadership of the community group in driving litter prevention at the location/s, or is it driven by one or two people only (e.g. a consultant)? • Does the project plan include activities such as training or attendance at workshops or conferences focused on litter prevention and/or behaviour change? • Does the project engage the broader community?
3. The project plan represents an <u>integrated way to approach litter prevention</u> , reflecting the <u>guidelines</u> provided by the NSW Government.	<ul style="list-style-type: none"> • Does the approach strategically account for the following factors: <ul style="list-style-type: none"> ○ cleanliness ○ infrastructure ○ education and awareness ○ enforcement ○ involvement ○ source reduction.
4. The project plan represents a way to <u>work productively with land managers</u> (e.g. local council/s) to sustain litter prevention now and into the future.	<ul style="list-style-type: none"> • Does the project include land-use managers as partners and/or co-funders? • Does the project engage the manager/s of the public land on which the project is run in a way that will lead to effective litter prevention solutions? • Will the project bring ongoing benefits for managing litter on public land?
5. The project is effective in <u>integrating the 'Don't be a Tosser'</u> message and materials.	<ul style="list-style-type: none"> • Are Tosser! creative materials used to appropriately educate and guide the community on the impacts of litter? • Are they clearly incorporated into the project plan? • How appropriate are the resources and activities for the target audience identified?
6. The project represents <u>value for money</u> .	<ul style="list-style-type: none"> • Are costs reasonable? • Is enough detail provided to account for and justify budgeted items? • What is the extent of in-kind and/or partner co-funding contributions? • Are wage and salary costs and administrative overhead costs justified and within the guidelines?

Don't be a Tosser! creative materials

Projects funded through the NSW EPA Community Litter Grant program need to use the *Don't be a Tosser!* creative materials. A range of *Tosser!* tools and resources (including print ready and editable artwork) are available online via the [EPA Litter Library](#).

Email litter.prevention@epa.nsw.gov.au for access to the online resources.

*If the project is targeting ONLY smoking-related items, the [Cigarette Butt Litter Prevention program](#) may be better suited to your application.

Stream 2: Own it and Act strategic projects

What will be funded?

Overview

Stream 2 projects are intended for community-based organisations to build capacity to take ownership and plan strategic action on litter prevention. To apply for funding an applicant needs to demonstrate depth of experience in developing strategies or projects of a strategic nature with a regional and/or state-wide reach. This stream is for 'front-end' strategy work, to engage partners and communities, build collaboration, attract significant co-funding, build knowledge, and plan outcomes that can be sustained beyond the project timeframe.

Please be advised that this scope is ambitious. The intention is that project partners can learn together, collaborate and lead in litter prevention in a way that will make a significant regional or state-wide contribution to the litter prevention targets to which the NSW Government has committed in the Waste and Sustainable Materials Strategy 2041 and the NSW Plastics Action Plan.

Own it and Act strategic framework

Any approach proposed must align with the NSW EPA Own it and Act strategic framework. Before embarking on your Stream 2 application you should complete an expression of interest and arrange a time to discuss your proposed project with the NSW EPA Litter Prevention Unit.

The NSW EPA has developed the Own it and Act framework to assist organisations and their networks in taking ownership and action on litter prevention over the long-term.

Successful strategic projects under Round 7 must use the Own it and Act framework tools, which have been developed to assist organisations to:

- establish a 'baseline' of current organisational litter prevention capacity
- understand key organisational enablers to engage in long-term litter prevention
- monitor and evaluate capacity-building efforts over the course of the grant period.

The principal organisation that applies for the grant must complete a preliminary Own it and Act Status Check for their own organisation and submit it along with their application to the NSW EPA Litter Prevention Unit. As part of Stream 2, successful organisations will complete the extended Self-Assessment tool in consultation with the NSW EPA to develop an Own it and Act baseline early in the implementation timeline.

Project governance

Successful Round 7 Stream 2 grantees must form a Steering Group to oversee their grant project. This should be no more than two to three members at the most, to ensure that convening meetings and contacting one another when necessary is not too complicated. These members should be suitably qualified representatives of your organisation (e.g. president, co-founder, CEO, COO, senior officer, executive officer or senior manager) and, if appropriate, of any partner organisation.

While it is not a requirement that partners are included in your Steering Group under Stream 2, having external organisations involved in the development of your strategy will be viewed favourably by the Technical Review Committee, if appropriate. Any partner organisation that will be represented in the Steering Group must agree to do so before you apply for the grant and be nominated in the grant application.

The Steering Group will help lead the project and be responsible for the final outcomes. Steering Group members should communicate regularly and formally meet to a schedule that reasonably allows them collectively to oversee the project, contribute to its development and be accountable for action. Meetings should occur at the three milestones of the project (see the Timeframe on page 15) to discuss and celebrate progress, reach agreements on important matters, solve problems, and make decisions for action going forward.

The Steering Group should communicate decisions to other group members and stakeholders and ensure that others are heard and, within reason, can participate in decisions in ways that are accessible and fair.

Please note:

- the grantee organisation (i.e. the person who is nominated in the Funding Deed as the Authorised Officer or another suitably qualified officer acting as their deputy) is the convenor or co-convenor of the Steering Group and must participate in meetings and decision-making. Chairing meetings and leading initiatives can be agreed upon and shared between the Steering Group members, as appropriate
- contractors or project management staff in positions that are funded through the grant can attend Steering Group meetings in a secretariat role (i.e. to provide administrative support, including information and advice) but not to chair or be executive decision-makers
- as the grant program administrator, the NSW EPA can be invited to attend in an advisory capacity.

A project Working Group can also be formed to coordinate the implementation of the project plan and to advise the Steering Group of progress or issues that require their deliberation.

Funding for paid positions or contract staff

The focus for Stream 2 is on funding staff positions and/or contractor hours to support the capacity of community groups and their leaders to make serious inroads in litter prevention.

The Steering Group must give careful consideration to the job descriptions and/or contractor briefs for developing the strategy and recruitment should be done as early as possible in the project. The kinds of skills and experience required could include the following:

- demonstrated experience in delivering a strategic litter prevention project
- skills in community and stakeholder engagement and communications, including an understanding of local government and state government
- skills in running workshops and online platforms to facilitate discussion, ensure critical viewpoints are heard and shared ideas are formed to include in a final strategy or business case
- specialist skills in research, analysis, reporting and managing data that can support monitoring and evaluation

- ability to summarise information and advice with clear written expression, and to make persuasive presentations
- administrative know-how to help decision-makers to make and follow through on commitments.

Given the range of skills that are likely to be needed, the work may need to be split across two or more roles. They should be managed in consultation with the Steering Group.

Examples of strategic projects

Listed below are examples of projects that support the Own it and Act framework. This list is not exhaustive and there is no strict limit as to what projects will be funded, so long as applicants clearly demonstrate how the project will build on an already-existing organisational capacity to engage in litter prevention over the long term. The outcome should be a polished and substantive document that reflects and builds on the capacity and commitment of your organisation and your stakeholders to deliver litter prevention outcomes in the future.

Litter prevention business case development

- Undertaking baseline data, and organisational, business and/or community surveys to help understand the litter problem. This may be done to build leadership, set targets or help build a business case.
- Use the Own it and Act framework, strategies and tools developed by the EPA to understand and share knowledge about your organisation's capacity and the opportunities to prevent litter.
- Research and develop a business case that proposes an approach to litter prevention at a regional or state-wide scope and that aligns with both the mission of your organisation and/or your partners and key EPA strategies.
- Engage critical stakeholders to explore the options for being involved in litter prevention and refine the range of ideas and proposals to be included in a strategy.
- Present a needs assessment that outlines your findings, proposes a scope and themes for action for litter prevention and sets out a timetable for development of a future litter prevention strategy.

Litter prevention strategy development

- Lead the development of a community partnership approach to drive ambitious litter prevention outcomes in consultation with the NSW EPA.
- Work with partners to scope out and plan a framework for action, agreeing on broad themes for action to prevent litter into the future.
- Work with key stakeholders to refine and set litter prevention objectives that contribute to state-wide litter targets, and monitoring and evaluation to support the implementation of litter prevention initiatives.
- Engage the community, develop surveys, run workshops and consult key stakeholders to complete regional or state-wide litter prevention strategy and supporting documents – including an engagement and communication plan to disseminate the strategy.

Adapt circular economy principles to reduce plastic litter through source reduction and leakage capture

- Develop a regional or state-wide strategy to reduce leakage of plastic litter into the environment by engaging community organisations, business and government in regional plastic-free and litter reduction initiatives.
- Link plastic-free and source-reduction strategies to litter prevention outcomes.

- Develop monitoring and evaluation that can attribute the litter reduction to the source control, including use of local litter checks and other regional and/or state-wide key litter datasets, including the [Key Littered Item Study](#).
- Projects looking to implement source reduction strategies should refer to and align with the timetable for phasing out problematic items under [The NSW Plastics Action Plan](#).
- Consult with partners and the EPA to draft and present a source reduction and leakage capture strategy, including supporting documents, that can be implemented in future.

What will not be funded?

Stream 2 is focused on supporting community-based organisations to build capacity to take ownership and action on litter prevention in the medium to long term. For this reason, the following will not be funded:

- activities that do not contribute to reducing litter in NSW
- activities that rely on repeated clean-ups or devices that collect litter after the littering has occurred (e.g. stormwater litter booms) as the way to achieve litter reduction
- commercial activities and organisations
- fundraising activities, competitions, prizes and award exhibitions
- core operating costs, such as funding for permanent staff members, insurance and utilities
- **salary costs greater than 90%** of the grant, inclusive of on-costs. Note: salary costs will be approved only for carrying out project deliverables detailed in the project business plan. They must be itemised in the grant application.
- project management and **administration costs greater than 10%** of the grant amount. Note: salary costs and administration costs must not exceed 90% of total grant funding combined.
- projects or activities that are existing services and programs (please note that consideration will be given to pre-existing programs that meet all the criteria, and evidence is provided that an extension or additional stream of work is being proposed and is required for grant funding)
- activities, projects, programs and events that have already taken place
- activities, projects, programs and events that have already been funded through other NSW Government programs or activities, another grant or sponsorship program, or through an existing funding agreement
- activities, projects, programs and events that take place on land owned or managed by a school, TAFE, university or other educational institution – these are not considered as ‘public land’
- projects with a sole religious or political purpose.

Stream 3: Own it and Act strategic implementation

What will be funded?

Overview

Stream 3 projects are intended for community-based organisations who have completed a litter prevention strategy under Community Litter grants Round 6 and wish to partner with the NSW EPA to implement the strategy. To apply for funding, applicants must have completed the litter

prevention strategy to the satisfaction of the NSW EPA. They must also have an Own it and Act baseline developed under Round 6, with the findings of the consensus rubric and framework integrated in their Round 7 proposal.

Stream 3 funding is offered under the assumption that if the strategy development was completed in Round 6, the applicant is now in a position to implement the strategy.

Implementation of existing strategies may include the following:

Strategic initiatives

- engaging partners and communities to carry out the initiatives proposed in the litter prevention strategy in Round 6
- expanding the use of proven NSW EPA litter prevention methods for on-ground activities, including follow through on proposed arrangements between local land authorities and community groups to work together on litter prevention
- set up or refine monitoring and evaluation frameworks and/or tools proposed in Round 6 to align with the recently announced NSW Waste and Sustainable Materials Strategy and NSW Plastics Action Plan
- extend the working relationship with the NSW EPA or other State Government entities as a partner in achieving regional or state-wide litter prevention targets and other related goals
- engage key stakeholders with the Own it & Act Self-Assessment tool and Consensus Rubric to develop a baseline of organisational capacity to engage in litter prevention across your network.

On-ground litter prevention initiatives

- Engage in litter prevention pilot projects outlined in the existing litter prevention strategy that incorporate proven methods of litter prevention (refer to Stream 1 for overview of on-ground projects):
 - strategies that seek to install new infrastructure, such as bins, will need the written agreement from the local land authority (e.g. council) to install and manage the assets, should your application be successful
 - if appropriate, partners named in the strategy can consider separately applying for funding under Community Litter grants Round 7 Stream 1 to carry out their own on-ground initiatives under the strategy.
- If the partner named in the strategy is a council, they can similarly apply for funding through Council Litter grants Round 6 for on-ground initiatives under the strategy.

Own it and Act – prerequisite

Any approach proposed must align with the NSW EPA Own it and Act strategic framework. Before embarking on your Stream 3 application you should complete an **expression of interest** and arrange a time to discuss your proposed project with the NSW EPA Litter Prevention Unit.

Organisations applying for Round 7, Stream 3 **must have** completed the following processes within the overall Own it and Act framework:

- have an existing Own it and Act Baseline of organisational litter prevention capacity – developed during your group's Community Litter grants Round 6 Stream 2 project.
- have incorporated the goals developed under the Own it and Act framework into the existing litter prevention strategy.

The NSW EPA has developed the Own it and Act Framework to assist organisations and their networks in taking ownership and action on litter prevention over the long term. If your organisation has not completed the prerequisites for Stream 3, you can apply for an Own it and Act strategy development grant under Stream 2.

As part of Stream 3, successful organisations will need to complete an updated Own it and Act Status in consultation with the NSW EPA early in the implementation timeline. Organisations will also be required to complete a follow up Own it and Act Status at the completion of the project as a key monitoring and evaluation tool. This commitment should be reflected in the project plan and budget, as appropriate.

Project governance

Successful Round 7 Stream 3 grantees and the partner organisations nominated in the grant application **must commit** to forming a Steering Group. This should be no more than two to four members at the most, to ensure that convening meetings and contacting one another when necessary is not too complicated. Members should be suitably qualified representatives (e.g. president, co-founder, CEO, COO, senior officer, executive officer or senior manager) of the respective organisations.

The Steering Group will help lead the project and be responsible for the final outcomes of the project. Steering Group members should communicate regularly and formally meet to a schedule that reasonably allows them collectively to oversee the project, contribute to its development and be accountable for action. Meetings should occur at the three milestones of the project (see the Timeframe on page 15) to discuss and celebrate progress, reach agreements on important matters, solve problems and make decisions for action going forward.

The Steering Group should communicate decisions to other group members and stakeholders and ensure that others are heard and, within reason, can participate in decisions in ways that are accessible and fair.

Please note:

- the grantee organisation (i.e. the person who is nominated in the Funding Deed as the Authorised Officer or another suitably qualified officer acting as their deputy) is the convenor or co-convenor of the Steering Group and must participate in meetings and decision-making. Chairing meetings and leading initiatives can be agreed and shared between the grantee and partners, as appropriate
- contractors or project management staff in positions that are funded through the grant can attend Steering Group meetings in a secretariat role (i.e. to provide administrative support, including information and advice) but not to chair or be executive decision-makers
- as the grant program administrator, the NSW EPA can be invited to attend in an advisory capacity.

A project Working Group should also be formed to coordinate the implementation of the project plan and to advise the Steering Group of progress or issues that need their attention. Other working groups may also be formed, as appropriate, depending on the scale and scope of the grant project – for instance a working group to develop monitoring and evaluation.

Funding for paid positions or contract staff

The focus for Stream 3 funding is on funding staff positions and/or contractor hours to support the capacity of community groups and their leaders to make serious inroads in litter prevention.

The Steering Group must give careful consideration to the job descriptions and/or contractor briefs for developing the strategy and recruitment should be done as early as possible in the project. The kinds of skills and experience required could include:

- demonstrated experience in delivering a strategic litter prevention project
- skills in community and stakeholder engagement and communications, including an understanding of local government and state government
- skills in running workshops and online platforms to facilitate discussion, learning and participation in strategy delivery

- specialist skills in research, analysis, reporting and managing data that can support monitoring and evaluation
- ability to summarise information and advice with clear written expression and to make persuasive presentations
- administrative know-how to help decision-makers to make and follow through on commitments.

Given the range of skills that are likely to be needed, the work may need to be split across two or more roles. They should be managed in consultation with the Steering Group.

What will not be funded?

Stream 3 is focused on supporting community-based organisations to implement litter prevention strategies in the medium to long term. For this reason, the following will not be funded:

- activities that do not contribute to reducing litter in NSW
- commercial activities and organisations
- competitions, prizes and award exhibitions, unless these activities are directed towards developing funding avenues for maintaining litter prevention activities
- **salary costs greater than 90%** of the grant, inclusive of on-costs. NB: salary costs will be approved only for carrying out project deliverables detailed in the project business plan. They must be itemised in the grant application
- project management and **administration costs greater than 10%** of the grant amount. Note: salary costs and administration costs must not exceed 90% of total grant funding combined
- activities, projects, programs and events that have already taken place
- activities, projects, programs and events that take place on land owned or managed by a school, TAFE, university or other educational institution – these are not considered as ‘public land’
- projects with a sole religious or political purpose.

What criteria will be used to assess Own it and Act strategic projects (Streams 2 and 3)?

To be eligible for grant funding, your community-based organisation must propose a project that can meet the program objectives (see above). The following criteria will be used to assess whether a project is likely to achieve this.

ASSESSMENT CRITERIA	ASSESSMENT QUESTIONS (examples)
1. Based on the project plan provided, the project will <u>make a significant and sustained contribution</u> to the NSW targets of a 60% reduction in litter and a 30% reduction in plastic litter at a regional or state-wide scale	<ul style="list-style-type: none"> • Do the objectives align with the Own it and Act framework? • Is the business case well-developed and supported by persuasive evidence to justify the approach described? • Is the project likely to make a significant difference to litter prevention across the region or state? • Does the project represent a significant value-add to the NSW Government’s Litter Prevention program?
2. The project will <u>enhance the already existing capacity of the organisation</u> to deliver state-	<ul style="list-style-type: none"> • Does the organisation have governance in place to confidently provide leadership and accountability in delivering the project?

<p>wide or regional strategic outcomes for litter prevention</p>	<ul style="list-style-type: none"> • Are there well-established links to communities and other organisations that can be harnessed to develop project outcomes? • Does the organisation have a good track record in delivering high level projects and outcomes? • Does the organisation have an already productive working relationship with their partners?
<p>3. The project will be <u>led by the community-based</u> organisation (working with their partners) to increase regional or state-wide litter prevention capacity.</p>	<ul style="list-style-type: none"> • Does the project involve the membership and the direct leadership of the community-based organisation in driving litter prevention, or is it driven by one or two people only (e.g. a consultant)? • Does the project plan include a Steering Committee? • Does the project provide opportunities for broader community engagement? E.g. surveys, volunteer opportunities, community reference group.
<p>4. The project plan represents an <u>integrated way to approach litter prevention</u>, reflecting the NSW EPA litter prevention strategies and Circular Economy principles</p>	<ul style="list-style-type: none"> ○ Does the approach strategically account for the following factors? <ul style="list-style-type: none"> ○ cleanliness ○ infrastructure ○ education and awareness ○ enforcement ○ involvement ○ source reduction ○ Is the project a 'leap to a solution' without a clear connection to the evidence in the Local Litter Check, Key Littered Items Study data, other litter data and/or business case?
<p>5. The project plan <u>builds capacity of partners</u> (e.g. local council/s and land managers) to sustain litter prevention now and into the future.</p>	<ul style="list-style-type: none"> • Does the project include land-use managers as partners and/or co-funders? • Does the project engage the key stakeholders in a way that will lead to effective litter prevention solutions? • Will the project bring ongoing benefits for managing litter on public land? • If the project does not relate to site specific on-ground litter prevention, does it build capacity for partners to prevent litter on public land in the future?
<p>6. The project is effective in <u>integrating the 'Don't be a Tosser'</u> message and materials.</p>	<ul style="list-style-type: none"> • Is Tosser! material used to appropriately educate and guide the community on the impacts of litter? • Are they clearly incorporated into the project plan? • How appropriate are the resources and activities for the target audience identified?
<p>7. The project represents <u>value for money</u>.</p>	<ul style="list-style-type: none"> • Are costs reasonable? Is enough detail provided to account for and justify budgeted items? • What is the extent of in-kind and/or partner co-funding contributions? • Are wage and salary costs and administrative overhead costs justified and within the guidelines?

Submitting an eligible application

Starting on your application

You will have five weeks to develop and submit your application (see the timeframe below). Before you start writing your grant application, each community-based organisation should:

- spend some time planning together with your community group and other key people, such as local government. Ensure the right people are committed to achieving a realistic plan to reduce litter, referring to the NSW Litter Prevention Kit.
- For Stream 1, refer to the *Preliminary Local Litter Check Guidelines* and, if possible, complete a preliminary Local Litter Check at each proposed location, using the information in the results summary to justify your project's approach to reduce littering.
- For Stream 2, make a project plan that sets out the evidence, reasoning, objectives, timeframes, finance and evaluation framework for achieving your litter prevention capacity-building outcomes and complete a preliminary Own it and Act Status Check.
- For Stream 3, develop a compelling case for ongoing funding to implement your existing litter prevention strategy, including in-depth monitoring and evaluation framework.
- For Streams 2 and 3, get the in-principal agreement of suitable people to sit on the Steering Committee for your project – they will need to sign off on your application as prospective committee members.
- For all streams, ensure that all partner organisations are consulted and give their informed consent to be part of your proposed project.
- Attend one of the webinars that will be provided to applicants to hear an overview of the grant program and objectives.
- Contact the NSW EPA Litter Prevention Unit at litter.prevention@epa.nsw.gov.au with your **expression of interest** and, if necessary, arrange a time for the LPU to provide assistance with your grant application.

Completing your application

For organisations that wish to discuss their proposed Community Litter Grant project, please complete an **expression of interest** and the Litter Prevention Unit will arrange a time to provide assistance with your grant application.

To apply for Round 7 of the Community Litter Grants, please see the following SmartyGrants application form links.

- **Stream 1: On-Ground projects**
- **Stream 2: Own it and Act - Strategic projects**
- **Stream 3: Own it and Act – Strategic implementation**

To ensure your grant application is fully completed, you must:

- register an account on Smarty Grants and complete the relevant online application
- demonstrate that your project meets the eligibility criteria. It is important to carefully consider the project assessment criteria as you plan and write your application
- include in the application the signature of the appropriate office-bearer of your community group (e.g. CEO, president, secretary, treasurer, etc)
- provide written consent from key partner organisations, including any organisation that manages public land where you plan to conduct any on-ground litter prevention initiative (e.g. local council, NSW Land Services, etc)

- ensure the Smarty Grants online application is submitted by the due date – **late applications will not be accepted.**

After submitting your application

How are applications handled and assessed?

Once you submit your grant application it will be checked by the NSW EPA for eligibility and to make sure it includes all the required information. The Litter Prevention Unit will then submit all complete applications to the Technical Review Panel.

The Panel will use an assessment form and scoring rubric to individually review each proposal, based on the selection criteria. Once individual reviews are complete, the Panel will meet to review the applications together and reach a consensus on whether to recommend projects for funding.

Applicants will be notified on the outcome of their application by the Litter Prevention Unit.

How do community groups receive the funding?

Once grants are announced, the NSW EPA will send each successful group a Deed Agreement to sign. This document is a standard contract that sets out the respective obligations and entitlements of the community group and the NSW EPA regarding spending public funds to carry out the litter prevention project.

Once the Deed Agreement is signed, it needs to be sent back to the Litter Prevention Unit with an invoice for the first instalment attached. 'Instalments' are the cash payment that will be paid against an invoice sent to the NSW EPA following the completion of a stage of a project (a 'milestone').

There is generally a 30-day turnaround for processing invoices. When you send an invoice to the NSW EPA, the funds will then be transferred electronically into your community group's nominated bank or building society account. Grantees are **strongly advised to open a separate account to manage the grant funds**, as this will simplify accounting and reporting.

Actions to complete prior to receiving the funds

Successful grantees will be required to meet the following conditions before they can receive grant funding:

- sign and return the Deed Agreement to the NSW EPA and attach a tax invoice with your group's ABN (for the first instalment)
- include a completed work and public safety plan with the signed Deed Agreement **if the site includes waterways, roadsides or car parks**
- arrange any necessary insurance and public liability cover **if your group is working in public spaces**
- ensure you can carry out your project according to a project plan agreed with the NSW EPA, and submit report/s on how this was achieved, attached with a tax invoice (for the second and/or final milestone instalments)
- for Stream 1, complete a Local Litter Check at each project site **before** you begin and **after** you complete your project. Note: see *Preliminary Local Litter Check Guidelines* for exemptions. Results must be entered into the online Local Litter Check platform. For Stream 2 and 3 projects, the Local Litter Check must be incorporated as the principal tool for assessing and evaluating on-ground litter prevention initiatives.

The Litter Prevention team at the NSW EPA will be available to advise and assist, where appropriate, with administration of your grant project.

Available resources and tools

The EPA Litter Prevention Kit

The NSW EPA has developed resources to help project officers develop and deliver effective litter prevention projects. These are available on the EPA’s website, and include:

- NSW Litter Prevention Kit:
 - [Part 1: Things you should know about litter and litterers](#)
 - [Part 2: Delivering effective local litter prevention projects](#)
 - [Part 3: The Local Litter Check guidelines](#)
- [NSW EPA Litter Prevention Strategy 2019-22](#)
- [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 communications resources for the Tosser! campaign.

Integrated litter prevention approach

The NSW EPA Community Litter grants program uses an integrated approach to on-ground litter prevention, known as the Five Factors of litter prevention. For effective litter prevention outcomes, a combination of the factors should be implemented. These approaches are covered in more detail in the [EPA Litter Prevention Kit Part 2: Delivering effective local litter prevention projects](#).

Five factors for integrated litter prevention				
Cleanliness	Infrastructure	Education and awareness	Enforcement	Involvement
E.g. cleaning up a location and keeping it clean to communicate to people what behaviours are expected there	E.g. improving physical infrastructure, such as bins and signs, to make it clear and easy for people to dispose of their rubbish responsibly	E.g. community outreach and consistent messages to prompt responsible disposal of rubbish and influence behaviour change	E.g. increase awareness of litter laws and fines, and increase the perception that people are likely to be caught for littering	E.g. increase the community’s sense of pride and ownership in the location and show the improvements from your litter prevention efforts

The NSW EPA Litter Journey

The Litter Prevention program was funded under Waste Less Recycle More through to June 2020 and successfully achieved the NSW target to reduce litter volume by 40% by 2020. In 2021 the NSW EPA is transitioning to the [Waste and Sustainable Materials Strategy 2041 \(WASM\)](#) which sets new targets of 30% reduction in plastic litter by 2025 and 60% of all litter by 2030. To achieve this, WASM has funded the Litter Prevention program \$38 million until 2027.

WASM introduces new aspects to litter prevention. In particular, the [NSW Plastic Action Plan](#) sets out the single-use plastic items that will be phased out over the coming years.

To the 'Five Pillars' of litter prevention, source control and plastic phase-outs can be added, which will boost our capacity to reduce litter.



Table 1. Timetable for phasing out the most littered plastic items

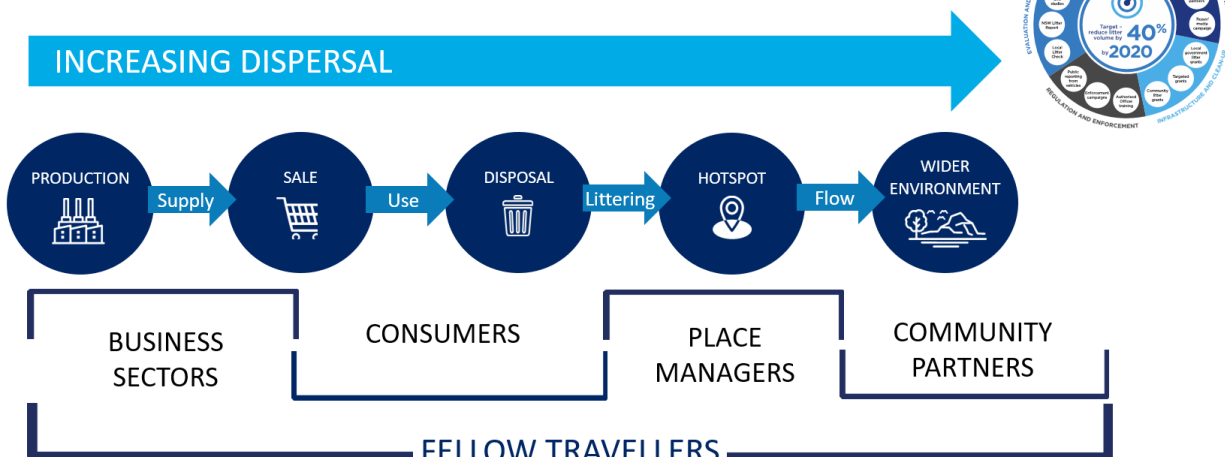
Phase out period (from passage of legislation)	Single-use and problematic plastic items
6 months	Lightweight shopping bags
12 months	Plastic straws Plastic stirrers Plastic cutlery Expanded polystyrene food service items Cotton buds with plastic sticks Microbeads in rinse-off personal care and cosmetic products
Review in 3 years	Plastic bowls (including lids) and plates Plastic cups (including lids) Oxo-degradable plastics Fruit stickers (non compostable) Heavyweight plastic shopping bags Barrier/produce bags

The state's performance in reducing litter will be measured using new data, including the Key Littered Items Study (which has measured litter in estuaries since 2017), and the Australian Litter Measure which, from November 2021, will measure litter in different land uses, such as residential or industrial areas. This new data will provide a much richer picture than we had earlier about what is happening with litter in the environment. The KLIS data will be made available to grantees to use alongside the Local Litter Check in their projects.

To assist stakeholders in developing litter prevention projects, the NSW EPA has developed what is called the 'Litter Journey'. This looks at an imaginary journey of a piece of litter from its origin as something manufactured, distributed and sold to consumers, with the litter prevention framework applied over the top highlighting the key litter prevention strategies.

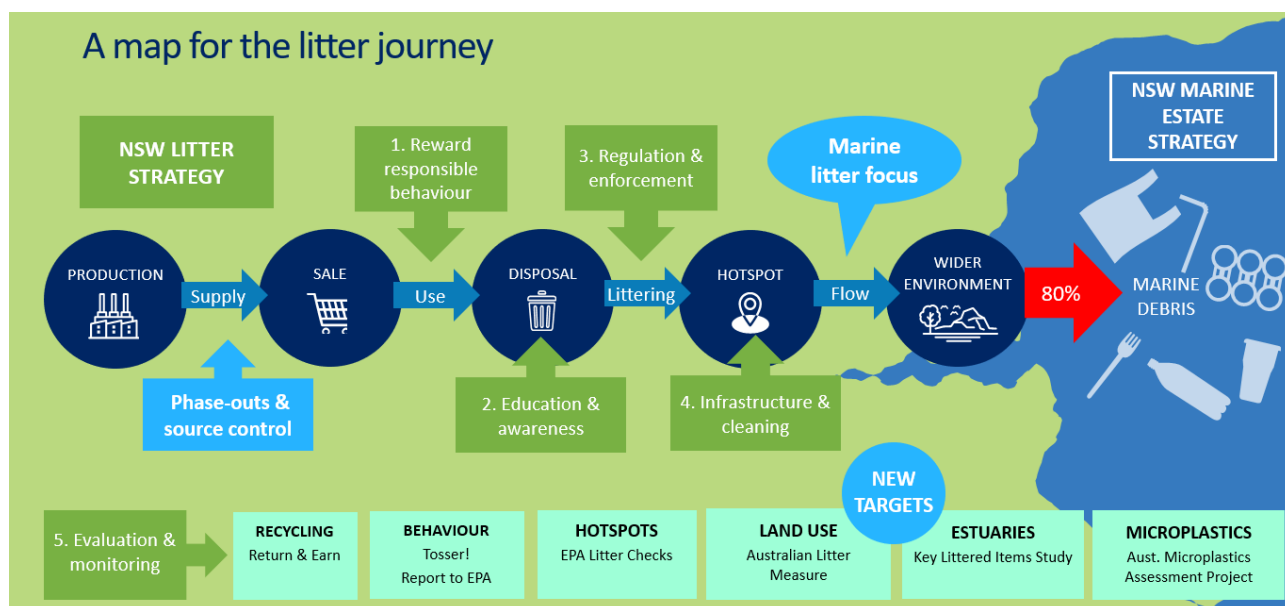
Perhaps this is an ice cream, with plastic wrapping and a wooden stick. The person who buys it (the consumer), disposes of the wrapper, eats the ice cream and then disposes of the stick. If either of those disposal actions is to litter it, then the litter journey from there could be from a litter hotspot, then washed by rain into a drain and down to waterway and then, perhaps, out to sea – to the wider environment.

Tracing the litter journey



5

The key lesson to draw from this view of the litter journey is that the further the litter disperses along the journey, the harder it is to control where it ends up. The best option is to work with business sectors to stop it at the source, or for the consumer to recycle it or to put in a bin. If it is littered, we need to focus on changing the consumer's disposal behaviour. Managers of public places can do this through education, enforcement and provision of the right infrastructure to encourage responsible disposal behaviour. Otherwise, community partners and government programs need to spend time laboriously cleaning it up from the environment.



Grantees are encouraged to take a holistic view of litter prevention and to understand it as something for which everyone is responsible at some level – individuals, community groups, councils, the State government and business. The Litter Prevention Strategy focuses on behaviour change for a reason because most of the litter found in the Key Littered Items Study – and, before it, the National Litter Index – is consumer rubbish, particularly plastic rubbish. But the strategy looks at more than individuals, taking into account the whole economy and the impact of litter on the whole environment. Around 80% of the debris we find in the ocean comes from ‘on land’, so the impact of litter is not just on humans but also on other species and other parts of the world.

Whether your project focuses on one litter hotspot, your neighbourhood, a local government area, a whole region or all of NSW, it is critical that efforts are well-planned and focused on achieving litter targets, and that your work counts. Whether as an organisation, leader, community organiser, business partner, citizen scientist or passionate volunteer, your combined efforts contribute to making NSW litter-free.

For more information on litter data in your region, visit the [Key Littered Items webpage](#).