

Round Four: NSW EPA Council Litter Prevention Grants

Information and guidelines for applicants

© 2017 State of NSW and Environment Protection Authority

With the exception of photographs, the State of NSW and Environment Protection Authority are pleased to allow this material to be reproduced in whole or in part for educational and non-commercial use, provided the meaning is unchanged and its source, publisher and authorship are acknowledged. Specific permission is required for the reproduction of photographs.

The Environment Protection Authority (EPA) has compiled this document in good faith, exercising all due care and attention. No representation is made about the accuracy, completeness or suitability of the information in this publication for any particular purpose. The EPA shall not be liable for any damage which may occur to any person or organisation taking action or not on the basis of this publication. Readers should seek appropriate advice when applying the information to their specific needs. This document may be subject to revision without notice and readers should ensure they are using the latest version.

Every effort has been made to ensure that the information in this document is accurate at the time of publication. However, as appropriate, readers should obtain independent advice before making any decision based on this information.

All content in this publication is owned by the EPA and is protected by Crown Copyright, unless credited otherwise. It is licensed under the [Creative Commons Attribution 4.0 International \(CC BY 4.0\)](#), subject to the exemptions contained in the licence. The legal code for the licence is available at [Creative Commons](#).

The EPA asserts the right to be attributed as author of the original material in the following manner:
© State of New South Wales and the Environment Protection Authority 2017.

Published by:

Environment Protection Authority
59 Goulburn Street, Sydney NSW 2000
PO Box A290, Sydney South NSW 1232
Phone: +61 2 9995 5000 (switchboard)
Phone: 131 555 (NSW only – environment information and publications requests)
Fax: +61 2 9995 5999
TTY users: phone 133 677, then ask for 131 555
Speak and listen users: phone 1300 555 727, then ask for 131 555
Email: info@epa.nsw.gov.au
Website: www.epa.nsw.gov.au

Report pollution and environmental incidents

Environment Line: 131 555 (NSW only) or info@epa.nsw.gov.au
See also www.epa.nsw.gov.au

ISBN: 978 1 925688 24 5

EPA 2017P0272
October 2017

Contents

1 Program Overview	2
1.1 Program background	2
1.2 Program objectives	2
2. About Round Four Grants	2
2.1 Timeframes	2
2.2 Eligible applicants	2
2.3 Eligibility criteria	2
2.4 What will be funded?	4
2.5 What will not be funded?	4
2.6 Submitting an eligible application	5
2.7 Additional \$10,000 available for Industrial Sites Clean-Ups	5
2.8 Grant conditions	6
2.9 Submitting your application	6
3 Available resources and tools	7
3.1 Need help?	7
4 Supporting information	8
4.1 NSW litter priorities	8
4.2 Integrated approach	8
4.3 Hey Tosser!	9
4.3.1 New <i>Hey Tosser!</i> campaign materials	9
4.4 SMART objectives	9
4.3.1 What are SMART objectives	10

1 Program Overview

The NSW Environment Protection Authority (EPA) has opened Round Four of the NSW EPA Council Litter Prevention Grants Program with \$1.25 million available to NSW councils as part of the eight-year \$802 million Waste Less Recycle More initiative.

Round Four will fund projects that reduce litter and target NSW's most littered materials at litter hot spots.

Individual NSW councils can apply for grants of between \$30,000 and \$100,000 (excluding GST) to deliver projects that:

- **apply an integrated approach** to litter prevention including education, enforcement, infrastructure and evaluation strategies
- **use EPA-developed tools and resources** including *Hey Tosser!* creative materials and the *Local Litter Check*.

Grant applications close at **4pm on 1 December 2017**

1.1 Program background

The NSW EPA Council Litter Prevention Grants Program began in 2013. Three rounds of local councils grant program and two stages of the Litter – Regional Implementation Program (L-RIP) have been completed. Eighty-four projects were funded across 56 NSW councils and 15 Regional Groups of Councils, to a value of \$5.7 million – with excellent results. Projects have achieved average litter reduction rates in targeted sites of over 60%. Round Four aims to build on the previous program success and help councils meet local and state litter reduction priorities.

1.2 Program objective

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

The NSW Government is serious about reducing litter. The NSW Premier has set a State Priority to reduce the volume of litter by 40% by 2020 (<http://www.nsw.gov.au/making-it-happen>).

Councils have achieved excellent results through previous rounds of the EPA's NSW Council Litter Prevention Grants Program using the integrated approach to litter reduction. The efforts of the NSW Government, councils, community groups and individuals, all using the integrated approach, are beginning to be reflected in litter survey data.

The 2015–16 National Litter Index (NLI) results show a 12% reduction in litter volume and a 4% reduction in litter items in NSW. A full overview of 2015–16 results can be found here <http://www.epa.nsw.gov.au/resources/litter/nsw-national-litter-index-results-160513.pdf> 2016-17 results will be released in October 2017.

2 About Round Four Grants

2.1 Timeframes

13 October 2017	2 November 2017 10am-12pm	1 December 2017	Before 1 February 2018	From 1 February 2018	1 March 2019
Round Four applications open	Webinar to support applicants on how to use the <i>Local Litter Check</i> , Monitoring and Evaluation – setting SMART objectives and using <i>Hey Tosser</i>	Round Four applications close	Successful applicants announced and complete/deliver: <ol style="list-style-type: none"> 1. EPA’s grant agreement 2. Detailed work and safety plans for project site(s) 	Projects to commence	Projects completed and final reports submitted

2.2 Eligible applicants

To be eligible for funding, applicants must demonstrate a capacity to manage the grant funds, fulfil the grant 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 Four of the program. However, all individual NSW Councils are encouraged to apply, including councils involved in the L-RIP.

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

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.

2.3 Eligibility criteria

To be eligible for funding, your project must:

- ✓ be a **litter reduction and/or prevention project**
- ✓ be **site specific** and developed in response to evidence collected based on the *Local Litter Check* results (rather than a generic council wide project)

- ✓ use **Local Litter Checks** on affected sites before the project starts and on completion
- ✓ 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** to deliver project outcomes and provide evidence of in-kind or partner contributions
- ✓ **build capacity to act** – providing council employees, land managers and community organisations with knowledge and skills to implement effective solutions (during and beyond the project)
- ✓ educate and guide the community on the social, environmental and economic impacts of litter through the **Hey Tosser! litter campaign materials**
- ✓ Apply an **integrated approach** (e.g. clean-up component at project onset; install new or upgraded infrastructure; educate community; use strategic enforcement; and measure and report on the objectives and outcomes). See 4.2 for further details on applying an integrated approach
- ✓ Projects should reflect the **NSW priority sites and priority materials** (see 4.1 below).

Grant funding is available to cover 100% of project costs but an in-kind contribution is expected. A maximum of 50% of salary costs (including oncosts) for staff delivering the project will be funded. Applicants should demonstrate why salary funding is needed and state other funding sources and in-kind contributions.

2.4 What will be funded?

All applicants will need to consider and apply the integrated approach to litter reduction. Applications should include components of the following:

1. Community education and engagement – use of the *Hey Tosser!* message, engagement with the community and internal staff, and partnerships with business and key stakeholders
2. Regulation and enforcement – approach and application of the enforcement message
3. Infrastructure and clean sites – clean-up component, assessment of bin infrastructure and installation of new bins
4. Measuring and evaluation – *Local Litter Check* on all affected sites before and after the project strategies have been implemented.

Applicants should demonstrate a mix of approaches and be guided by the evidence in the *Local Litter Check* and other sources to determine the weight of the approach needed across the four pillars.

2.5 What will not be funded?

Grant funding will not be available for:

- use of education materials other than *Hey Tosser!* materials
- activities carried out before the grant is offered and accepted
- public place recycling bays
- 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 *Local Litter Check* can demonstrate the ‘identified litterer’ for the project is school aged.
- salary costs greater than 50% of the grant amount. Salary costs can include project delivery
- project management costs greater than 10% of the grant amount.

2.6 Submitting an eligible application

To submit a valid grant application, councils must:

- complete the Round Four NSW EPA Council Litter Prevention Grants Program Application Form
- demonstrate 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
- provide written consent from 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 – late applications will not be accepted and will be returned
- Before applying for a grant, applicants need to complete a baseline litter assessment of their site using the EPA’s *Local Litter Check*. How-to videos and forms are available on www.epa.nsw.gov.au/litter.
 - The results of the *Local Litter Check* must be included in the application.
 - Please include the *Litter Count Volumetric Calculator Form* in excel format.

2.7 Additional \$10,000 available for Industrial Sites Clean-Ups

NLI data shows that industrial sites continue to be the most littered sites in NSW. As there has been limited focus on industrial sites in previous grant rounds, EPA will prioritise grant applications that target industrial sites. Moreover, EPA will:

- Provide up to \$10,000 grant funding for councils to complement non-industrial grant projects with an industrial site clean-up.
- For example: A council applying for a retail site litter prevention grant may request up to an additional \$10,000 as part of their application for cleaning up an industrial site. This would increase the maximum funding amount a council can apply for to \$110,000.
 - i. Sites must be identified in the application, and include at least two *Local Litter Checks* and photographs, from different locations within the site

- ii. Industrial sites include street areas within an industrial zone, included from the fence line or immediate front of the properties to the gutter including litter in the gutter
- iii. The clean-up of the Industrial site must occur at the outset of the grant project and include a second *Local Litter Check* on completion of the grant project (i.e. one year later), with photos
- iv. A summary outlining ideas to prevent litter at that site in future must be include with the final report
- v. Industrial Site Clean-up projects will also be prioritised by the committee.

2.8 Grant conditions

Applicants must:

- prior to funding, sign and return the EPA's grant agreement, including risk analysis, and work and public safety plan (if sites include waterways, roadsides or car parks)
- commence the project from 1 February 2018 and complete the project by 1 March 2019
- hold appropriate insurance and public liability cover
- submit a case study, final report and final *Local Litter Check* by 1 March 2019 (10% of the final grant amount will be held by the EPA until these are submitted)
- All components of the *Local Litter Check* should be complete at the start and finish of the project, and returned to the EPA (final Litter Counts should be entered into volume calculator and submitted in excel format)
- acknowledge support of the NSW Government 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: '*Proudly funded by the NSW Government*'.
- Grant payments will be provided in three instalments. Projects will need to be completed and final litter checks, case studies and reports submitted by 1 March 2019.

2.9 Submitting your application

Grant applications close at 4pm on 1 December 2017.

You can submit your application by:

- emailing litter.prevention@epa.nsw.gov.au with the subject line: '*Your Council Name: Round Four NSW EPA Council Litter Prevention Grants Program Application*'.

3 Available resources and tools

A range of tools and resources is available through www.epa.nsw.gov.au/litter including:

- things you should know about litter and litterers:
<http://www.epa.nsw.gov.au/resources/litter/130800-lpk-things-know.pdf>
- run an effective litter prevention project:
<http://www.epa.nsw.gov.au/resources/litter/130799-lpk-effective-litter-prevent.pdf>
- the *Local Litter Check* (Introduction and how-to manual):
<http://www.epa.nsw.gov.au/resources/litter/130798-lpk-local-litter-check.pdf>
- *Hey Tossler!* anti-littering collateral, style guide and other material is now online at. You will need to register, then you can download the print ready material, for use.
<https://litterlibrary.epa.nsw.gov.au/>
- the 'How to' videos:
<http://www.epa.nsw.gov.au/litter/understand-problem.htm>
- the *Local Litter Check* forms:
<http://www.epa.nsw.gov.au/litter/understand-problem.htm>
- Litter Prevention for Authorised Officer Course: To register your interest in completing this course email 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

3.1 Need help?

If you need assistance with your application or have questions, call (02) 9995 6239 or email litter.prevention@epa.nsw.gov.au.

The EPA will provide a support webinar at 10am-12pm on 2 November 2017 to help councils develop their applications, use the *Local Litter Check*, understand local and state litter priorities, set SMART objectives and design effective litter projects. To register interest in attending the webinar, email your details to: litter.prevention@epa.nsw.gov.au.

4 Supporting Information

4.1 NSW litter priorities

The following NSW litter priorities reflect past learnings, NSW Government objectives and the results of the 2015–2016 National Litter Index for NSW.

Priority Sites	
TOP PRIORITY	<ul style="list-style-type: none"> • industrial areas¹
HIGH	<ul style="list-style-type: none"> • highways and roads • car parks
MEDIUM	<ul style="list-style-type: none"> • retail strips • transport interchanges • residential areas
LOW	<ul style="list-style-type: none"> • beaches • shopping centres • recreational parks • ovals/sports grounds
Priority Materials	
TOP PRIORITY	<ul style="list-style-type: none"> • takeaway containers (all materials – plastic, paper, glass, metal) • plastic
HIGH	<ul style="list-style-type: none"> • paper and paperboard (e.g. newspapers) • metal
MEDIUM	<ul style="list-style-type: none"> • cigarette butts • glass
LOW	<ul style="list-style-type: none"> • drink containers (all materials – plastic, paper, glass, metal)²

4.2 Integrated approach

The NSW Government and the NSW EPA Council Litter Prevention Grants Program apply an integrated approach to litter prevention, including action across four pillars (see below). Each of the pillars supports and complements the other to deliver effective behaviour change. Applications need to show an integrated approach to litter prevention.

Partnerships (internal and/or external) across the four pillars are strongly encouraged. Projects can also leverage other NSW EPA litter grant programs, including L-RIP and *Keep NSW Beautiful* Community Litter Grants.

¹ NLI data shows that industrial sites continue to be amongst the most littered sites in NSW. There has been limited focus on industrial sites in the previous 3 grant rounds.

² Drink containers are a low priority due to the implementation of the Container Deposit Scheme, and its focus on reducing beverage container litter.

Four pillars of the integrated approach			
<p>Community education and engagement using the <i>Hey Tosser!</i> message and materials (e.g. signs, adverts, brochures and posters)</p>	<p>Regulation and enforcement (e.g. enforcement action, messages that fines apply, enforcement blitzes and enforcement training)</p>	<p>Infrastructure and clean sites (e.g. clean-ups, assessment of bin infrastructure, new bins and upgrading bins)</p>	<p>Measuring and evaluation using the <i>Local Litter Check</i> (and for example also using community and partnership surveys)</p>

4.3 Hey Tosser!

Projects funded through the NSW EPA Council Litter Prevention Grants Program need to apply the *Hey Tosser!* creative materials. A range of *Hey Tosser!* tools and resources (including print ready and editable artwork files) are available online. Email litter.prevention@epa.nsw.gov.au for access to the online resources.

Hey Tosser! is a foundational component of the integrated approach to litter prevention in NSW. The *Hey Tosser!* message was developed through extensive focus group testing and a Local Government Stakeholder Reference Group. Evaluation and analysis shows *Hey Tosser!* is effective and is making a substantial impact on littering behaviour in NSW.

Hey Tosser! achieves high campaign recall, solid message take out, and excellent social engagement. Research also indicates it contributes to a reduction in the number of people who self-report that they litter, increases negative sentiment towards litterers, and increases the likelihood to report someone for littering from a vehicle.

4.3.1 New *Hey Tosser* campaign materials

The EPA is currently developing the next stage of the *Hey Tosser!* campaign. This new stage is based on extensive research and consultation with community and councils, and evolves the current messaging. New campaign materials will be ready early in 2018, and available for use in Round Four grants. More details on campaign material and timing will be provided to successful grantees.

4.4 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 NSW 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 four pillars of litter prevention.

4.4.1 What are SMART objectives?

-  **S Specific** → The objective should be as specific as possible and answer the questions: What is your goal? How often or how much? Where will it take place?
-  **M Measurable** → How will you measure your objective? Measurement will give you specific feedback and hold you accountable.
-  **A Attainable** → Objectives should push you, but it is important that they are achievable. Are your objectives attainable?
-  **R Realistic** → Is your timeframe for achievement realistic for the objective you have established?
-  **T Timely** → Do you have a timeframe set out? This helps you be accountable and helps in motivation.

For more information on the Council Litter Prevention Grants or your application contact: (02) 9995 6239 or litter.prevention@epa.nsw.gov.au.