



Environment Protection Authority

WASM Litter Prevention Grants

Guidelines 2022–27



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Over the next five years the NSW Litter Prevention Grants Program will offer up to \$10 million for councils, community groups and other key stakeholders to deliver litter prevention projects and develop strategic plans to address litter in their local environments.

The program supports the new litter targets outlined in the *NSW Waste and Sustainable Materials Strategy 2041* (WASM).

This program aims to facilitate action and inspire leadership in litter prevention to ensure a healthy and thriving environment for the future.

Getting started

Step 1	Step 2	Step 3	Step 4	Step 5
Download the guidelines	Read Part A of the guidelines – determine interest and eligibility	Complete the EOI form – https://epa.smarthygrants.com.au/WASM_Litter_Prevention_Grants_EOI	EPA Litter Prevention Unit will provide guidance and support to enable you to confirm stream of choice (at this stage read Part B of the guidelines)	Complete your online application

Part A

This section of the guidelines explains:

1. objectives of this grant program
2. how much funding is available
3. program structure
4. eligibility

After reading this section, you will know if you are interested in, and eligible for, this grant program.

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 the Waste and Sustainable Materials Strategy 2041 Litter Prevention Grants Program with up to \$10 million available. You need to follow these guidelines when applying for funding.

Funding is provided under three streams:

- **Stream 1:** Small-scale, on-ground projects (3 to 12 months)
- **Stream 2:** Strategic development and capacity building (3 to 12 months)
- **Stream 3:** *Own It and Act* strategic implementation (maximum 3 years)

All initiatives must contribute to reducing litter in NSW and engage the community in delivering local, regional or statewide litter prevention outcomes.

Program background

Between 2012 to 2021 the NSW Government – under the Waste Less Recycle More initiative – invested \$50 million in litter prevention programs. Under this initiative the NSW EPA Litter Prevention Unit has been responsible for delivering the NSW Litter Prevention Program. Through a broad collaborative effort, we achieved our State target to reduce litter in NSW by 40% by 2020. This is thanks to a combination of education and awareness, infrastructure and clean-up, regulation and enforcement, and tremendous community and council involvement.

The NSW Government recently announced extra investment of \$38 million over five years for litter programs in the Waste and Sustainable Materials Strategy 2041 (WASM) to ensure we keep driving down litter in the long term. The WASM strategy includes two new ambitious targets to continue the momentum to reduce:

- all litter by 60% by 2030
- plastic litter by 30% by 2025.

With the introduction in 2021 of the WASM Strategy and the NSW Plastics Action Plan, the EPA aims to be bold and innovative as we enter a new phase of litter prevention. We will continue to support and fund organisations to deliver on-ground, evidence-based projects.

As part of our transition towards becoming a world-class regulator, the EPA's *Own It and Act* (OIAA) strategic framework provides business management tools, access to leading EPA resources, and a holistic approach that supports organisations to increase their capacity to own and act on litter prevention in the long term.

Up to \$10 million is available as part of the Litter Prevention Grants Program over the next five years as part of the \$38 million investment in the NSW Litter Prevention Program, which is designed to support organisations in developing and implementing initiatives.

Program objectives

The objectives for each initiative funded through this Litter Prevention Grants Program are:

- contribute to the new NSW litter reduction targets:
 - 60% reduction in litter items by 2030 – *NSW Waste and Sustainable Materials Strategy 2041*

- 30% reduction in plastic litter items by 2025 – *NSW Plastics Action Plan*
- build organisational ownership and leadership to plan and carry out local, regional or statewide litter prevention initiatives
- base litter prevention on good evidence and sound approaches – *NSW Litter Prevention Strategy 2022–30*
- include activities that increase the capacity to carry out litter prevention in strategic and sustainable ways, in particular beyond the grant funding period
- work productively with the authority (or authorities) that manage the public land (e.g. local council) where on-ground litter prevention projects and strategic initiatives will be delivered or where infrastructure will be located
- work productively and collaboratively in partnership with others to implement litter prevention initiatives
- consolidate achievements across the State, build on existing stakeholder organisation capacities and expand networks to encourage cross-sector collaboration to achieve new litter prevention targets.

How much funding is available?

A total pool of \$10,000,000 is available for on-ground projects and strategic initiatives across three streams over several intakes of funding to 2027. Each stream has a maximum grant allocation outlined in Table 1 below, available to each successful applicant.

You can apply for multiple projects within Stream 1 and multiple initiatives in Stream 2. Applicants may apply for a higher stream in subsequent intakes. It is expected that applicants will apply for only one stream per intake.

Applicants can apply for a maximum of \$500,000 across multiple streams and intakes available up to 30 June 2027.

For example: Organisation X may apply for \$40,000 for a cigarette butt (Stream 1) project in intake 1, and then apply for Stream 2 initiative(s) for \$65,000 in intake 2, followed by \$395,000 for Stream 3 initiatives in intake 3.

Table 1 Summary of stream funding limits

Grant stream	Funding type	Eligible applicants	Maximum funding (excluding GST)
Stream 1	On-ground projects	Councils, regional waste groups, community groups and other government agencies	\$85,000
Stream 1	Cigarette butt	Councils, regional waste groups, community groups, business, and other government agencies	\$40,000
Stream 1	Clean-up	Councils, regional waste groups, community groups, business, schools, and other government agencies	\$5,000
Stream 2	Strategic development (<i>Own It and Act</i>)	Councils, regional waste groups, community groups, an alliance, and other government agencies	\$100,000
Stream 3	Strategic implementation	Councils, regional waste groups, community groups, an alliance, and other government agencies	\$450,000

How will funding be assessed and allocated?

Assessment process

All applications will be competitively assessed and ranked against the relevant stream's selection criteria by a technical review committee (TRC). All compliant applications will be recommended for funding.

All funding is 100% contestable.

Assessment, intake and Expressions of Interest

Unlike previous litter grant rounds, the new WASM litter grants, once opened, will remain open with several assessment and submission intakes over the next two years to align with varying applicant priorities, timelines and stages of strategic development.

Before submitting an application, applicants must submit an Expression of Interest (EOI). This will trigger meeting(s) with the EPA's Litter Prevention Unit (LPU) to:

- discuss the most suitable streams and submissions timings
- answer questions
- help applicants understand the goals and objectives of the new WASM litter grant
- guide applicants through the OIAA Strategic framework (for Streams 2 and 3 applications)
- deliver workshops on key areas to help develop initiatives (for Stream 3 applications).

Time frames – WASM litter grants

Please see the EPA website for the submission dates for various expressions of interest, intakes, and when projects close.

Funding allocated to each intake

Each intake will have the following quota of funding:

- Intake 1 – \$2 million
- Intake 2 – \$4 million
- Intake 3 – \$4 million.

Any surplus funding not allocated in any intake will be allocated to subsequent intakes.

Additional intakes may be available in future years as required.

The scope of litter prevention

As you start to plan your litter prevention journey, it is important to understand what the Litter Prevention Grant Program includes, and what it does **not** include.

What IS included

Litter ✓

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.

Examples of commonly littered items are drink containers, cigarette butts, bits of paper, chip and lolly wrappers, fast-food packaging, bottle caps, plastic straws and pieces of glass bottles.

Prevention ✓

All on-ground projects must involve changing littering behaviours, as well as influencing other factors that help prevent litter before it occurs in the first place. They must use an integrated approach covering a range of EPA litter prevention strategies.

Clean-ups ✓

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. However, where a site requires a once-off clean-up to address historical littering (or the effects of litter e.g. sites located on or next to water), a grant is available for a once-off clean.

Strategic development and capacity building ✓

The *Own It and Act* framework recognises that litter prevention is not merely an individual's responsibility. Best practice requires organisations to embed litter prevention principles, policies and practices into business-as-usual operations. It also requires networks and collaboration to build supportive conditions for litter prevention across sectors to ensure litter prevention and anti-litter behaviour is sustained for the long term. Funding is available to implement the *Own It and Act* framework, including collection of data, preparing a business case, or setting a strategic and sustainable direction for litter prevention for your organisation or collaboration of organisations.

What is NOT included

Illegal dumping

Illegal dumping relates to larger items than litter – for example, bulky waste such as general household rubbish; large household items such as fridges and mattresses; garden material; building materials; clinical and hazardous waste; and abandoned cars and tyres.

Preventing illegal dumping needs strategies that are different from those for preventing litter. For this problem, you could consider applying instead for a grant through the [EPA Illegal Dumping Grant Program](#).

Program structure

The WASM litter grant model is based on three funding streams.

Stream 1: On-ground projects

- Between \$5,000 and \$85,000 is available per project for delivery within a maximum of 12 months. This includes:
 - up to \$60,000 for a single organisation, or
 - up to \$85,000 for multiple collaborating organisations to deliver small-scale, evidence-based litter prevention projects in identified litter hotspots
 - up to \$40,000 to deliver targeted cigarette butt litter prevention projects using the EPA-developed program. For more detailed information on this program, please refer to the Cigarette Butter Litter Prevention Grant Program Guidelines.
 - up to \$5,000 for small-scale clean-up activities in known litter sites. These grants are once-off funding to establish a litter-free site. Clean-up activities should be delivered within three months of the grant and linked to a local or regional litter prevention strategy.
 - Applicants may only apply for a maximum of 4 clean-up sites for a total of \$20,000 per applicant for Clean-up grants.
- This stream is designed for a council, community group or collaboration between organisations:
 - who want to act on a locally identified litter issue at one or more locations (litter hotspots)
 - who have limited or no experience in delivering a litter prevention project, or are at an early stage in their litter prevention journey.
- Projects in this stream will use EPA-proven litter prevention methods to reduce litter.
- Projects will not duplicate or replicate current or past efforts at an identified hotspot.

Stream 2: Strategic development and capacity building

- Up to \$100,000 is available over a maximum period of 12 months to complete a guided process of strategic review and planning using the EPA *Own It and Act* strategic framework ([OIAA framework](#)). The OIAA framework helps identify where litter prevention sits within your organisation. It also provides a capacity-building approach that helps organisations embed key litter prevention principles by using four key enablers (leadership, commitment, permission, processes) that allow them to 'own' and act on litter prevention over the long term.

During the EOI process, you will be supported by the EPA LPU to identify what initiatives might be required. Funding is available for organisations to do the following:

 - develop a strategy or plan for a single organisation
 - develop a regional or statewide strategy or plan
 - review and refine an existing strategy or plan to align with a preliminary *Own It and Act* status checklist
 - develop a business case
 - complete the Consensus Rubric under the OIAA framework and establish an OIAA baseline (a requirement for Stream 3 funding)
 - develop a roadmap (a requirement for Stream 3 funding)
 - cover staff costs to facilitate any of the above processes across multiple organisations.
- While no financial cap has been provided for each of the above initiatives, the technical review committee will apply a principles-based assessment of value for money. The EPA LPU can

assist with the provision of templates for strategies, business case and roadmap. In addition, the LPU team will provide comprehensive information around the scope of tasks to be completed as part of any OIAA processes. Any organisation can apply for multiple intakes of Stream 2 funding, up to a combined total maximum of \$100,000.

- The NSW EPA's vision is that the OIAA framework will help develop new leaders in the field of litter prevention and facilitate networking and partnership opportunities with key stakeholders, to reduce litter for the long term. As a requirement for Stream 2 funding, applicants must demonstrate commitment to building organisational capacity for their council, community group, regional waste group and/or group of organisations, **to deliver long-term litter prevention outcomes**.
- Applicants must involve key stakeholders – including community-based organisations (e.g. NGOs, local groups) and land managers (e.g. local councils) – in the development of plans or strategies.
- Where initiatives are planned for which another organisation is the land manager or owner, that organisation must provide written approval and/or endorsement of their involvement.
- Councils must involve staff who play a role in litter (e.g. waste clean-up and collection, waste education, infrastructure planning, economic development and tourism, sustainability, and/or environment) as well as members of the executive leadership team.
- Grantees in this stream will engage proactively with the NSW EPA, both as the grant program manager and as a collaborating partner.

Stream 3: *Own It and Act* strategic implementation

- Up to \$450,000 is available for a council, community group or multiple collaborating organisations who have completed the OIAA framework and have endorsement that commits them to implementing strategic and ongoing litter prevention initiatives.
- Longer term funding (up to 3 years) is available for any combination of the following:
 - project management, including monitoring, evaluation and reporting
 - staff costs for delivering endorsed strategic objectives for a single organisation, e.g. for a litter prevention officer actively engaged in supporting the delivery of on-ground projects
 - staff costs associated with facilitating and supporting implementation of endorsed strategic objectives for a Regional Waste Group, or an alliance of organisations – this may include funding to develop and deliver a monitoring, evaluation, reporting and improvement framework
 - purchase and placement of infrastructure (only available for the landowner or site manager)
 - communication and enforcement costs (combined)
 - other delivery costs.

While no financial cap has been provided for each of the above, the technical review committee (TRC) will apply a principles-based assessment of value for money. These are outlined in the selection criteria. The EPA's LPU can assist during the EOI process.

- Initiatives in this stream will focus on the dissemination and implementation phase of statewide, regional or local litter prevention strategies that were developed using the *Own It and Act* framework, and that have organisational and/or member endorsement, as well as the EPA's endorsement.
- Initiatives must clearly articulate how key stakeholders – including community-based organisations (e.g. NGOs, local groups) and land managers (e.g. Local Councils) – are to be involved. **All nominated stakeholders who are responsible for delivery, must provide a letter of commitment to the provision of necessary resources (e.g. human and/or financial).**

- Organisations applying for funding **must develop a roadmap** with the NSW EPA detailing how they intend to deliver Stream 3 outcomes, **and have an existing strategy or plan** that does the following:
 - explicitly lists litter prevention as a goal
 - incorporates learnings from the OIAA framework with supporting actions that address the key enablers (leadership, permission, commitment and process)
 - outlines the roles and responsibilities of any partners or stakeholders involved in delivery
 - has organisational and/or member endorsement.
- Grantees in this stream will engage proactively with the NSW EPA, both as the grant program manager and as a collaborating partner.

Eligibility for grantees

To apply you must meet the following eligibility criteria:

- be a local council, regional waste group, community organisation or an alliance or State Government agency located in NSW. Businesses are eligible to apply for cigarette butt litter and clean-up projects only. Schools may apply for clean-up grants (refer to Table 1)
- have a project/initiative that is geographically located in NSW
- be able to deliver an initiative that is in line with the program objectives, as determined by the TRC
- be able to maintain reliable financial records and separately account for grant funds
- Community organisations must:
 - be a non-government, not-for-profit organisation
 - have their own constitution and be incorporated under the law of a state or territory as an incorporated association, company or cooperative society
 - hold an Australian Business Number (ABN)

In Streams 2 and 3, each applicant must meet the following additional criteria.

Community-based organisation:

- be a reputable environmental community organisation OR a reputable organisation focused on delivering community-based outcomes with influence over multiple sites and/or multiple related organisational units (e.g. river catchment groups)
- be overseen by suitably qualified and/or senior representatives of the partner organisations (i.e. a steering group) who are committed to meeting regularly and able to make timely decisions to keep the project progressing as planned. For Stream 3, this must include the organisation/s managing public land on which proposed initiatives are to be located.
- be able to provide a certified account for grant fund expenditure with the final report.

Council:

- have cross-departmental and executive leadership support to embed litter prevention as business-as-usual processes
- be overseen by a steering group (or similar) made up of cross-department representatives (including senior executives) that is committed to meeting regularly and able to make timely decisions. If an applicant elects to use an existing group (or groups) to undertake governance and communication roles, an outline of the organisational structure must accompany the application.

Regional waste group:

- have member endorsement to participate (signatures) and have agreement (commitment to act) from any member(s) responsible for delivering an initiative

- have demonstrated success in delivering previous Regional Litter Plans through the LRIP Program.

Alliance or group of organisations:

- have a written agreement (e.g. MOU or Compact) that outlines the purpose of the alliance or group, and the roles and responsibilities of all participating organisations/members
- have endorsement (signatures) and agreement (commitment to act) from any organisation responsible for delivering upon a plan/strategy or action
- have ability and credibility to lead multiple organisations to realise deliverables
- be overseen by a steering group that is committed to meeting to an agreed schedule and is made up of suitably qualified representatives of the partner organisations, including the organisation/s managing public land where proposed initiatives will be located.

Selecting the right funding stream for your organisation(s)

The WASM litter grant model is designed to provide a range of streams to suit your organisational needs. Identifying which stream will depend upon your organisation, your litter problem and where you are on your litter prevention journey.

To assist in assessing your organisation's eligibility for the appropriate stream, the EPA will provide guidance and support before the completion of a grant application as part of an EOI process.

Expression of Interest process

Step 1

All organisations are required to complete an Expression of Interest (EOI) form via SmartyGrants.

Step 2

A member of the EPA LPU will contact you to discuss your goals, answer questions, and provide advice about which stream of funding best meets your organisation's litter prevention objectives and goals.

Step 3

At the conclusion of this discussion applicants will determine which of the streams best aligns with their organisational need and readiness.

Step 4

- **Stream 1** applicants will determine if they are eligible to complete a grant application and can then begin their grant application.
- **Stream 2** applicants will:
 - be provided with the preliminary OIAA status check to complete
 - set a date for a face-to-face meeting with the EPA LPU to discuss the outcomes of the OIAA preliminary checklist and begin mapping a plan of action. Extra meetings may be required.

This plan will form the basis for a Stream 2 application.

Extra support from the EPA LPU will be available throughout the preparation of a Stream 2 application.

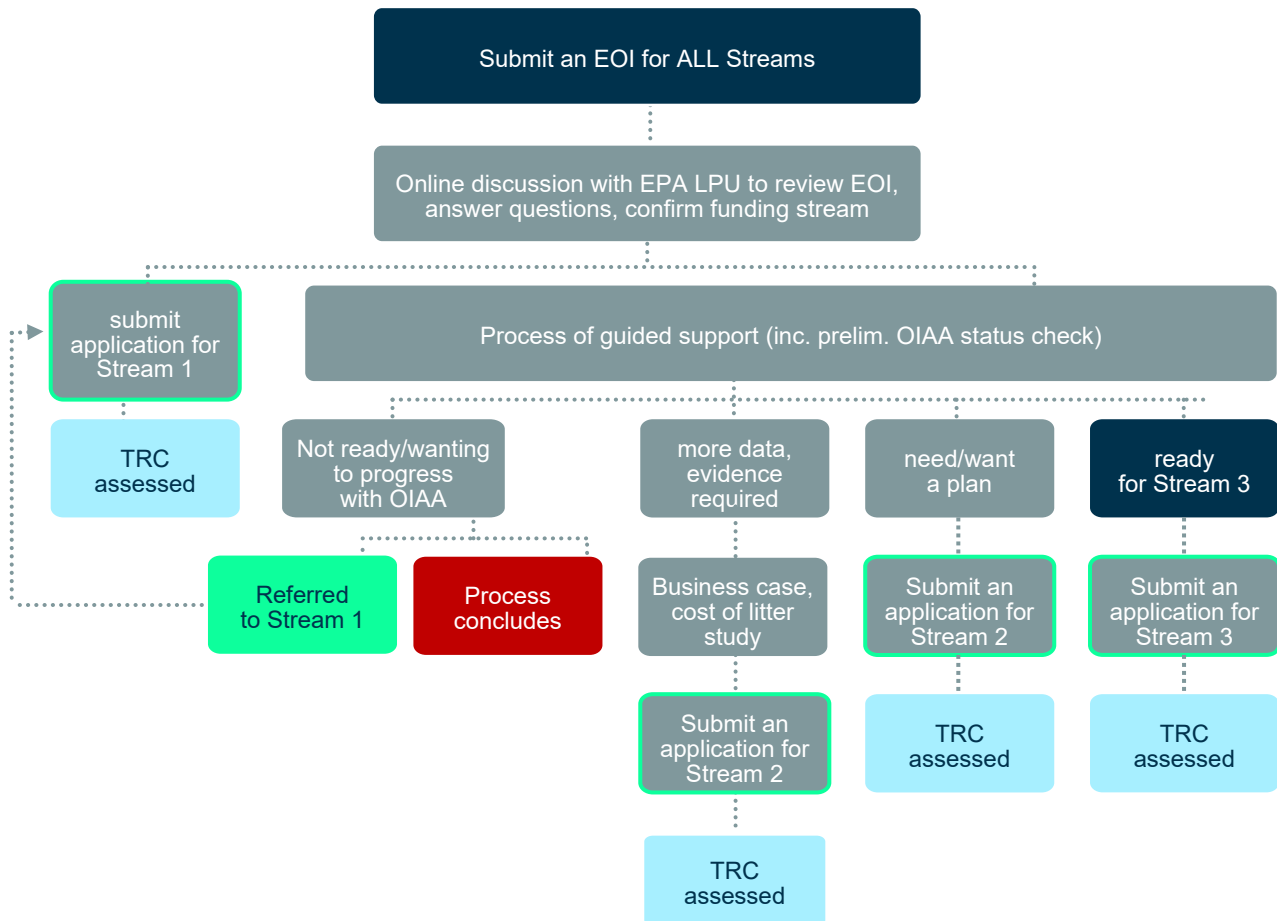
- **Stream 3** applicants will:
 - set a meeting date with EPA LPU to discuss progress made with previous or current OIAA projects. This would include discussing the completed OIAA baseline assessment

(Stream 2 funding is available for this process), an update on tasks completed, and any general discussion on remaining issues or barriers.

The result of the discussion will determine whether funding support is required via lodgement of a Stream 2 application, or whether the applicant can begin a Stream 3 application.

Extra meetings may be required.

Figure 2 Summary of the EOI process



Ready to complete your EOI?

All applicants must submit an EOI to allow the NSW EPA to assist each applicant to determine the most suitable grant funding stream for their needs, goals and objectives.

Early submission of your EOI is strongly encouraged to maximise the available support.

Please note the EOI cut-off dates. An applicant may submit an EOI for an intake, then choose to apply for a subsequent intake.

Submit your EOI via SmartyGrants. The EPA LPU will connect with you to discuss your EOI and support you to determine next steps in the application process.

Access the EOI form at https://epa.smartygrants.com.au/WASM_Litter_Prevention_Grants_EOI.

What information do we need in the written EOI?

1. A description of the type of organisation(s) applying for the grant. For a multi-organisation application, you will need to nominate the lead organisation which would be responsible for the grant. For example, is your organisation a:

- council
- community
- regional waste group
- catchment management group
- other collaborative group/alliance
- other State agency.

2. Nominate the stream(s) for which you are interested in applying.

Stream 1

- clean-up
- cigarette butt project
- hotspot project

Stream 2

- research and/or data
- litter prevention strategy or plan
- organisational review to assess readiness to access Stream 3 funding
- roadmap

Stream 3 – Strategic implementation.

3. Summary of past litter prevention activity:

- a short summary of any litter prevention activities/projects completed over the past 5 years.

4. You will be asked to select the statement(s) that best describe your organisation's focus for litter prevention in the next 2 to 5 years. For example:

- strategically planning an organisational approach to prevent litter
- delivering on-ground projects as the need arises
- cleaning up litter
- reducing cigarette butt litter in hotspots
- designing/delivering regionally significant projects
- facilitating collaboration between agencies and organisations such as community groups, other government agencies and non-profit organisations to prevent litter
- establishing an internal framework to build a whole-of-organisation approach to preventing litter
- learning how to reduce litter via pilot projects
- expanding on lessons learned from previous litter prevention projects/activities into business-as-usual approaches
- other, please explain.

5. Contact details of the lead applicant.

Part B

Part B provides comprehensive information on:

1. what can and cannot be funded for each stream
2. assessment criteria for each stream
3. application submission process.

After the EOI process, you will determine the funding stream for which you will apply. Use the information in this section to help complete your application. Carefully read the information that relates to your chosen stream.

Stream 1: On-ground projects

What will be funded?

1. On-ground projects

Stream 1 on-ground projects **aim for direct action to reduce litter and littering behaviour at hotspot locations in your local area or region**. In this stream you will use resources and approaches provided by the NSW EPA that are reliable methods to prevent litter.

It is recommended that you target a single site (hotspot) or, at the most, two hotspots for your project, to build confidence and knowledge about behaviour change and litter prevention at your hotspots.

To make a strong case for funding, you should:

- use evidence from the Local Litter Check and other sources
- use a suitable mix of EPA litter prevention methods
- achieve value for money.

Refer to the assessment criteria outlined below to develop your project application.

Your case will 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
or
- a regional litter prevention strategy.

All projects for Stream 1 need to consider the following key factors for litter prevention (see [NSW EPA Litter Prevention Kit Part 2](#), **noting the recent addition of 'source control'**):

- **source control*** – reducing or eliminating problematic items at source, including assisting the community to transition away from single-use plastics in favour of avoidance or re-usable alternatives
- **cleaning** – engage councils, local volunteers, businesses and community groups in initial clean-up activities in known litter hotspot(s)
- **infrastructure**** – e.g. assessments of bin infrastructure and installation of new bins or signs
- **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* community reporting program that addresses littering from vehicles
- **involvement or attachment** – e.g.
 - creating a sense of pride and local ownership in keeping locations clean and litter-free
 - including local clubs, businesses and community groups in the litter prevention process.

*Note: To be within scope, source control must clearly result in litter prevention. For example, 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 and measured reductions in found coffee cup litter. A case would need to be made – using the five key factors for litter prevention – for how this approach is more effective than one that directly engages litterers in coffee cup litter hotspots.

****Note:** Applicants who seek to install infrastructure will need a written statement from the local land authority (e.g. council) confirming a commitment to maintain the infrastructure (e.g. to clean and empty bins) after your grant project ends (if your application is successful).

Measuring and evaluation – all **Stream 1** projects must ensure Local Litter Checks are completed on all affected sites, both before and after project strategies are implemented, to measure the project's impact at each stage on litter reduction.

Available funding amounts are outlined in **Table 1**.

2. Cigarette butt litter projects

The NSW Government has developed a leading cigarette butt litter prevention program. It uses a combination of the five key factors of litter prevention described above (with the exception of source control), bolstered with behavioural analysis to target cigarette butts, the most littered item across the world. Interventions and campaigns are based on extensive research to understand how and why smokers litter and are tailored to educate smokers and encourage proper disposal. A range of resources is available for local land managers to deliver butt litter prevention activities in and around smoking areas.

Grant funding of up to \$40,000 is available for an organisation to address cigarette butt litter in an identified hotspot following the prescribed EPA processes as outlined on the EPA website in the program guidelines for cigarette butt litter prevention grants.

3. Clean-up activities

Clean-up is vital for sending the message that litter doesn't belong. Sites that are clean stay cleaner, while littered sites signal that littering is the norm. Clean localities mean less litter is caught in rainwater run-off to escape down drains to the nearest waterway. A strategic approach to litter prevention in public places across a catchment (an area where all the water flows into a waterway) supports litter-free creeks, rivers, estuaries and beaches.

Up to \$5,000 is available for small-scale clean-up of known litter sites. A clean-up project is once-off funding to establish a litter-free site. Clean-up activities must be delivered within three months of the grant and be linked to a local or regional litter prevention strategy.

What will not be funded in Stream 1?

This grant stream is focused on supporting 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
- fundraising activities, competitions, prizes, award exhibitions and murals above \$250
- clean-up grants, infrastructure and equipment costs above \$500
- core operating costs, such as funding for permanent staff members, insurance and utilities
- **salary costs greater than 40% of the grant**. 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 privately owned property and schools (other than clean-up grants)
- 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 group must propose a project that can meet the program objectives outlined above.

The following criteria will be used to assess **on-ground projects**.

Assessment criteria	Assessment questions (examples)
1. Based on evidence provided through the Local Litter Check online tool, the project will contribute to a significant reduction of litter in NSW 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 which will 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 local emergency impacts (e.g. COVID-19, flood, fire), does the organisation provide sufficient existing knowledge of the litter issue and hotspot locations?
2. The project has support across the organisation or community group to increase litter prevention and behaviour change.	<ul style="list-style-type: none"> • Does the project involve the membership and direct leadership of the organisation(s) to drive litter prevention at the location/s, or is it driven by one or two people only (e.g. a consultant, a staff member)? • Does the project engage the broader community?
3. The project represents an integrated way to approach litter prevention, reflecting guidelines provided by the NSW Government.	<ul style="list-style-type: none"> • Does the approach strategically account for these factors: <ul style="list-style-type: none"> ○ source reduction ○ cleanliness ○ infrastructure ○ education and awareness ○ enforcement ○ involvement?

Assessment criteria	Assessment questions (examples)
4. The project represents a way to work productively with land managers (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? • Is the project linked to a broader litter prevention strategy? • Will the project bring ongoing benefits for managing litter on public land?
5. The project is effective in integrating the ‘Tosser!’ message and materials.	<ul style="list-style-type: none"> • Are <i>Tosser!</i> creative materials used to appropriately educate and guide the community on the impacts of litter? • Are they clearly incorporated into the project? • How appropriate are the resources and activities for the identified target audience?
6. The project represents value for money .	<ul style="list-style-type: none"> • Are the costs appropriate to meet stated litter prevention targets and objectives and address priority challenges? • Is the proposed budget aligned with clearly defined evidence and initiative design? • Are the costs proportionate to deliver intended outcomes and the potential reach and impact of the initiatives? • Are the costs to deliver the initiative design and outcomes balanced with the investment risk? • Is there a governance model that strengthens responsibility for results and financial accountability?

Tosser! creative materials

Stream 1 projects (other than clean-up projects) need to use the *Tosser!* creative materials. A range of *Tosser!* tools and resources (including print-ready and editable artwork) is available online via the [EPA Litter Library](#). Email litter.prevention@epa.nsw.gov.au for access to the online resources.

The assessment criteria for cigarette butts projects are in the Cigarette Butt Prevention Grants Program Guidelines, which can be downloaded from the EPA website.

The following criteria will be used to assess the value of a **hotspot clean-up**.

Assessment criteria	Assessment questions (examples)
1. Cleaning the area will send a clear message that litter doesn't belong.	<ul style="list-style-type: none"> • Does the clean-up engage the broader community? • Will the clean-up drive site users and land managers to keep the area clean in the future?

<p>2. The clean-up represents a way to work productively with land managers (e.g. local council(s)) to sustain litter prevention now and in the future.</p>	<ul style="list-style-type: none"> • Does the clean-up include land-use managers as partners and/or co-funders? • Does the clean-up engage the manager/s of the public land on which the clean-up occurs in a way that will lead to effective litter prevention solutions? • Will cleaning the hotspot bring ongoing benefits for managing litter on public land? • Will the clean-up collect data and use this to inform broader prevention (i.e. inform local/regional strategies)?
<p>3. The clean-up contributes to a reduction in litter.</p>	<ul style="list-style-type: none"> • Will a clean-up result in less litter caught in rainwater run-off to escape down drains to the nearest waterway? • Is the clean-up linked to a broader litter prevention strategy? • Will the clean-up improve the amenity and enjoyment of the public space?
<p>4. The clean-up represents value for money.</p>	<ol style="list-style-type: none"> 1. Are costs reasonable? Is enough detail provided to account for and justify budgeted items? 2. What is the extent of in-kind and/or partner co-funding contributions?

Stream 2: Strategic development and capacity building

What will be funded?

Overview

There is up to \$100,000 available to complete a guided process using the OIAA framework for strategic development and capacity building.

Note: Organisations can apply for multiple intakes of Stream 2 funding; however, the total combined (cumulative) amount of funding to an organisation will not exceed \$100,000.

Stream 2 funding is intended for organisations, or groups of organisations, to help them:

- build capacity
- take ownership
- plan strategic, sustainable initiatives in litter prevention.

To apply for funding, applicants need to demonstrate a depth of experience in developing strategic actions. This stream is for:

- front-end strategy work
- engaging partners and communities
- building collaboration
- identifying significant co-funding
- building knowledge
- setting targets and objectives to deliver outcomes that can be sustained beyond the funding time frame.

The intention is that organisations and their partners can learn together, collaborate and lead in litter prevention in a way that will make a significant contribution to the litter prevention targets the NSW Government has committed to in the *Waste and Sustainable Materials Strategy 2041* and the *NSW Plastics Action Plan*.

Own It and Act strategic framework

The NSW EPA developed the **OIAA framework** to help organisations and their networks take ownership of, and action on, litter prevention over the long term.

We believe the OIAA framework provides the best foundation for establishing long-term local, regional and statewide ownership and action on litter prevention.

The key enablers for long-term, sustainable litter prevention are:

- **Leadership**

Leaders are supported to understand the issues of litter in the environment and the importance of their organisation's role in preventing litter. Once these are understood, leaders have a clear vision for including litter prevention in activities. Leaders then communicate that vision internally in order to design processes, allocate resources and provide permission for staff and the organisation as a whole to take action on long-term litter prevention.

- **Commitment**

Organisations identify what value they get from being involved in litter prevention. Understanding the benefits and reasons behind their involvement in litter prevention ensures transparency for the organisation and its networks. Clarity about the organisation's intent, along with making formal and public commitments, establishes the foundation for long-term involvement in litter prevention.

- **Permission**

Organisations include the scope for litter prevention in policies and plans so staff have permission (i.e. time, budget, resources and support) to make decisions and engage in litter prevention initiatives as part of their duties and responsibilities.

- **Process**

Organisations understand and use the key strategies for preventing litter – clean-up, infrastructure, education and awareness, enforcement and regulation, rewarding responsible behaviour, source control – and are aware of the need for evidence-based, integrated approaches. Organisations then integrate monitoring and evaluation as part of their growth and development in tracking litter prevention efforts.

Stream 2 grants are available where the proposed approach aligns with the OIAA framework. You must use the OIAA tools 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.

During the EOI process, you **must complete a preliminary *Own It and Act* status check** (preliminary status check) for your organisation. The purpose of the preliminary status check is to introduce organisations to the OIAA framework. It provides a tool to complete an initial snapshot of organisational capacity to engage in litter prevention. The preliminary status check should be used to reflect on high-level organisational strengths and capacity-building opportunities that, in turn, should inform organisational needs and decisions. The next step considers what level of involvement aligns best with your organisation's current capacity and needs.

Options will be mapped out together with the EPA LPU during the EOI process and will form part of your grant application.

Governance

Building ownership and commitment and embedding sustainable litter prevention in your organisation, or group of organisations, is a key goal of Stream 2 funding. For councils, the responsibility of responding to and preventing litter often crosses multiple departments. For groups working across local government boundaries, there is a network of key stakeholders to work alongside. For these reasons, establishing a steering group is **highly recommended**.

For councils, a steering group would ideally include one or more members of the senior executive leadership team, as well as suitable cross-departmental staff including, for example, waste management, communication and education, street and landscape improvement, parks and gardens, business development, enforcement etc.

For an alliance, regional waste group or other group of organisations, a steering group would be made up of suitably qualified representatives (e.g. president, co-founder, CEO, COO, senior officer, executive officer or manager) of the respective organisation(s)).

The steering group would oversee delivery of the grant funding and be responsible for the final outcomes of the litter prevention initiative. Group members should communicate regularly, as well as formally meet, in a timely way that reasonably allows them to guide the initiative, contribute to

its development and be accountable for actions. Meetings should occur, for instance, to discuss and celebrate progress, reach agreements on important matters, solve problems, and agree on the record for decisions that have been taken.

The steering group should communicate decisions to other group members and stakeholders and ensure that others are heard and can participate in decisions in reasonable ways that are accessible and fair.

Please note the following:

- 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 of the steering group and must participate in meetings and decision-making. Chairing meetings and leading initiatives can be agreed on 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.

Where it is not possible to form a steering group as outlined above, applicants must outline an equivalent approach to govern the grant funded initiatives, and ensure executive support during and beyond the grant funding period.

A working group can also be formed to coordinate the implementation of the initiative and to advise the steering group of progress or issues that require their deliberation.

Funding for paid positions or contract staff

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

Careful consideration must be given to the job description or contractor brief for developing a strategy, or other key Stream 2 outputs, and should be done in consultation with the steering group. The kinds of skills and experience required could include the following:

- demonstrated experience in delivering a strategic litter prevention initiative
- 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 make persuasive presentations
- administrative know-how to help decision-makers to make and follow through on commitments.

The position description and recruitment for these roles should be done in consultation with the steering group and the EPA. Given the range of skills that are likely to be needed, the work may need to be split across two or more roles.

Examples of strategic development and capacity building initiatives

Listed below are examples of initiatives that support the ***Own It and Act*** framework. This list is not exhaustive and there is no strict limit on what will be funded, so long as applicants clearly

demonstrate how the initiative will build on an already-existing organisational capacity to engage in litter prevention over the long term. The output must include a polished and substantive document that reflects and builds on the capacity and commitment of partners to deliver litter prevention outcomes in the future.

Guided process of strategic review and planning

- Use the OIAA framework to identify current organisational gaps and capacity building opportunities to engage in litter prevention.
- Establish an OIAA Baseline and set organisational goals.
- Work with the EPA to review and adapt existing litter prevention commitments into a plan for endorsement and future implementation under Stream 3.

Litter prevention business case development

- Undertake 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 OIAA 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 with a local, regional or statewide scope, which aligns with the mission of your organisation and/or your partners, and with key EPA strategies.
- Research and develop a cost-of-litter report that outlines the current economic cost borne by the organisation and maps ways to direct costs to include litter prevention strategies.
- Engage with 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 the development of a future litter prevention strategy.

Litter prevention strategy development

- Lead the development of a 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, and agree on broad themes for action to prevent litter in the future.
- Set up or refine monitoring and evaluation frameworks aligned with the [EPA Litter Data framework](#).
- Work with key stakeholders to refine and set litter prevention targets that contribute to statewide litter targets, and monitor and evaluate the implementation of litter prevention initiatives.
- Engage with the community, develop surveys, run workshops and consult key stakeholders to complete a local, regional or statewide litter prevention strategy and supporting documents, including an engagement and communication plan to disseminate the strategy.
- Review existing organisational strategic documents and develop an operational litter prevention plan that details how targets and objectives will be met.

Development of a roadmap to support Stream 3 funding application

- Stream 3 applicants are required to submit a roadmap detailing how they will work towards long-term litter prevention targets and delivery actions (from one or more litter prevention strategies/plans) during and beyond the life of the funding cycle.
- The roadmap will form the foundation of your Stream 3 application.

- Applicants can use Stream 2 funding to develop the roadmap.

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

- Develop a regional or statewide 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 the monitoring and evaluation that can attribute the litter reduction to the source control, including use of the Local Litter Check, Australian Litter Measure, Key Littered Items Study and other key litter datasets, as appropriate.
- 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 the future.

Initiatives 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](#).

What will not be funded?

Stream 2 is focused on supporting organisations or alliances 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 will not contribute to the strategic implementation of initiatives to reduce litter in NSW
- commercial activities and organisations
- fundraising activities, competitions, prizes and award exhibitions
- core operating costs such as 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 deliverables detailed in the grant application
- initiative management and **administration costs greater than 10%** of the grant amount
- activities that are existing services and programs. (Please note that consideration will be given to pre-existing plans or strategies that meet all the criteria and where evidence is provided that an extension or additional body 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 privately owned property and schools
- initiatives with a sole religious or political purpose.

***Tosser!* creative materials**

All grantees are required to use the *Tosser!* creative materials. *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.

What criteria will be used to assess Stream 2 applications?

To be eligible for grant funding, your organisation or group of organisations must use the outcomes of the preliminary *Own It and Act* status check to develop a plan of action that can meet the program objectives.

The criteria in the next table will be used to determine whether a **Stream 2 applicant** is likely to achieve any of the following:

Assessment criteria	Assessment questions (examples)
<p>1. The initiative outlined in the application is likely to make a significant and sustained contribution to the NSW targets of a 60% reduction in litter and a 30% reduction in plastic litter at a regional or statewide scale.</p>	<ul style="list-style-type: none"> • Is the business case well-developed and supported by persuasive evidence to justify the approach described? • Is the initiative likely to make a significant difference to litter prevention locally, and/or across the region or State? • Will the initiative bring ongoing benefits for managing litter on public land? • Does the initiative represent a significant value-add to the NSW Government's litter prevention program?
<p>2. Does the organisation have capacity and expertise to develop a statewide, regional and/or local strategic litter prevention initiative?</p>	<ul style="list-style-type: none"> • Does the initiative use existing litter prevention capacity within the organisation or is it reliant on one or two people only (e.g. a consultant)? • Does the initiative include a steering group and working group to confidently provide leadership and accountability? • Does the organisation have a good track record in delivering high level outcomes?
<p>3. The initiative will appropriately engage partners to increase local, regional or statewide litter prevention capacity.</p>	<ul style="list-style-type: none"> • Are there well-established links to communities and other organisations and stakeholders that can be harnessed to develop initiative outcomes? • Does the initiative provide opportunities for broader engagement and collaboration? • Does the organisation have an already productive working relationship with their partners? • Does the initiative include land-use managers as partners and/or co-funders?

Assessment criteria	Assessment questions (examples)
<p>4. The initiative builds capacity to sustain litter prevention now and in the future.</p>	<ul style="list-style-type: none"> • Does the initiative align with the <i>Own It and Act</i> framework? • Does it foster and build organisational or regional leadership? • Does it enhance organisational or regional commitment to long-term litter prevention? • Does it include scope for litter prevention in policies, strategies and plans, to provide permission for staff to engage in litter prevention? • Does the initiative improve the understanding of processes to support litter prevention? • Does the applicant identify funding streams beyond the life of the grant?
<p>5. The initiative represents value for money.</p>	<ul style="list-style-type: none"> • Are the costs appropriate to meet stated litter prevention targets and objectives and address priority challenges? • Is the proposed budget aligned with clearly defined evidence and initiative design? • Are the costs proportionate to deliver intended outcomes, and the potential reach and impact of the initiatives? • Are the costs to deliver the initiative design and outcomes balanced with the investment risk? • Does the proposed governance model strengthen responsibility for results and financial accountability?

Stream 3: *Own It and Act* strategic implementation

What will be funded?

Overview

Up to \$450,000 for organisations which have completed an organisational review using the *Own It and Act* framework and have endorsement that commits them to implementing strategic and sustainable litter prevention initiatives.

In addition, some organisations (e.g. councils) might be involved in multiple litter prevention initiatives – through new or existing partnerships or alliances – with an endorsed litter prevention plan in place. These initiatives are also eligible for Stream 3 funding.

Stream 3 funding allows for wide-ranging approaches to deliver strategic litter prevention commitments. As part of the application process, you will develop a roadmap detailing how you intend to deliver on identified long term litter prevention targets during and beyond the life of the funding cycle.

Your organisation will have already completed many of the tasks required to inform the roadmap. The roadmap aims to bring multiple sources of information into one document to clearly outline the collaborative path to be taken, and the resource allocation and investment required.

Most importantly, you will use the insights gained from the OIAA consensus rubric to map your strategic delivery approach for the next four to five years and communicate the key steps required to bring these things to fruition. It is expected that these steps will go beyond what is to be funded by the NSW EPA.

A roadmap is different from a project plan. While a project plan tracks each and every tactical detail of a project, a roadmap provides an overview of the most important components and milestones (i.e. the big picture) and aligns the focus, effort and investment of teams and organisations towards achieving them.

Your roadmap will show the way you will track, manage and connect initiatives across teams and organisations. Mapping these intersections of action and investment will show how your organisation will be involved and how these actions and activities work together.

Your roadmap will include a five-year investment summary of the resources required. It will include (but is not limited to) the grant amount requested.

Applicants who have not yet worked with the NSW EPA to develop a roadmap are encouraged to apply for a Stream 2 grant to complete this work, then apply for a Stream 3 grant.

Examples of strategic initiatives

The implementation of initiatives identified within an existing and endorsed strategy/plan can include the following:

- engaging partners and communities to carry out the initiatives proposed in your litter prevention strategy

- expanding the use of proven NSW EPA litter prevention methods for on-ground activities, including following through on proposed arrangements between local land authorities and community groups to work together on litter prevention
- preparing and implementing internal policies and procedures.

On-ground litter prevention initiatives

- Engaging in litter prevention initiatives outlined in your endorsed litter prevention strategy/plan that incorporate proven methods of litter prevention
 - strategies that seek to install infrastructure on land that is not owned/managed by the applicant will need a written statement from the local land authority (e.g. council) to confirm their ongoing commitment to cleaning and emptying bins, or installing signage etc, should your application be successful.

Prerequisite to Stream 3 grant funding – *Own It and Act*

The NSW EPA developed the ***Own It and Act* framework** to assist organisations and their networks to take 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 a Stream 2 grant to assist you with these processes.

For Stream 3, any proposed approach must align with the OIAA framework. You must have completed the following OIAA processes within the overall OIAA framework and submit the following items as part of your Stream 3 application:

- an existing OIAA baseline of organisational litter prevention capacity*
- an updated *Own It and Act* Status Check where more than 12 months has passed since the baseline was completed*
- have incorporated the goals developed under the OIAA framework into an existing litter prevention strategy/plan or similar.

***Please note:**

The *Own It and Act* baseline is a critical monitoring and evaluation tool for Stream 2 and Stream 3. Having an established baseline is a prerequisite of Stream 3. Organisations will also be required to complete follow-up *Own It and Act* status checks at key points including midway and at the completion of the funding period. This commitment should be reflected in the roadmap.

Applicants who have not yet worked with the NSW EPA to develop an OIAA baseline are encouraged to apply for a Stream 2 grant to complete this work, and then apply for a Stream 3 grant.

Project governance

Building ownership and commitment and embedding sustainable litter prevention in your organisation or group of organisations is a key goal of Stream 3 funding. For councils, the responsibility of responding to and preventing litter often crosses multiple departments. For groups working across local government boundaries, there is a network of key stakeholders to work alongside. For these reasons, establishing a steering group is **highly recommended**.

For councils, the steering group would ideally include one or more members of the senior executive leadership team, as well as suitable cross-departmental staff including, for example: waste management, communication and education, street and landscape improvement, parks and gardens, business development, enforcement etc.

For an alliance, regional waste group or other group of organisations, the steering group would be made up of suitably qualified representatives (e.g. president, co-founder, CEO, COO, senior officer, executive officer or manager) of the respective organisation(s).

The steering group would oversee delivery of the grant funding and be responsible for the final outcomes of the project. Group members should communicate regularly and formally meet in a timely way that reasonably allows them to guide the project, contribute to its development and be accountable for actions. Meetings should occur, for instance, to discuss and celebrate progress, reach agreements on important matters, solve problems, and agree on the record for decisions that have been taken.

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 following:

- 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 of the steering group and must participate in meetings and decision-making. Chairing meetings and leading initiatives can be agreed 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.

Where it is not possible to form a steering group as outlined above, applicants must outline how they intend to govern the grant-funded initiatives, and how they will ensure executive support during and beyond the grant funding.

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 3 funding is on funding staff positions and/or contractor hours to support your organisation and leaders to meet local, regional and/or statewide litter prevention targets.

Careful consideration must be given to the job description and should be done in consultation with the steering group and the EPA LPU. The kinds of skills and experience required could include the following:

- demonstrated experience in delivering a strategic litter prevention initiative
- 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 using data that can support monitoring and evaluation
- an 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.

The position description and recruitment for these roles should be done in consultation with the steering group and the EPA LPU.

What will not be funded?

Stream 3 is focused on supporting 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
- initiatives that are not detailed in an endorsed strategy/plan
- salary costs for carrying out deliverables **not** detailed in the roadmap
- project management and **administration costs greater than 5%** of the grant amount
- initiatives that have already taken place
- initiatives that take place on private property
- initiatives with a sole religious or political purpose.

Tosser! creative materials

All communication and education initiatives must use the *Tosser!* creative materials. *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.

Criteria for assessing *Own It and Act* Stream 3 strategic projects

The following criteria will be used to assess whether initiatives outlined in your roadmap are likely to be achieved:

Assessment criteria	Assessment questions (examples)
1. Initiatives within the roadmap are likely to make a significant and sustained contribution to the NSW targets of a 60% reduction in litter and a 30% reduction in plastic litter at a regional or statewide scale.	<ul style="list-style-type: none"> • Is the business case well-developed and supported by an evidence-based integrative approach to litter prevention? • Are initiatives in the roadmap likely to make a significant difference to litter prevention locally and/or across the region or state? • Will the initiatives in the roadmap bring ongoing benefits for managing litter on public land? • Do the initiatives represent a significant value-add to the NSW Government's litter prevention program?
2. Initiatives within the roadmap are attainable given existing capacity of the organisation to deliver statewide, regional and/or local strategic outcomes for litter prevention.	<ul style="list-style-type: none"> • Does the project use the existing capacity of the whole organisation to drive litter prevention or is it driven by one or two people only (e.g. a consultant)? • Does the roadmap include a steering committee and working group to confidently provide leadership and accountability? • Does the organisation have a good track record in delivering high-level outcomes?

Assessment criteria	Assessment questions (examples)
<p>3. Initiatives within the roadmap appropriately engage partners to increase local, regional or statewide litter prevention capacity.</p>	<ul style="list-style-type: none"> • Are there well-established links to communities and other organisations and stakeholders that can be harnessed to develop project outcomes? • Does the roadmap provide opportunities for broader engagement and collaboration? • Does the organisation have an already productive working relationship with their partners? • Does the roadmap include land-use managers as partners and/or co-funders?
<p>4. The roadmap builds ownership and capacity to act to sustain litter prevention now and into the future.</p>	<ul style="list-style-type: none"> • Does the roadmap align with the <i>Own It and Act</i> framework? • Does the application foster and build organisational or regional leadership? Will it enhance organisational or regional commitment to long-term litter prevention? • Does it provide permission for organisational or regional engagement in litter prevention through policies, strategies and plans? • Will it improve understanding of processes to support litter prevention? • Does the applicant identify funding streams beyond the life of the grant?
<p>5. The initiatives within the roadmap represent value for money.</p>	<ul style="list-style-type: none"> • Are the costs appropriate to meet stated litter prevention targets and objectives and address priority challenges? • Is the proposed budget aligned with clearly defined evidence and initiative design? • Are the costs proportionate to deliver intended outcomes and the potential reach and impact of the initiatives? • Are the costs to deliver the initiative design and outcomes balanced with the investment risk? • Does the proposed governance model strengthen responsibility for results and financial accountability?

Submission process

Before starting your application

All applicants must submit an EOI to allow the NSW EPA to assist each applicant to determine the most suitable grant funding stream for their needs, goals and objectives.

Early submission of your EOI is strongly encouraged to maximise the available support. Please note, there are cut-off dates for expressions of interest for each intake: these are noted on the EPA website. An applicant may submit an EOI for an intake, then chose to submit an application for a subsequent intake.

Submit your EOI via SmartyGrants. The EPA will contact you to discuss your EOI and support you in determining the next steps in the application process.

You can access the EOI form via SmartyGrants at https://epa.smartygrants.com.au/WASM_Litter_Prevention_Grants_EOI.

Completing your application

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

- register an account on Smarty Grants and complete the online application
- demonstrate that your application meets the eligibility criteria. It is important to carefully consider the assessment criteria as you plan and write your application.
- include in the application the signature of the appropriate office-bearer of your 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 SmartyGrants online application is submitted by the due date. Late applications will not be accepted.

The EPA Litter Prevention Unit is available to provide advice on applying for projects. Please contact litter.prevention@epa.nsw.gov.au.

After submitting your application

How are applications handled and assessed?

Once you submit your grant application it will be checked by the NSW EPA Litter Prevention Unit (LPU) for eligibility to make sure it includes all the required information. The LPU will then submit all complete applications to the technical review committee (TRC).

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

How do organisations receive the funding?

Once grants are announced, the NSW EPA will send each successful group a Deed Agreement. 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 LPU 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 an initiative (a 'milestone').

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

Grant conditions

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 organisation'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**
- begin the initiatives by the approved time frame
- carry out your initiatives according to the agreed time frames with the NSW EPA, and submit a report 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 or initiative(s). 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.
- for Stream 2 and 3, complete the *Own It and Act* status check annually and incorporate findings into milestone reports.

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

- [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 2022–30](#)
- [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 Litter Grants Program uses an integrated approach to on-ground litter prevention, known as the key 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](#).

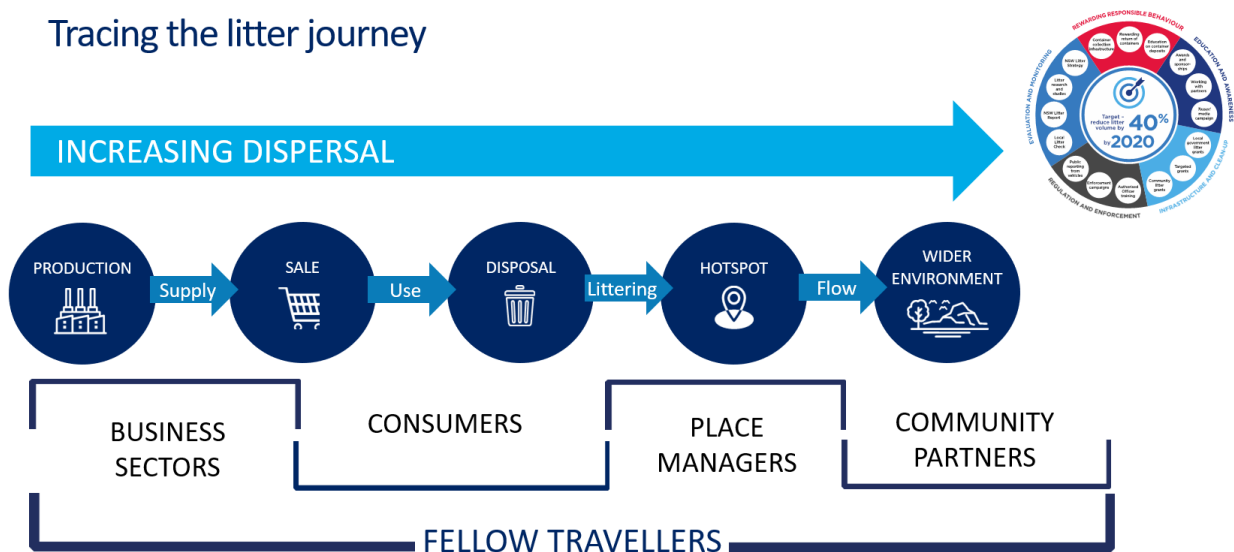
Source control and plastic phase-outs can be added to the key factors outlined in the litter prevention kit to boost our capacity to reduce litter.

The NSW EPA litter journey

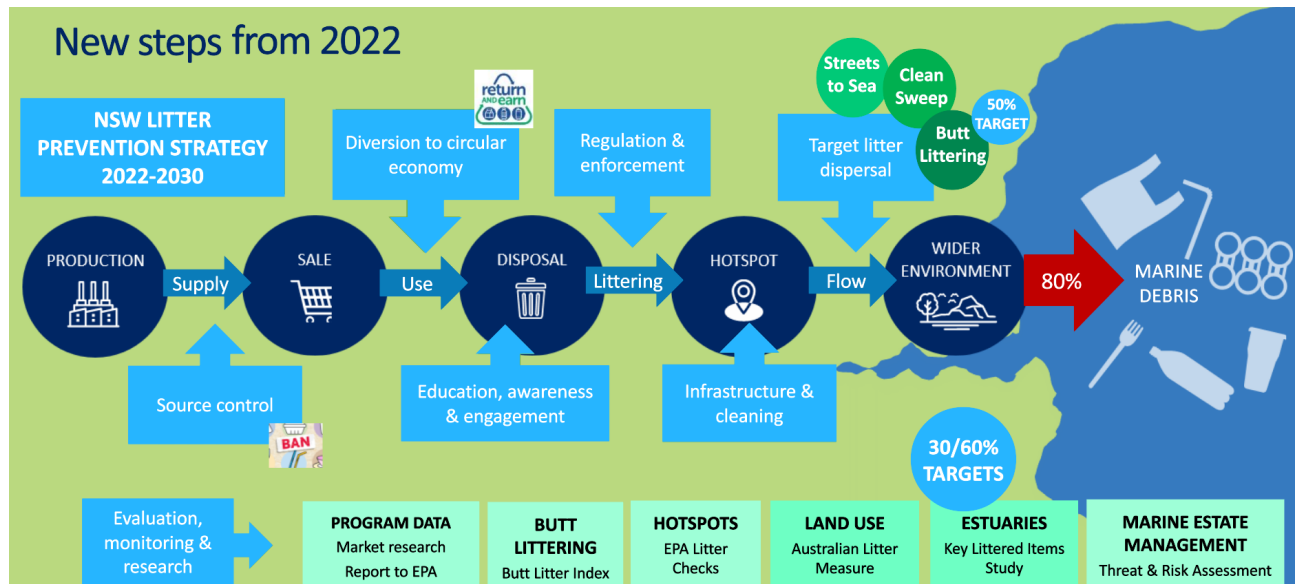
To assist stakeholders in developing litter prevention projects, the NSW EPA has developed the ‘litter journey’. This looks at an imaginary journey of a piece of litter from its origin as something manufactured, distributed and sold to consumers, with the litter prevention framework applied over the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

Perhaps this item is an ice cream, with plastic wrapping and a wooden stick. The person who buys it 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, washed by rain into a drain, down to a waterway, then out to sea and into the wider environment.

Tracing the litter journey



The key lesson is that the further the litter goes 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 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 the provision of the right infrastructure to encourage responsible disposal behaviour. Otherwise, community partners and government programs need to spend time laboriously cleaning up litter 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 the land, so the impact of litter is also on other species and other parts of the world.

Whether your initiative 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 efforts combined contribute to making NSW litter-free.

EPA litter data framework

The EPA litter data framework brings together a range of litter data to provide the information you need to reduce litter in NSW. The framework includes the National Litter Index and Australian Litter Measure, which count litter on land, and the Key Littered Items Study, which counts litter in urban estuaries.

For more information on how the EPA uses litter data, tracks program outcomes and for further litter data in your region, please visit our webpages on [litter data and targets](#).