



MEDIA RELEASE

Embargoed for 4 April 2018

Keep New Zealand Beautiful launches new campaign to tackle litter

Embargoed for 4 April 2018: Keep New Zealand Beautiful (KNZB) has today launched an anti-litter campaign, fronted by a boisterous character named Mama Nature to celebrate Kiwis doing the right thing when it comes to disposing rubbish.

KNZB saw a need for a new litter reduction campaign after its volunteers collected enough rubbish to fill 120 rugby fields with litter reaching half a metre in height from just one week-long clean up week.

The campaign also aims to tackle new research revealed by KNZB showing the top items littered in public places by New Zealanders, with the key culprit being cigarette butts (78% of litter), followed by takeaway packaging (5%).

Mama Nature was developed by KNZB to encourage Kiwis to do the right thing with their litter including disposing of it in the bin, taking litter home when a bin isn't available and picking up litter they come across. Mama Nature cracks down on those who litter and celebrates the "be-yooo-diful" behaviour of those who do the right thing and put their litter in the bin.

The national litter behaviour research, commissioned by KNZB, found nearly all New Zealanders (93%) think it is important for New Zealand to maintain its clean, green image.

Despite this, the research showed nearly half (44%) of those surveyed littered within just five metres of their nearest bin. According to the data, the average distance New Zealanders are prepared to walk to a bin to dispose their rubbish is only 8.4 metres, with littering rising dramatically beyond this distance.

KNZB CEO Heather Saunderson says it is great to see New Zealanders take such pride in our country, however the organisation will be undertaking more work to reach a holistic view of the country's litter problem.

"We created Mama Nature to celebrate 'be-yooo-diful' behaviour when it comes to Kiwis doing the right thing with their rubbish and we're hoping she'll be a fun reminder for all of us to ensure our litter ends up in the bin.

"The next stage of our litter prevention project will involve us partnering with Stats NZ, the Ministry for the Environment and the Department of Conservation, to launch a Tier 1 National Litter Audit, physically inspecting litter in areas such as motorways, rest stops, residential streets, beaches, rural and industrial locations," she says.

Mama Nature revives the sentiment of KNZB's iconic 'Do the right thing' and 'Be A Tidy Kiwi' campaigns from yesteryear.



The study was conducted by Sunshine Yates Consulting Limited over 32 days with researchers observing 765 people and their littering behaviour.

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Notes to Editor:

- Along with a Tier 1 National Litter Audit, which will be used to inform policy at both a local and national level, KNZB will also meet with councils around the country to build an accurate profile on litter in New Zealand
- The study was conducted by Sunshine Yates Consulting Limited over 32 days with research observing 765 people and their littering behaviour, as well as conducting in-person interviews
- The 'Observational Approach' used for the study is based on gathering information from sites where people congregate to allow for observations of disposal activities. For health and safety reasons, observations and interviews were only undertaken in daylight hours

For further information please contact:

Scarlett Sneddon

Scarlett.sneddon@fcb.com

T +642 611 440

About Keep New Zealand Beautiful

Keep New Zealand Beautiful is a not-for-profit organisation that focuses on keeping New Zealand communities clean, safe and beautiful. Keep New Zealand Beautiful increases environmental awareness through a range of sustainability and education programmes.

This study is part of a three-year litter prevention project Keep New Zealand Beautiful is undertaking in partnership with the Ministry for Environment. As part of this litter project Keep New Zealand Beautiful is undertaking a comprehensive policy review, implementing a national litter audit, developing litter specific educational resources for schools and creating a national litter hub website.

About Sunshine Yates Consulting Limited

Sunshine Yates has over 18 years' experience in the waste industry. Prior to setting up her own consultancy she was a Director at Waste Not Consulting Limited for nine years and had two years at Zero Waste Trust. Sunshine Yates Consulting contracted national and international behaviour change and litter specialists/advisors to support her on this research.