STOPWASTE at home • at work • at school

LITTERATI

Let’s (Re)imagine our World Together!
Bay Area vs. Single Use Plastics

**Oct. 2017**
Alameda Disposable Food Service Ware Ordinance

**Jan. 2018**
Single-use plastic straws are banned in Alameda

**Mar. 2019**
Berkeley Single Use Foodware and Litter Reduction Ordinance

**2020**
Oakland Zoo's year saying #NoToPlastic
Litterati in Alameda County
Acalanes High School 2021 Earth Month Challenge

✓ 1,243 pieces of litter collected
✓ 4 classes competed
✓ 23 students participated
✓ Top items found:
  - Plastic  41
  - Wrapper  17
  - Straw wrappers  8
Community Case Studies

San Francisco used Litterati data to defend a yearly $2,000,000 tax on the tobacco industry. The data was so compelling that San Francisco was able to double the tax for an additional $2,000,000 per year.

**$4M in Yearly Revenue from Data**

Cigarette litter dropped 18% city wide after the campaign ended. We are pending our third MAP of the city to assess the lasting effect (and planning future REP campaigns too).

Litterati Data proved the impact of The Netherlands' Deposit Return Scheme. That they are confidently expanding the program in 2021.

Deposit Return Scheme

Because of that, the government will soon accept several new bottle sizes & plastic types for the Deposit Return Scheme.

IN PHILADELPHIA, 300 students from 11 Schools participated in a Philadelphia School District managed program funded by the city & collected over 15,000 Pieces of Litter.

(1) The Data from the Students at McColl elementary contributed to the city’s successful campaign to ban plastic bags.

(2) Students at Lankenau High School used their data plus peer-to-peer surveys to increase the number of trash cans on school grounds.
Litterati’s **Impact to Date**

- **12,500,000+**
  Pieces of Litter Collected Worldwide

- **185+**
  Different Countries Where Litter’s Been Picked Up

- **235,000**
  Litterati App Downloads
Litter app + dashboard = Litter insights for impact

Mobile App to document and categorize litter

Real-time online dashboard to see impact in your community, by your contributors, piece by piece
A photo tells 1000 stories:
Litterati uses A.I. and Machine-Learning to identify and categorize litter
Connect to a challenge

Eliminate Plastic Straws
Crissy Field San Francisco, CA
6 Mar - 9 Apr • 2.3 miles away

Be a Superhero and Save the Planet
Crissy Field San Francisco, CA
6 Mar - 9 Apr • 2.3 miles away
Evaluate data and identify trends
LitteratiED Lesson Plans

- Fast Food
- What Is Litter?
- Returnable Litter's Impact

edu.litterati.org

Borrow from our EDU library
Litterati @ School

- Find a litter problem
- Organize an event
  - Earth Day
  - World Environment Day
  - National Recycling Day
  - Any Day
- Community action between area schools
- Healthy competition between grades/classes
- Use data to educate the community
Lodi Unified School District (LUSD) Watershed Challenge

- **GOAL**: 4,555 pieces
- **PARTICIPANTS**: 40 students and teachers
  - Tokay High School
  - Lodi High School
  - Joe Serna Charter School
- **DATES**: Jan 3 – Mar 29
CHALLENGE: Tag the littered items you find

Total Object Tags

- User Generated
- Machine Generated

- wrapper (391)
- cigarette (365)
- bottlecap (189)
- piece (167)
- straw (156)
- bottle (151)
- park (133)
- butt (93)
- bag (89)
- cup (86)
- cigarettebutt (474)
- wrapper (454)
- bottlecap (203)
- bottle (183)
- piece (167)
- straw (157)
- cup (114)
- tissue (103)
- bag (100)
- lid (75)
PARTICIPATION

Avg. # of days participation: 4 days
Avg. # of pieces collected/day: 87 pieces

Most pieces collected
- HattiEllison 908
- sulhesaleh 848
- bellajwallace 752
- Mannyy.mnz 600
- Jcatster7240 519

Most days collected
- cmueller 10
- Giselle05 9
- jjacinto 6
- PerlaTrejo 6
- HattiEllison 5

Most pieces one day + average
- Mannyy.mnz *litter collected in one day 489!*
- markoshita *litter collected in one day 396!*
- bellajwallace average 188 pieces
- HattiEllison average 181 pieces
- fallstraw900 average 123 pieces
Pieces of Litter Collect: 8735!

Nearly double the goal!
NEXT
Investigate Plastic Water Bottles

• 48 plastic bottles and drink items found
• Most of these items were adjacent to Tokay High
Our goal is to help make our community cleaner. You don't have to set out times to go clean large street he's of parks or roadways. Just pick up a piece or two when you see it. If we all do a little bit, we can start to make a large impact.

**Lodi Clean 2021 Challenge**

- **Install Litterati App**: Enter Code LODI2021
- **Bring a Bucket or Compostable Bags**
- **Bring Gloves**
- **Pick Up Litter Around Lodi**
- **Take Pictures of Each Piece with App**
- **Tag Photos with Descriptions**
- **Share the Challenge**
- **Collect More Litter :)**
- **Challenge Ends Monday the 4th**

Let's clean up Lodi's streets before the next rain to prevent trash from moving through our storm drains and entering the Mokelumne.
2021-2022 StopWaste Litter Free Challenge

• DOWNLOAD THE APP
• JOIN A CHALLENGE
• CHALLENGE CODE: SW2122
• SEE YOUR IMPACT
LITTERATI Quick Start Guide

1. Download the app and claim your account

2. Sign up for the challenge
   [Join Code: SW2122]

3. Clean up & take photos!
   Be safe, wear a mask, be aware of your surroundings
   Check that your GPS location settings are ON
   Pro Tip - Make sure to take clear, well lit photos!

4. Upload your photos via wi-fi when you’re done.
   After doing a long clean up session, this would be a good time to charge your phone as well.

5. Tag your photos in the gallery after uploading.
   Go into gallery and add object, material or brand tags to your photos. It’s important to tag your photos to help add good data to your photos and our database.

Bonus!
Share on social media!
Use: #Litterati #StopWaste

For information, visit Litterati’s FAQ page.
Become a StopWaste Partner

Join the StopWaste Litterati Community Program

Launch Connected Challenges: Take action in your school and your community

Admin access: All challenge data in one place

Impact change: Understand your litter footprint, enact data-powered policy

Empower community: Challenges to tackle litter in your district, your city, your school
Interested?

• Join the StopWaste Litterati Community Program


• Questions? Email schools@stopwaste.org
WE’VE GOT A PLANET TO CLEAN

THANK YOU!

Contact info: alina@litterati.org

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