

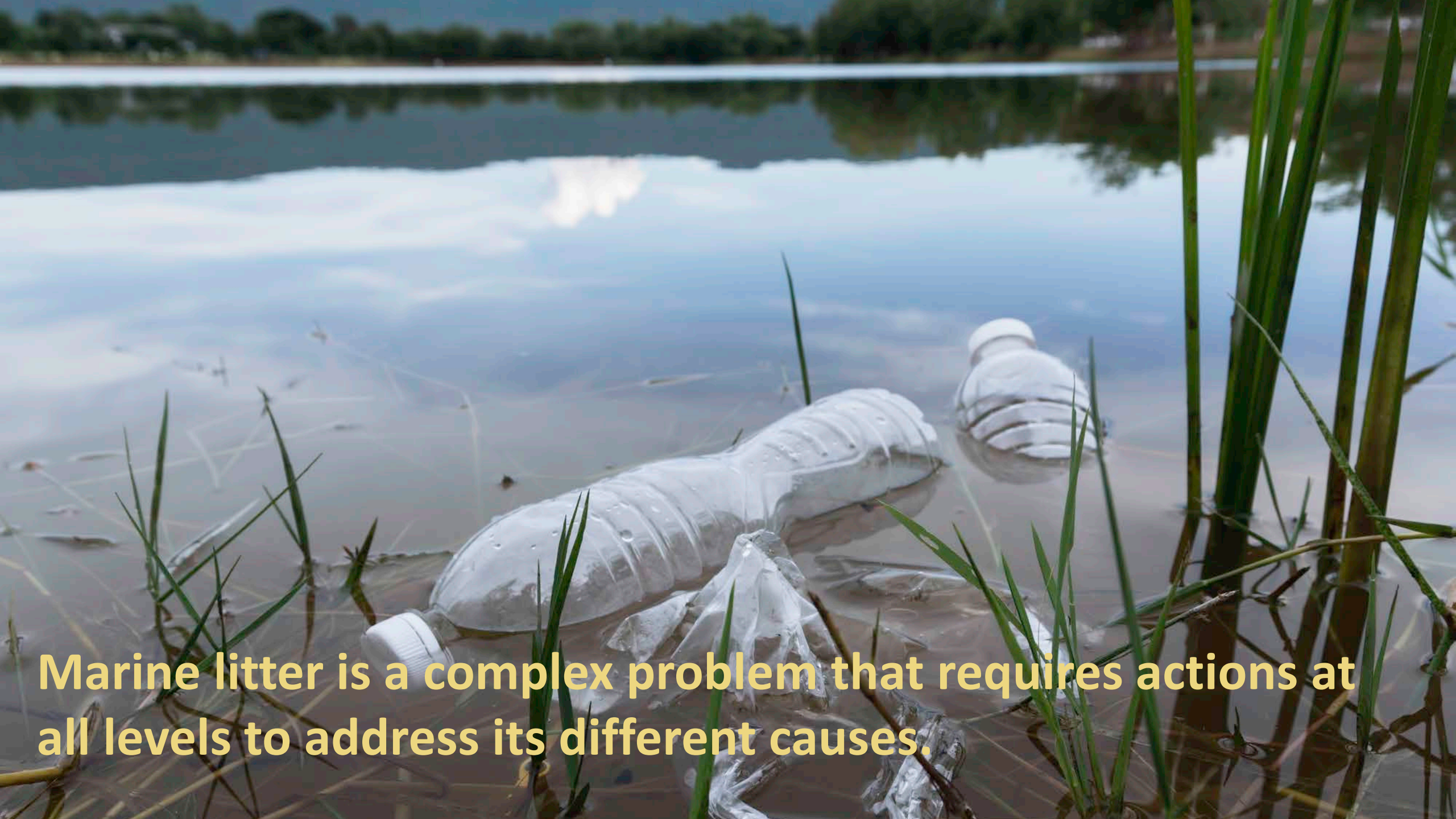
Reducing Marine Litter Through Local Action

A Toolkit for Community Engagement

13 May 2021



Commission for Environmental Cooperation

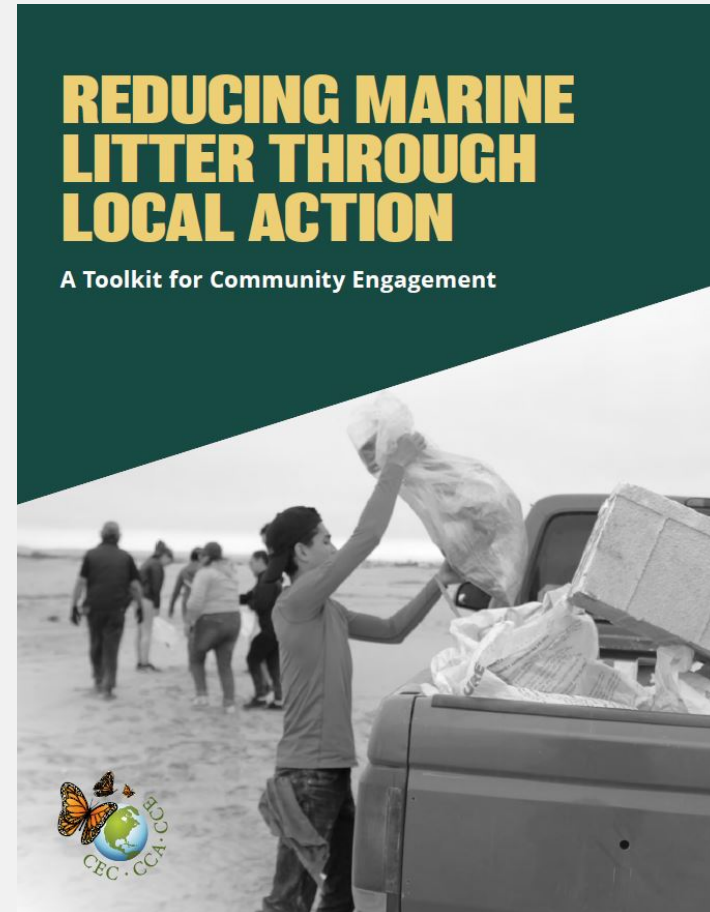


Marine litter is a complex problem that requires actions at all levels to address its different causes.

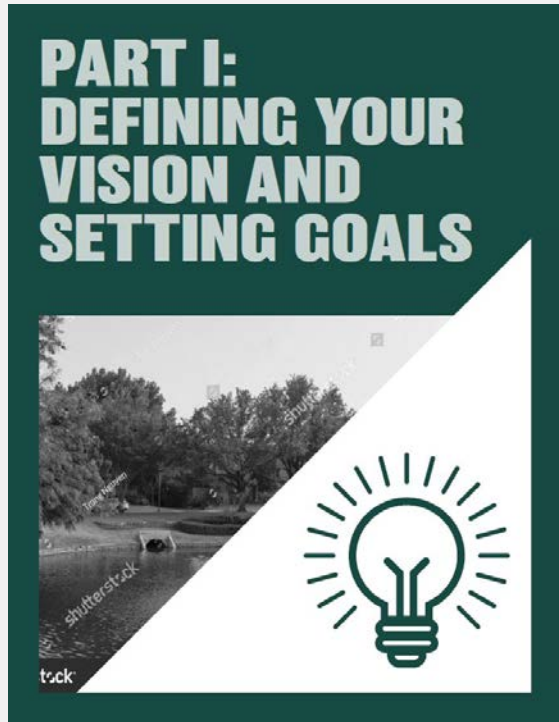
New tools to help communities prevent land-based marine litter in North America

Goal: empowering local actors to contribute to marine litter prevention throughout the watershed











Target audience: community groups, local NGOs, youth, interested citizens, municipalities, local government ...anybody



Practical guidance: step-by-step or pick and choose

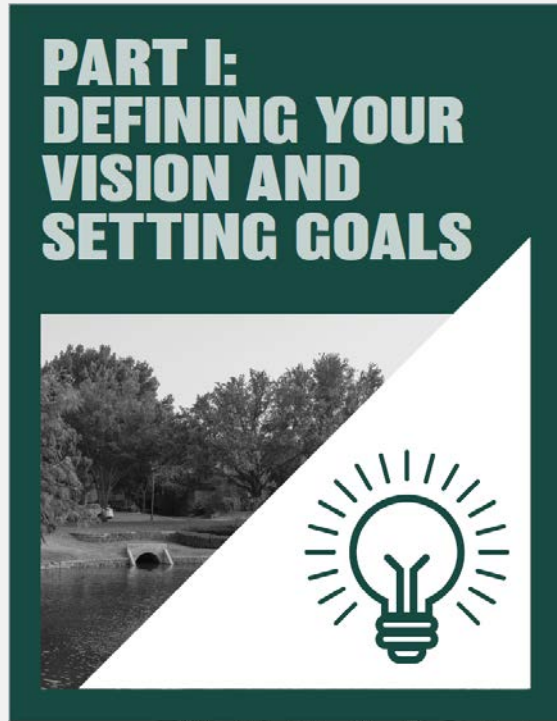


Part II: Bringing People Together

TYPE OF EVENT	KEY OUTCOME	DURATION	RESOURCE INTENSITY	NUMBER OF PARTICIPANTS	SUGGESTED TIMING IN PROJECT TIMELINE
Pop-Ups	Meet potential supporters	1-8 hours			Early
Watershed Visits	Put litter in context	2-4 hours			Early-Middle
Community Cleanups	Build willingness to address litter	2 hours			Middle
Town Halls	Present information and exchange data	2 hours			Varies
Workshops	Translate ideas into concrete plans	3 - 5 hours			Varies

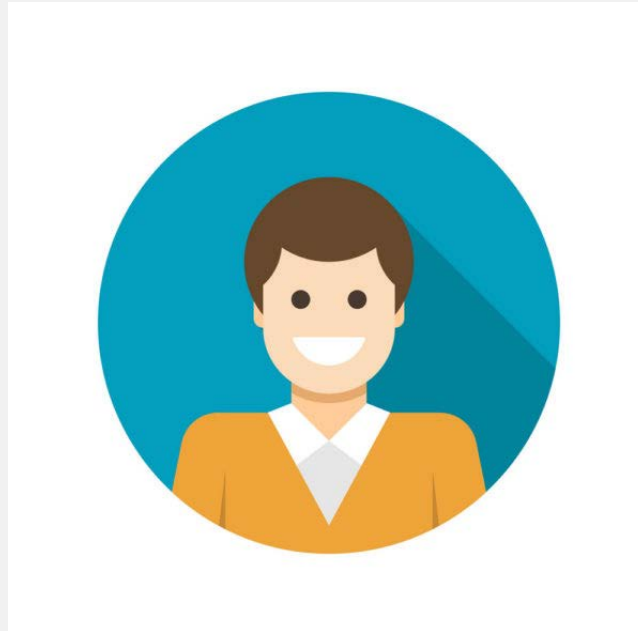


Practical guidance: step-by-step or pick and choose



Examples of toolkit use

Case #1 **Interested citizen/local resident**



PART I: DEFINING YOUR VISION AND SETTING GOALS



PART II: BRINGING PEOPLE TOGETHER



Setting a goal (p. 5)
Engaging with local government (p. 7)
Collecting baseline data (p. 14)

How to spread the word (p. 35)
Planning the agenda (p. 38)
What materials are needed (p. 39)

Data collection tools
(Appendix, p. 65)

APPENDIX

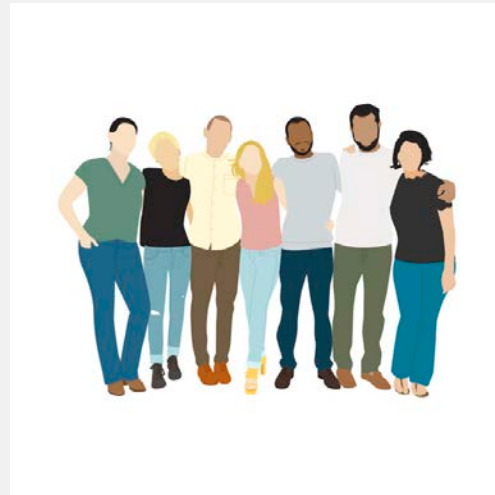
DATA COLLECTION METHODOLOGIES AND TOOLS

There are a number of data collection methodologies and tools that can assist in measuring and tracking data, including the 9 listed below.

- ① [Volunteer Ocean Trash Data Form and Clean Swell](#) by the Ocean Conservancy International Coastal Cleanup
- ② [Marine Debris Tracker](#) by the National Oceanic and Atmospheric Administration (NOAA)
- ③ [Litterati](#) by Litterati
- ④ [Marine LitterWatch](#) by the European Environment Agency (EEA)
- ⑤ [CreekWatch](#) by IBM Research
- ⑥ [Pirika](#) by Pirika, Inc.
- ⑦ [ETAP: Escaped Trash Assessment Protocol](#) by the US Environmental Protection Agency (EPA)
- ⑧ [Community Appearance Index](#) (previously referenced as Litter Index) by Keep America Beautiful
- ⑨ [Great Canadian Shoreline Cleanup](#) by Oceanwise and WWF-Canada

Examples of toolkit use

Case #2 **Wildlife conservation NGO**



**PART III:
PLANNING AND
IMPLEMENTING
SOLUTIONS**

Building a prospectus (p. 54)



**PART I:
DEFINING YOUR
VISION AND
SETTING GOALS**

Finding partners (p. 11)



**PART II:
BRINGING PEOPLE
TOGETHER**

Pop-ups (p. 22)
or Workshops (p. 46)



Merci
Gracias
Thank you



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