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***StopLitterNow!*** Summit | 2023

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# Measure & Monitoring of Litter

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Presented by CEO Anette Juul,  
Keep Denmark Tidy



**By measuring and monitoring litter we are able to:**

**identify the nature of the litter challenge and set targets**

- Collect data on the present condition of the area
- Identify and understand the local litter challenges
- Set targets and involve local stakeholders

**assess the impact and effectiveness of the litter strategy and programmes**

- Continue to follow the development in certain areas
- Identify tendencies over the years
- Benchmark and share successful strategies



## **Monitoring litter is the backbone in everything we do at Keep Denmark Tidy!**

- ✓ Keep Denmark Tidy has done national monitoring of litter since 2016 using a methodology originally developed by the Clean Europe Network. We have further developed this method to include an index system that projects the cleanliness level on a single location and on the municipality in total.
- ✓ Monitoring is done in collaboration with the municipalities.
- ✓ The Danish government do not require any municipal monitoring (yet!) but our data is of great value to all parties and used for many different purposes.

Since 2016, Keep Denmark Tidy is a non-profit, non-political, private company with 4 full-time and 2 part-time employees.

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## Short facts on HOW WE monitor litter

- Keep Denmark Tidy conducts measuring and monitoring of litter in the period from 20 April to 20 September.
- The activities take place on weekdays and during the daytime between 09h and 17h
- These are carried out by our own trained staff.
- The work is done in partnership with the local municipality, who pays a fee for the data

### 20 locations – 80 transects

Each municipality selects 20 locations that represents the habitat type description. Each locations consists of 4 transects. Each transects is 100 meter long and 6 meters wide.

### Results are put into an Index system

Litter is counted and divided into size Small and Large. Cigarette butts are isolated. Results are shown in an Index system that gives an overall score,- a Cleanliness standard indication of the location. The Index system is also used to show both local and national tendencies over time.

### Data put into an confidential report

All data are handed over to the municipality in a short action-oriented report, which also contains an overview of critical locations and suggestions for improvement

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Monitoring litter for a positive change!

## **Municipalities are the key**

Municipalities are responsible for by far the largest area in the country in terms of cleanliness. Even small optimizations of their operations can lead to massive changes nationally. They are an important partner!

## **The methodology keeps developing**

When a monitoring method becomes a real working tool, it will undoubtedly continue to evolve. Processes are optimized and new ways to access data are found.

## **Accurate and substantial data gives power and influence**

Municipalities, state, and other major stakeholders need reliable data to be able to make good decisions. Implementation of the SUP directive is a good example.

Thank you for your time 😊

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