

# Sustainable Seas

## Reducing marine litter through a Clean Ports Award Program

### Lessons from Down Under

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**COBSEA**

Coordinating Body on the Seas of East Asia



COBSEA Marine Litter Workshop Jakarta – May 2007

# Experience of Australian award-based litter reduction programs

- Keep Australia Beautiful's Tidy Towns program  
Australia's premier community based environmental action program
- Australian Clean Beach Challenge
- South Australia's Coastal Care Award



 AUSTRALIAN TIDY TOWNS

Australia's premier community-based environmental action program



**AUSTRALIAN  
TIDY TOWNS  
AWARDS 06**



Keep Australia Beautiful's  
Tidy Towns program  
recognises and rewards  
communities and individuals  
that help regional towns & cities  
become sustainable communities.

Tidy Towns award is popular and highly sought after form of recognition which encourages regional Australians to embrace the spirit of cooperation to carry out community-based environmental initiatives for a sustainable outcomes.

Program began with local communities focusing on litter reduction and improving civic pride.



Today Tidy Towns is a wider program of environmental initiatives that seek to ensure regional communities become more sustainable and improve their environmental, economic and social performance.



Provides the framework  
to encourage and recognise  
the achievements of over  
1 000 communities that get involved  
each year in litter & waste reduction,  
environmental improvement,  
beautification and education programs.

Tidy Towns program is about:

- community spirit and action
  - how regional Australia effectively manages and preserves its environment in a positive and cooperative way
  - developing partnerships by bringing people together to work cooperatively.

More than 90 000 Australians directly,  
and almost a million indirectly,  
are involved in caring  
for their communities  
through Tidy Towns activities.



Commitment represents in excess of  
**\$A150 million** worth of  
voluntary labour & improvements  
that focus on producing a cleaner and  
healthier environment.



Bringing people together from broad  
cross sections of the community,  
business, industry and governments  
working together for a common goal...  
a better future  
and a cleaner environment.





# Australian Clean Beach Challenge

## Judging criteria

- Litter prevention and management
- Resource recovery & waste management
  - Community action
    - Fauna and flora protection
  - Visitor friendliness and hospitality
    - Youth activity and initiative
    - Local government leadership.

# **Litter prevention and management**

Evidence of sound and proactive litter management and reduction activities, including effective education and awareness programs, litter management strategy, well placed and serviced litter bins, dog litter & cigarette butt disposal facilities, regular beach clean ups.

## **Resource recovery & waste management**

Community, business  
or local government initiatives  
in the recovery and reuse of 'waste' materials  
& the appropriate disposal of non-recyclables,  
including adequate and well placed recycling  
and waste management facilities,  
community education activities,  
local government/business involvement.



## Example of Coastal Care Award Judging guide

- Community action and involvement  
(How it was achieved)
- General appearance  
(What it looks like)
- Environmental activities/programs

## *General appearance (What it looks like)*

- Provision of public facilities,  
eg, sufficient and appropriate litter bins,  
signs & parking,  
influence on built structure design, etc.
- Standard of facilities,  
eg, evidence of maintenance,  
cleanliness, lack of graffiti and litter.

## *General appearance (What it looks like)*

- Approaches and access,  
eg, areas clean and tidy, no litter.
- Coastal tidiness, eg, beach free from litter,  
bins emptied regularly, local government  
commitment to cleanliness,  
evidence of dog control.

Underlying principle and ultimate success of all environmental award program examples is the importance of community ownership, action, involvement and encouragement, with support and in partnership with government, business and industry.

**An incentive (awards)  
as opposed to a regulatory (penalty)  
approach in SE Asia.**

## **Opportunity for a Clean Ports Awards program**

**COBSEA**

Coordinating Body on the Seas of East Asia



*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Business Action**

Recognises achievement by a Port Authority  
in providing ships' waste reception facilities,  
innovative ways of preventing land-based  
sources of marine litter,  
integrated waste management,  
foreshore clean-ups and monitoring,  
and other initiatives to reduce marine litter.

*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Litter Prevention**

Recognises achievement in a Port Authority's  
litter management and reduction initiatives  
including undertaking litter  
education programs.



*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Waste Management**

Recognises Port Authority achievement  
in resource recovery  
and waste management including  
initiatives which conserve resources,  
the recovery and reuse of materials,  
and the appropriate disposal  
of non-recyclable materials.

*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Environmental Innovation**

Recognises Port Authority achievement  
through innovation in partnership  
with government, business and community  
under practical actions  
associated with environmental protection  
and sustainability.

*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Partnerships**

Recognises partnership achievements  
by a Port Authority with government,  
business and the community.



*Suggested criteria for a proposed  
Clean Ports Award program to include:*

## **Protecting the Environment**

Recognises Port Authority achievement  
in the protection of the coastal  
and marine environment.



From a cultural perspective,  
reputations are valued  
and an award or reward approach  
looks to more effectively focus  
on the issue of marine based litter  
than a regulatory approach  
to enable the reduction of environmental  
impacts.

“Name & shame polluters, eco award winner tells Asia”  
2007 UNEP Champions of the Earth Award recipient, Elisea Gozun

React more favourably  
to being recognised, rewarded  
and encouraged  
rather than being penalised  
or having to respond  
to a regulatory approach.

The educational opportunities available in conducting an award based program also add value to encouraging stakeholder participation including the community, governments, Port Authorities and industry.

- Clean Marine
  - Anti-litter campaigns
  - Catchment (hills) to coast
- Cigarette butt disposal education
  - Community cleanups

Communities can work in partnership  
to achieve successful outcomes  
whether it be in the areas of  
litter and waste reduction  
or environmental improvements  
to ensure the sustainability or a better future  
for their place within the global environment.



From a security perspective, a Clean Port  
should be a Safe Port.

A clean port should be easier  
to keep secure as a threat to security  
would be more obvious in a clean, litter free  
environment rather than one that is untidy.

