

Leave Only Footprints

Campaign Sumamary





Leave Only Footprints

- A ground-breaking anti-littering campaign funded by McDonald's using drone technology and AI to help Bournemouth, Christchurch and Poole Council.
- Cutting-edge technology will identify and categorise individual pieces of litter, to give unprecedented insight into what types of litter is being dropped where and when.

Measuring Littering

- The campaign will use drones, fixed cameras and mobile and vehicle technology to create detailed litter maps, identifying hot spots, types of litter and building an understanding of how the litter is travelling.
- Technology developed by start-up Ellipsis Earth, was used in the Italian town of Sorrento reducing litter by 45% and cigarette butt waste by 69%.
- Three drone flights; first during lockdown in March, second during late May Bank Holiday and third in July.

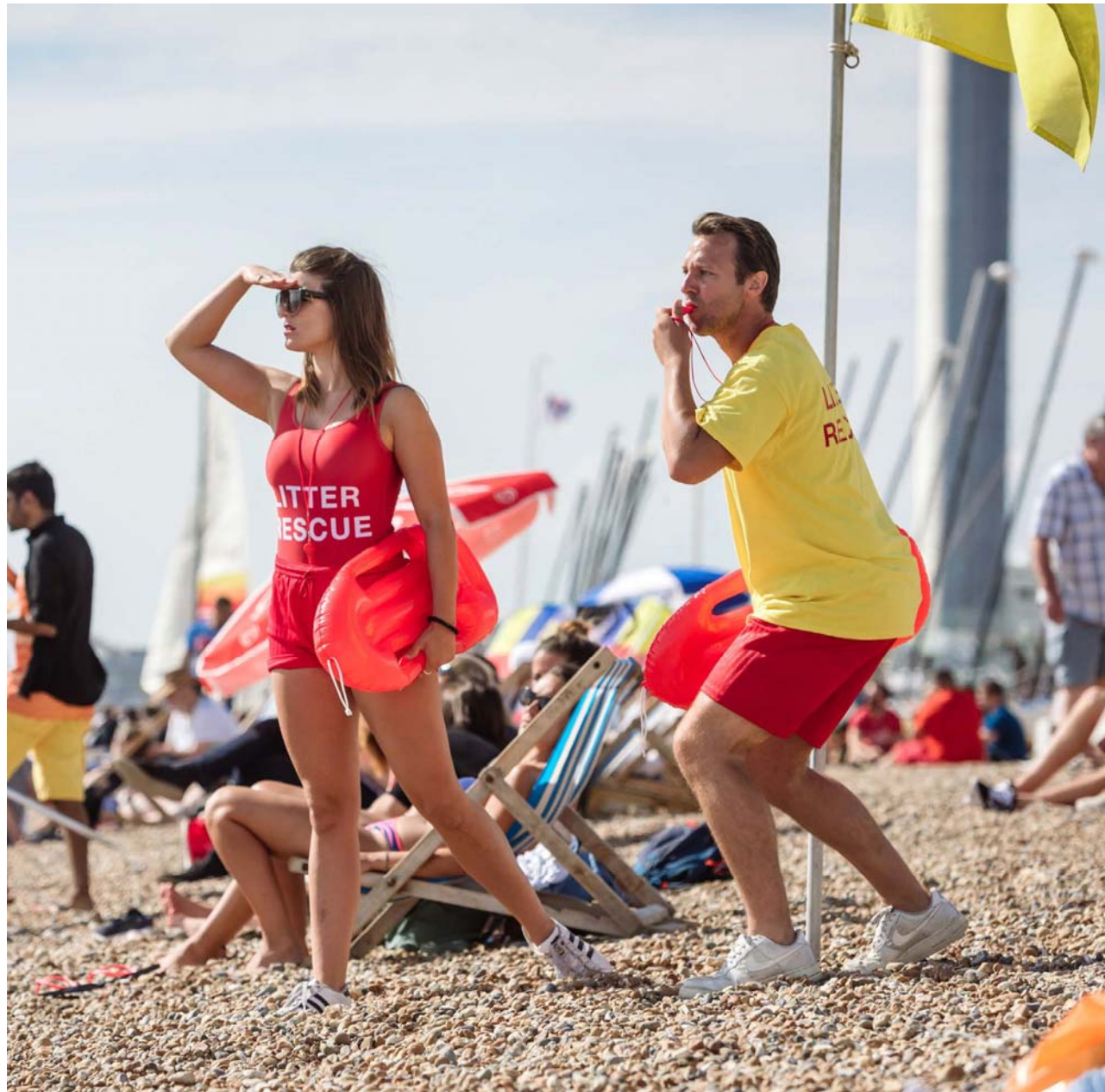




Value of data for the council

- Placement of bins.
- Targeting activities of cleansing teams.
- Engagement with local stakeholders.
- Informing policy development e.g. fines vs positive behaviour change.



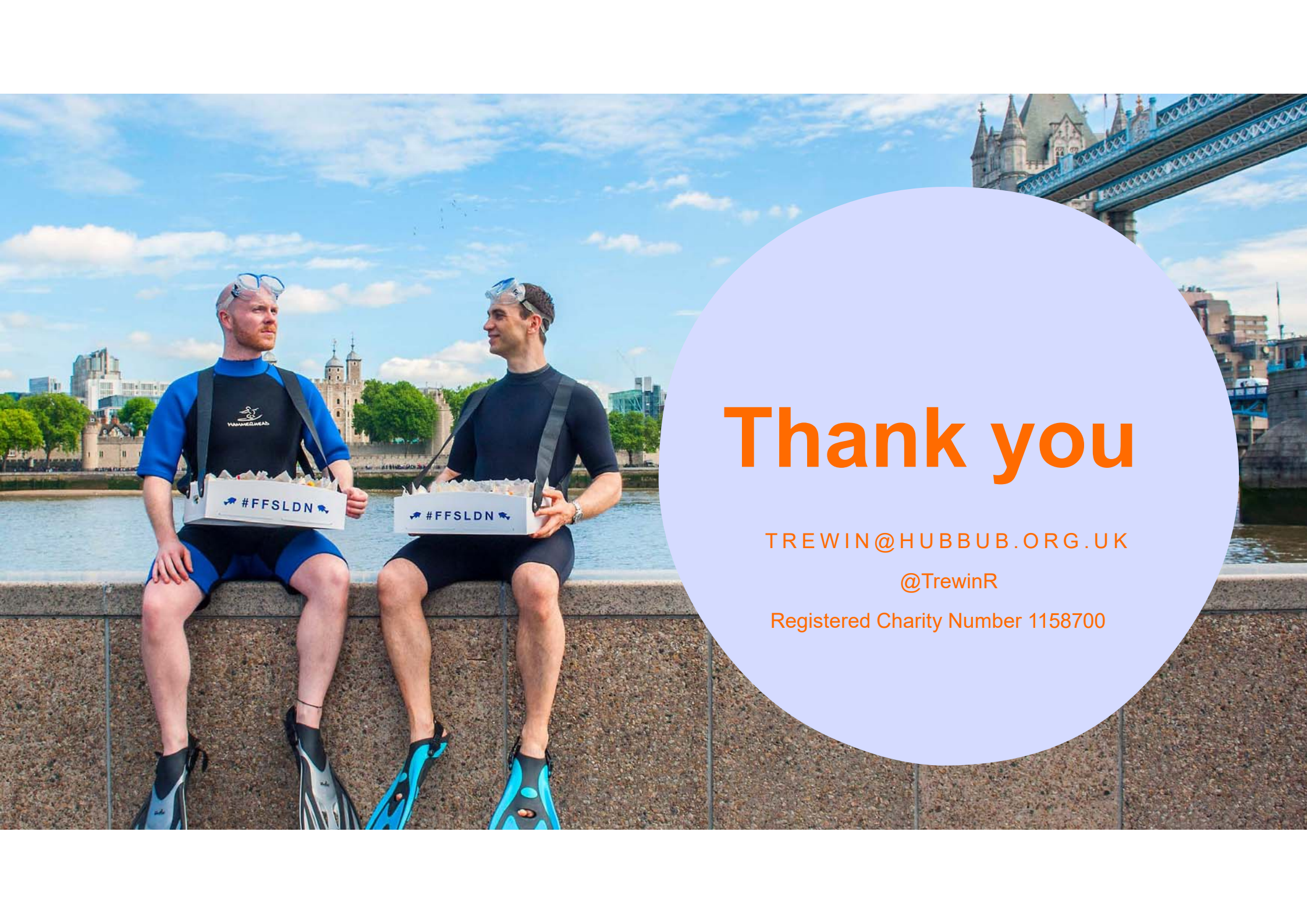


Outcomes

The campaign will build a long-term legacy by:

- Providing detailed evidence of the effectiveness of the approach.
- Development of 'Inspiration Guides' for local authorities.
- Offering policy guidance for governments.
- Building a new coalition of businesses willing to support anti-littering campaigns.
- Increasing public awareness and engagement.





Thank you

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