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Welcome

'LIBERA, United Against Littering in Nature', a project by SEO/BirdLife in alliance with Ecoembes, has been working since 2017 to free nature from waste and is steadily progressing towards the achievement of its objectives. Thanks to the participation of companies, associations, organizations, government agencies, the media and, quite especially, ordinary people –the heroes that bring meaning to the project–, we're understanding and learning more and more about this silent yet visible environmental catastrophe that is littering and how it affects our natural areas.

Moreover, through actions and initiatives implemented by LIBERA, we're seeing a real change in behaviour. And that is the key to its success: make society aware that littering is not someone else's problem, but rather their own, and offering alternatives so we can all be a part of the solution. We're quite proud of what has been achieved over these nearly three years, but we're also aware there's still a lot of work ahead. While on this path, we continue relying on people to make this world a better place. Together, we'll get there.









What is the LTBERA Project?

'LIBERA, United Against Littering in Nature' is an initiative that was implemented in 2017 to raise awareness and help society understand the effects of leaving waste in natural areas and their biota. Through knowledge of

this environmental threat, the consequences of which can be very serious for the environment, the project engages in prevention and education work to bring about a change in attitude among society and in its behaviour.

WHO IS BEHIND IT?

SEO/BirdLife, the longest-running environmental NGO in Spain, with more than 65 years of history working to conserve the biodiversity with birds as its flagship, in alliance





with **Ecoembes**, a non-profit that promotes the circular economy and responsible consumption through packaging recycling.

FROM LITTERING TO 'BASURALEZA'

There's a word to define leaving waste in nature: littering. However, this word which comes from English is not found in the Royal Spanish Academy's Dictionary of the Spanish Language. None of the translations suggested have been able to fully encompass the reality of the phenomenon or truly help overcome the challenge of forming public opinion on the scope of the problem and conveying how to be part of the solution. Therefore, after consulting with conservation experts, LIBERA suggested an alternative term, at least in Spanish, to help raise awareness and prevent this problem: 'basuraleza'.

def. 1 Waste generated by humans left in nature.

def.2 The combination of all elements generated by man that alter the balance of the ecosystems.

def.3 An agent of global change that affects species and natural areas.



The **success** of the initiative got the foundation Fundéu BBVA to recognize the term **'basuraleza' as a consequence of littering**



Three Lines of Action

The LIBERA Project is developed in three areas. Initiatives are implemented in each of them pursuing the same objective: **to help end littering in nature and stop the deterioration of natural areas.**



PREVENTION

Spreading knowledge of the impact of the problem to raise awareness and stir the conscience so as to change negative habits and inertias that affect natural areas

AWARENESS CAMPAIGNS based on data obtained from the knowledge line of action

EDUCATION ACTIONS

- O Schools LIBERA Classrooms
- Vocational Training LIBERA Makers
- OUniversities Talks and a Course on Littering in Nature

PREVENTION ACTIONS

○ Talks Against Littering in Nature ○ LIBERA Expo

ACTIONS IN NATURAL PARKS

○ Signage

- Awareness materials
- Specialist training

AWARENESS ACTIONS

O A sociology study on attitudes towards littering in nature



LTBERAFigures





866 participating entities



25 alliances



85+3

informational talks throughout Spain and 3 abroad



8

conservation data sheets for natural areas



80

natural area sponsorships



1,364
"litter recycling"

points



126 tonnes of waste collected



140,214

types of waste classified



8

awareness campaigns



3,309

impacts in the media



745

LIBERA classrooms



19,105 aware students



3.8%

increase in knowledge not to litter



32

companies and **69**

town councils



105

IBAs sampled



104 awareness actions in natural areas and in

4 national parks



13

itineraries completed with the LIBERA Expo





V



2019 Summary of Activities

PARTICIPATION







13,000 volunteers



29 town councils



23 regional authorities



19 companies



19 schools and organizations (NGO, centres, associations...)



tonnes of waste collected (from cigarette butts to plastics as well as a large variety of other types of waste)



itter recycling points



FOR SPECIFIC ENVIRONMENTS (rivers, seas and land)

The third edition of these citizen awareness campaigns featured the participation of:

394 groups and organizations



which collected and classified 43 tonnes of waste from:



Rivers, reservoirs and marshes:

159 locations and 2.5 tonnes



Beaches and seas:

231 points and 36 tonnes



Fields, forests and hillsides: 168 points and 4.3 tonnes

COLLABORATION FROM SOCIAL STAKEHOLDERS



More than 866 entities in addition to government agencies and other institutions, associations and organizations have demonstrated their commitment to the L T B E R A Project

B E R A SPONSORSHIPS



80 new projects to continue protecting the environment with everyone's efforts and a collaborative attitude







KNOWLEDGE



TBERASCIENCE

We made progress in sampling 140 IBAs (Important Bird Areas) to determine the contaminants deriving from littering in nature found following analyses of water, wild animal excrements, sediments and soil, and establishing the effects.

REPORTS

We compiled all the knowledge available nationally and internationally in documents that help raise awareness and disseminate certain aspects of the littering in nature problem. The 2019 reports have focused on the problem of leaving plastics, waste in ditches and hygiene waste as well as the solutions.

SCIENTIFIC ALLIANCES

In 2019, we continued working shoulder to shoulder

with 18 scientific organizations in

order to more precisely understand how littering affects the environment.

These alliances allow us to continue driving research, knowledge and collaboration.

PREVENTION



AWARENESS CAMPAIGNS

- Reflection
- River Segura
- Plastics
- Sport ports
- Ditches
- Summer parties
- Toilets
- Littering in nature

TALKS AGAINST LITTERING IN NATURE

Three events in three cities (Madrid, Zaragoza and Barcelona) to bring the problem of littering in nature to the youngest in society in an innovative way through humour and science.

PREVENTION IN PROTECTED AREAS

Through three lines: education, signage and prevention materials.



EDUCATION

Reaching the official academic arena



- LIBERA Classrooms: 745
- Our Universities: talks, training, a course worth 1 credit in the European Credit Transfer and Accumulation System
- Libera MAKERS: 60 VT schools

7 B E R A EXPO

An all-new dissemination initiative that brought the problem of littering in nature and the possible solutions to eight universities in different locations.









LIBERA and the SUSTAINABLE GEALS

Through all of its actions, the LIBERA Project works to help achieve five of the 17 Sustainable Development Goals established by the United Nations:

LIBERA

15 LIFE ON LAND

4 QUALITY FOLICATION

17 PARTNERSHIPS FOR THE GOALS

LIBERA contributes to this objective with different education actions. Some examples include the LIBERA Classrooms, in which more than 20,000 students have already participated in schools, or initiatives aimed at university students, such as the 'Littering in Nature: Solutions to the Environmental Catastrophe' course, talks against littering in nature and the

LIBERA Expo. In 2019, LIBERA Makers was implemented as a programme that gets vocational training students involved to end waste in nature.

Collaboration is the source of the LIBERA
Project and also the lever that turns it into a
reality, as proven by the 25 alliances maintained
with different organizations. Moreover, LIBERA
receives support from a number of entities: the Queen
Sofia Foundation, the regional Ministries of Education,
Environmental Affairs and Public Works, the Directorate
General for Traffic and different Natural Parks, Hydrographic
Confederations and private groups such as the Comunidad de
Regantes irrigation community, among many others.

The 2019 '1m² for Nature' campaign relied on 13,000 volunteers who went out to clean more than 450 areas throughout the country.

Thanks to their work, 83 tonnes of waste of all kinds was collected. In addition, LIBERA does an annual sociology study to measure the level of awareness in society.

With initiatives like '1m² for Beaches and Seas' and all related activities, the project fosters care and protection for life in marine ecosystems in addition to emphasizing the environmental problems of littering in nature and offering possible solutions.

Through actions such as '1m² for Nature', '1m² for the Fields, Forests and Hillsides' and '1m² for Rivers, Reservoirs and Marshes', LIBERA helps eradicate litter in land environments besides increasing awareness among society and collective knowledge with the information obtained from classifying the waste collected during clean ups.



Alliances to Go Even Further

The LIBERA slogan is "United Against Littering in Nature" because it's everyone's problem and requires unity and collaboration to end. Along these lines, the project has sought alliances from the very beginning in all areas and with all types of stakeholders to join efforts and foster the achievement of results by creating a network of synergies between LIBERA and the alliances.

By the end of 2019, LIBERA had a total of **25 alliances with institutions** throughout Spain which drive the project's progress in areas as important as science, education and awareness without forgetting collection actions.





Landon

Cruz Roja

FUNDACIÓN REINA SOFÍA



LTBERA ALLIANCES

SCIENCE AND AWARENESS

ECOPUERTOS (ECOPORTS)



This project, which began in

2013, continued its work in 2019 developing various projects aimed at improving the fishing sector on Granada's coast. By collecting and classifying waste for later study, Ecopuertos has been able to establish the reality of the deep and shallow (up to 10 metres deep) sea bottoms in more detail

in specific areas of the coastline. Likewise, it has worked in Special Conservation Areas on Granada's coast and has inspected land near the sea in this same province

 to detect accumulations of waste. It has also continued to sponsor beaches in Granada, Malaga and Cadiz in order to raise awareness in schools.



HOMBRE Y TERRITORIO

In 2019.

this scientific entity began several actions to study, raise awareness and offer useful tools for gaining knowledge of microplastics in rivers. They include publishing a pioneering manual and methodology for sampling and identifying microplastics in continental aquatic ecosystems and, in collaboration with the LIBERA Science Programme, integrating the microplastics sampling according to said methodology in the Important Bird Area (IBA) study.

ANSE



in all. In addition, it

The Southeastern Naturalist Association worked in 2019 on the

study of two marine environment areas situated to the north and west of ZEC Valles Submarinos del Escarpe de Mazarrón. It organized waste collection and classification actions as part of four campaigns with nearly 50 days of sailing, nearly 450 hours invested and around 5.000 kilometres travelled

organized cleanups on inaccessible beaches in the Salinas de San Pedro del Pinatar Regional Park area as well as on riverbanks in Murcia. Likewise, it continued its education and awareness work through various activities including data taking onboard the Goleta ELSE and the joint prevention campaign with the Comunidad de Regantes de Levante irrigation community and the Segura Hydrographic Confederation.



RED CROSS



The taken as

part of the marine waste monitoring programme focused on 23 beaches in five areas of Spain in 2019. In all, nearly 115,000 objects were collected, mainly plastics, thanks to 5.500 volunteers. Other activities carried out include volunteer recruitment and training for marine waste monitoring actions through the MARNOBA app, environmental monitoring actions from Kayak and several awareness workshops on beaches for all ages.





SCIENCE AND AWARENESS



ECOMAR

ecomor Just as has been done over the last 20 years, the Ecomar Foundation worked in 2019 to care for the sea through different initiatives, mainly collection and cleaning. One of the most outstanding milestones was the establishment of "Guardianes del Mar" (Guardians of the Sea), an environmental programme created for sea cleaning and conservation work that encourages everyone to pick up waste found floating in the water when sailing. 760 volunteers from 38 clubs in Spain and Portugal have collected nearly a tonne of waste in this first year.

LTBERAALLIANCES

SUBMON

Jubman

This association, which specializes in marine conservation, study and dissemination, engaged in actions through LIBERA in four Spanish Mediterranean coastal areas: Cadaqués-Cap de Creus; La Azohía-Reserva Marina de Cabo Tiñoso marine reserve; Agua Amarga-Parque Natural del Cabo de Gata-Níjar natural park; and Alicante-Reserva Marina de la Isla de Tabarca marine reserve. All of them consisted of





ARAGON SPELEOLOGY FEDERATION

Its collaboration with the Libera



Project has focused on dissemination and participation through volunteers in the four 1m² campaigns to collect and

classify the waste found in difficultto-access cliff areas in Aragon. To do so, LIBERA supported them with the equipment necessary to access and recover the waste in such environments (harnesses, ropes, carabiners, etc.). They also engaged in awareness actions through the project's awareness materials (videos, messages).



SCIENCE AND AWARENESS

SAVE THE MED



The research team from the SAVE THE MED Foundation removed more than 120 artefacts from the water of the recently-expanded

Archipielago de Cabrera National Park in only 90 days of a marine campaign. Besides focusing on sea turtles as an "umbrella species" with the 'Oceanographic Turtles' campaign, the stingray was also included as the second target species. Moreover, the 30th Toftevaag marine campaign was also carried out in collaboration with the Queen Sofia Foundation, the aims of which were to mark turtles and stingrays; obtain data for distribution and abundance models for cetaceans, turtles, birds and human activities; sample plankton and microplastic; classify marine waste aggregation fronts; and conduct experiments with the new OASIS II EBL electronic tracking buoy.



LTBERAALLIANCES



MATER



Three main actions were carried out in 2019 through the Itsas Gela association. The first was the organization of 1m²

collection points, which were managed through the MATER Ecoactive Museum Boat and Fanderiako Errota Ibaiaren Etxea. The second consisted of applying the 5Gyres methodology to four waste fishing expeditions using a blanket net specifically designed to collect microplastic. The third action was a maritime campaign 'Zero Zabor Uretan' (zero waste in the water) which was conducted all along the Cantabrian coast to work on the problem of marine waste during local festivals.

QUEEN SOFIA FOUNDATION



In 2019, the Foundation collaborated with

LIBERA through actions aligned with the three project lines. In the knowledge area, it participated in the 'Oceanographic Turtles' study with the Save The Med Foundation and made it possible to mark four specimens for satellite tracking as well as the development of the waste circle fishing project on the Balearic Islands. As far as prevention, it participated in the awareness campaign aimed at the recreational boating sector also on the Balearic Islands. Finally, as concerns participation, they recruited the largest number of volunteers for the '1m2 for Nature' campaigns including HM Queen Sofia, who joined the effort as just another volunteer.









SCIENCE AND AWARENESS

PROMEMAR



For more than five years, the association has been running the "For A More Sustainable Ocean" project focusing on

cleaning Spanish coasts in order to raise awareness for the problem of marine rubbish and find solutions to end it. 17 cleanups were organized in 2019 on the coasts of Tenerife, removing more than six tonnes of waste in addition to a number of awareness workshops with schools and other groups to educate the young and old alike on the consequences of leaving waste in nature.



LIBERAALLIANCES



FEDAS



The Spanish Federation of Underwater Activities began the project "Charity Bubbles", the aim of

which is to protect and conserve the marine ecosystem and all biodiversity that inhabits it. After the summer, and as part of 1m² for Beaches and Seas, 39 cleanups were organized on the coasts and seabeds with the participation of 11 federations and nearly 2,200 volunteers who recovered more than 14.5 tonnes of waste. The subsequent classification was done through the MARNOBA platform to include information in the Ministry for the Eco-Transformation and Demographic Challenge database.

OCEÁNIDAS



Again this year, the NGO carried out seabed and beach cleanups nationwide and





AWARENESS



LO QUE VERDAD IMPORTA (WHAT REALLY **MATTERS**)



This foundation engaged in various actions for the purpose of boosting the aims and objectives of the LIBERA Project. Among other

initiatives, LQVI encourages responsibility and a commitment to the environment from young people, discloses LIBERA activities among its followers and 16,000 attendees of congresses to increase participation in the project and get local offices involved (Madrid, La Coruña, Oviedo, Bilbao, Malaga, Seville and Palma de Mallorca) to create teams to participate in '1m² for Nature'.

LIBERA ALLIANCES

AMBIENTE EUROPEO (EUROPEAN ENVIRONMENT)



The organization has developed an awareness

campaign on marine rubbish, waste valorisation and the circular economy at education institutions in Murcia. Alicante and Almeria. Along these same lines, it has disseminated the Citizen's List of Ten Ways to Fight Marine Rubbish and the LIBERA poster with the

infographic "Even though it's not your rubbish, it's your problem", materials that have been verv well received by the education institutions visited. During the final quarter, a pilot project was carried out to evaluate the feasibility of doing remote presentations beyond its habitual geographic area.



AEPJP



The Spanish **AEPJP** Association for Public Parks and Gardens

has continued giving visibility to the LIBERA Project through its main communication channels such as its website, newsletter and social media accounts, disseminating various pieces of news and related information such as the '1m2' clean up and the presence of LIBERA at the PARJAP Congress in Santander. Likewise, it has organized clean up and awareness days at the parks it manages.



AWARENESS

FEMP



The Spanish Federation of Municipalities and Provinces which includes 234 town FEDERACION ESPAÑOLA DE COUNCIIS, 13 provincial governments and 3 island

councils and governments in its Local Government + Biodiversity Network (in all, 25 million inhabitants), has collaborated with

the dissemination of the 1m² campaigns through different

channels in order to promote citizen and institutional participation. Likewise, it has provided various materials and municipal facilities in natural areas. As concerns knowledge,

FEMP has organized training activities to explain its collaboration with the LIBERA Project as well as the objectives. To do so, it has organized a complete awareness day and meeting with technical and political representatives from the Local Governments Network and Spanish Cities for Climate Network.

LTBERA ALLIANCES



CAJA DE BURGOS FOUNDATION



With public communications through its different channels of communication and

also through its group of volunteers and the associations it works with regularly on its Environmental Classrooms, the foundation has helped disseminate the 1m² campaigns for the hillside, forests and fields. As concerns participation, it has actively collaborated on the creation of a location during the 1m² campaign for nature by attracting a large number of volunteers. As for prevention, it has worked with personnel from different interpretation centres and has carried out dissemination actions for the e-Litter and Marnoba apps.

ADESP



The Spanish Sport Association has

taken the LIBERA Project principles and the objectives pursued to all its sport federations, thereby becoming a major ally in the fight against littering in nature. Through different initiatives and with collaboration from 15 sport federations, the association has gotten all its interest groups involved in promoting litter-less nature at sporting events through

encourage and help those in attendance with waste management in addition to waste reduction. reuse and recycling.









LTBERA ALLIANCES



PAISAJE LIMPIO Y VERTIDOS CERO





As part of its research project on the waste going into the sea through rivers, which is part of LIBERA's Important Bird Area (IBA) protection work, the association,

in collaboration with Vertidos Cero, has focused its work on the watercourses of the rivers Lagares (Pontevedra) and Chillar (Malaga). With two campaigns, it has sampled the water quality, monitored floating waste and classified a total of 1,678 objects in both scenarios, 520 objects on the banks and 1,158 in the watercourses.







The Spanish Association of Marine Waste organized the first "International Forum On Marine Litter And Circular Economy **AEBAM** - Marlice 2019", which gathered public administrations, researchers, the business sector and environmental conservation

organizations to find solutions to the problem of waste left in the seas. Besides fostering awareness, the forum was an opportunity to create contact networks linked to marine area conservation efforts, citizen science and marine rubbish, thereby encouraging cooperation and exchange both nationally and abroad on these issues.



LIBERA ALLIANCES

CLEANUPS, AWARENESS AND CONSERVATION

FUNDACIÓN OSO PARDO (BROWN BEAR FOUNDATION)



The NGO for the study and conservation of brown bears participated in the great 1m² clean-up effort on 15th June with 71

volunteers who recovered nearly 900 kilos of waste. It also published the study "Bears and Waste in the Cantabrian Mountains. Anticipating

New Challenges" and, as part of its school campaign, it presented the new interpretative itinerary for the Huella Cantabria programme in which nearly 900 students have already participated. Moreover. the foundation continues disseminating the LIBERA Project at Bear Shelters and through its patrols at different events.





This public entity develops and applies port and port transport

policies for the region. As part of these competencies, it has collaborated with the LIBERA Project to promote the project and its objectives through the use and dissemination of the best practices guides for ports, training for nautical clubs as well as awareness through the campaigns "Don't Throw It Out" among facility personnel and users. Likewise. it has encouraged the participation of users and ports in the LIBERA Project citizen science campaign '1m2 for Seas and Beaches' and has raised awareness for the importance of not throwing rubbish into the sea.









Part of the **Solution**

All actions have consequences.

Unfortunately, littering in nature is by no means an exception to this rule: impacts on natural areas, pollution in water resources and effects on flora and fauna are only some of the consequences of leaving waste in nature.

Humans are part of this problem, but also part of the solution. To this end, the LIBERA Project does research and disseminates results but also activates, spreads awareness and promotes social mobilization against the effects of littering in nature through a number of **participatory initiatives**, **especially cleanups in natural areas**. After all, littering in nature is not someone else's problem, it's our own, because we all suffer from the effects.

This call to action is through specific initiatives. No doubt, one of the most outstanding is **'1m² for Nature'**, a citizenship action open to everyone who would like to participate voluntarily. LIBERA also works to get companies, associations and organized groups involved without forgetting sponsorships of natural areas.

A BOOST FROM BUSINESS AND SOCIAL STAKEHOLDERS

Participation is key to the success of the LIBERA Project. To this end, **collaboration from the business sector is a necessary catalyser** to attain the change model the planet needs. Many organizations joined the LIBERA Project in 2019, whether through corporate volunteer mobilization in actions such as '1m² for Nature' or through their institutional participation in other initiatives ('1m² for Specific Environments').

Along the same lines, the implication of other social stakeholders from public administrations to professional federations as well as Integrated Management Systems and lawmakers, has made it possible to increase societal awareness of the problem of littering in nature, thereby achieving effective mobilization which rises each year to free natural areas of waste.

The LIBERA call to action is through cleanups and classification sorting in natural areas









The Great Community Clean Up

2019 was the year of the **third edition** of '1m² for Nature', a nationwide community natural area clean-up effort. In addition to the encouraging results, it was a day of vindication for environmental conservation which connected thousands of volunteers with their local areas.

More than 13,000 people participated in this action on 15th June, freeing **453 natural areas** of rubbish in all of the autonomous regions by collecting 83 tonnes of litter.

WHY 1m²?

Although one square metre of land may seem insignificant in comparison to the entire Spanish territory, the name of the initiative aims to make people aware of the immense importance of individual action over such a small bit of land for natural areas and their biodiversity.

The largest outdoor environmental mobilization effort in Spain with the most simultaneous volunteers

WOULD YOU LIKE TO PARTICIPATE?



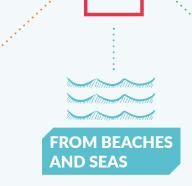




1m² in Specific Environments

In line with the '1m² for Nature' initiative, the LIBERA Project also organizes **three rubbish** classification and collection actions in specific environments:







The 'Littering in Nature
Barometer' was created in 2019
to gather all the information from
the mobilization campaigns. It's
a document that is accessible
to everyone at the LIBERA
website providing data on the
various collection campaigns,

classifications and the results of all past editions since the start of the project nearly three years ago. It will enable a detailed view of litter in the different natural environments in this country and also help more effectively fight it.









These campaigns are carried out with help and collaboration from organizations, groups, NGOs and associations connected to different environments, whether professional, environmental, community-based, university-based...

The **objective** is to **free these natural areas of litter as well as classify** it by applying a standard
methodology using citizen science tools (apps). They
make it possible to **compile the highest number**

of data possible, as reflected in the 'Littering in Nature Barometer'. The information is added to the Ministry for the Eco-Transformation and Demographic Challenge database to understand the quantity, volume and type of rubbish collected in these areas.

A later study of this information produces **valuable knowledge** to draw conclusions that help **prevent behaviours that are harmful to nature**. This way, LIBERA can close the circle of its purpose.



LITTERING IN NATURE BAROMETER



FROM RIVERS, RESERVOIRS AND MARSHES

201820192,5005,374

2.7 2.5

90 159

16,699 30,401

Timedilities of the second sec

AND SEAS		SEABED SEABED	
2018	2019	2018	2019
3,510	3,790	1,549	2,000
5.75	9.15	17	27

162 ²⁶ 69

62,463 5,989 **13,195**



The FROM FIELDS, FORESTS AND THE HILLSIDE

2018 2019

3,000 **6,394**

1.8 4.3

93 168

37,344 34,155

TOP 5 TYPES OF WASTE IN 2019

CHECK OUT
THE COMPLETE
BAROMETER AT

Volunteers

Tonnes of

Actions in

locations Classified

waste

rubbish

- **1.** Cigarette butts
- 2. Packaging
- **3.** Plastic bottles
- **4.** Plastic bags
- **5.** Plastic objects < 2.5 cm

- 1. Cigarette butts
- 2. Plastic objects < 2.5 cm
- 3. Plastic objects > 2.5 cm
- 4. Packaging

103

35,938

- **5.** Plastic lids and caps
- 1. Plastic bottles
- 2. Cigarette butts
- **3.** Plastic bags
- 4. Beverage tins
- **5.** Plastic lids and caps

- 1. Plastic objects > 2.5 cm
- 2. Plastic objects < 2.5 cm
- **3.** Plastic bottles
- **4.** Beverage tins
- **5.** Plastic bags





from Rivers, Reservoirs and Marshes



Between 9th and 17th March. nearly 5,400 volunteers (more than double the 2018 figure) participated in this action, the aim of which is to

classify and collect the rubbish found in river environments. In all, work was done at 159 **locations** throughout Spain and **2.5 tonnes of litter** were

recovered. It is worth highlighting that river environments are especially sensitive areas due to the scarcity of water and pollution. Moreover, one must

remember the rubbish thrown into rivers ends up in the same place where the water goes, the seas and oceans.





Rivers, Reservoirs and Marshes

CONSEQUENCES OF LITTERING IN NATURE

The toxic substances deriving from rubbish reach the rivers and water tables, **polluting the water** used for cropland irrigation as well as human and animal consumption in addition to propitiating a **loss** of **biodiversity** in the aquatic ecosystem.

CHANGING THE REALITY

LIBERA works on river environments along with universities and NGOs to develop methodologies and useful tools to identify the source of river rubbish and **facilitate river monitoring and tracking** to quantify floating waste, both in collaboration with the organizations Paisaje

Limpio, Vertidos Cero and Hombre y Territorio.

TOP 5 TYPES OF WASTE

Cigarette butts

2 Packaging

3. Plastic bottles

4. Plastic bags

5. Plastic objects < 2.5 cm



* Lebreton, L., van der Zwet, J., Damsteeg, J. et al. River plastic emissions to the world's oceans. Nat Commun 8, 15611 (2017)





from **Beaches and Seas**



More than 5,790 volunteers

participated in the collection and classification of litter on beaches and seabeds between 27th September

and 6th October. In all, **75,658 types of waste (36 tonnes)** were classified
and found at **231 locations** on the
beaches and on the seabeds by divers.

The **rubbish thrown into the seas**

brings significant consequences for life in them. Plastic and microplastic as well as all other rubbish damage the ecosystems and have become a serious threat to marine fauna as they have a real impact on their environments and diet.





Beaches and Seas



CONSEQUENCES OF LITTERING IN NATURE

The plastic rubbish that travels through the sea has a **negative impact on marine species** as it can either become deadly traps for many of them
or because they swallow it confusing it for food. More
than **800 species** have been identified as directly affected
by the impact of litter in the seas and on beaches.

CHANGING THE REALITY

The work done by LIBERA helps know more about the rubbish left in these environments by collecting information with the **Marnoba app**. Later, these data form the basis of documents such as the Floating Rubbish Study with SAVE THE MED and ANSE or the study and classification of rubbish in shallow seabeds and cleanups by divers alongside Oceánidas and Ecopuertos.



TOP 5 TYPES OF WASTE

Cigarette butts

Plastic objects <2.5 cm

Plastic objects >2.5 cm

4. Beverage tins

5. Plastic lids and caps



* Jenna R. Jambeck, Roland Geyer, Chris Wilcox, et al.

Plastic waste inputs from land into the ocean (2015).





from Fields, Forests and the Hillside



The third edition of this initiative took place from 7th to 15th December. Nearly **6,394 volunteers** collected **4.3 tonnes of litter** from a total of **168 locations**.

The more than 30,401 types of waste classified made it clear another year again just how dangerous litter is for living beings and natural areas: fires, soil and water pollution, tangling...

IN THE NEWS

The **three '1m²' campaigns** for natural areas had great repercussions in the media with **more than 600 impacts**. Moreover, social media again became an ally in the fight against littering in nature by helping spread visibility of the actions undertaken, raising awareness among society about this problem and contributing solutions.





Fields, Forests and Hillside

CONSEQUENCES OF LITTERING IN NATURE

Cigarette remains are one of the main sources of littering in nature. Most cigarettes sold feature a cellulose acetate filter which is **non-biodegradable material that takes anywhere from 1-10 years to disappear.** These and other types of rubbish not only pollute but can also cause fires with the resulting impact on land environments.



Citizen mobilization in these environments not only allows for the classification of the waste collected but also **drives awareness and prevention**. The implementation of campaigns such as #YouDroppedIt and #WeHaveAProblem help identify the situation and focus on the small yet extremely uncivilized act of throwing cigarette butts on the ground.

TOP 5 TYPES OF WASTE

Plastic objects >2,5cm

Plastic objects

3 Plastic bottles

4. Beverage tins

5. Plastic bags



DID YOU KNOW...?

...one cigarette butt can contaminate up to **50 litres***
of freshwater and that **4.5 billion*** end up in waste tips or in nature each year?

Register, Kathleen. Cigarette Butts as Litter—Toxic as Well as Ugly (2000).

** Elli Slaughter, Richard M Gersberg, Kayo Watanabe, etl al. Toxicity of cigarette butts, and their chemical components, to marine and freshwater fish (2011).



LTBERA Sponsorships

To boost and promote the work of local associations in favour of nature, LIBERA sponsors dozens of initiatives each year linked to conservation, dissemination and research in natural areas. The winning organizations receive economic aid (up to 1,500 euros) and technical support to

develop their projects so as to help care for, protect and improve the health of our ecosystems.

Moreover, this initiative includes them in a network of associations that work with the same spirit, creates synergies between them and reinforces each of their value chains.

Santa Cruz de Tenerife

La Coruña San Sebastián Santiago de Bilbao Compostela Vitoria-Gasteiz Orense Vigo Valladolid Zaragoza Barcelona Tarragona Salamanca Madrid Cáceres Toledo Valencia Palma de Badajoz Mallorca Albacete S Alicante Córdoba Murcia Seville Huelva Almería Málaga Sponsorships 80 2019 Fuerteventura 80 2018 2017

than **170 sponsorship applications** in 2019. Of these, 80 were selected for implementation

THE ORGANIZATIONS

L î B E R A

SPONSORS





LIBERA finalized eight pilot conservation projects in 2019 in eight different locations in collaboration with the locals. The common objective with each of them was to test measures and solutions to the littering in nature problem to prove conserving biodiversity is possible with collaboration and

the implementation of effective and specific location actions.

The execution of the projects, developed and led by SEO/BirdLife technicians, gave rise to some data sheets that can be used as guides to natural areas in addition to being a useful conservation tool for future interventions.





The **Projects**











VALDESALOR RESERVOIR



- Inland wetland
- Cáceres (Extremadura)
- Cleanups, fauna and vegetation tracking work, education and dissemination activities.

LES LLOBATERES





Elimination of exotic species, cleanups, fauna and vegetation tracking work, education and dissemination activities, restoration reviews and improvements.

MONTE ULÍA



F San Sebastian (Basque Country)

Nest boxes, cleanups, reptile shelters, water sources for amphibians, fauna and vegetation tracking work, education and dissemination activities, bat shelters, insect shelters.

BARRANCO DE LAS ALMUNIAS Y ACAMPOS BAJOS

- Arid area, steppe
- 📝 Zaragoza (Aragon)
- Cleanups, reptile shelters, hiking route erosion control.

LAS MARISMAS NATURAL **LANDSCAPE**

- Coastal area, tidal marsh
- Huelva (Andalusia)
- Replanting, elimination of exotic species, cleanups, fauna and vegetation tracking work.

EE DATA

BOSQUETE DE SANGUINO. SANTA URSULA

- Laurel forest
- Santa Ursula, Tenerife (Canary Islands)
- Replanting, nest boxes, cleanups, fauna and vegetation tracking work, education and dissemination activities.

CERRO DE LA CANTUEÑA

Agricultural area

🖟 Parla (Comunidad de Madrid)

Replanting, nest boxes, cleanups, reptile shelters, water sources for amphibians, fauna and vegetation tracking work, education and dissemination activities, bat shelters.

RAMBLAS CASTELLARDA Y PRIMERA

- River and Riverbank. watercourses
- Valencia (Comunidad Valenciana)
- Replanting, elimination of exotic species, nest boxes, cleanups, water sources for amphibians, fauna and vegetation tracking work, education and









Understanding the Problem in order to Solve It



To end littering in nature, we must first understand the causes behind it and the scope as the problem is not limited to plastic nor is it exclusive to the sea: How does all the rubbish reach the different environments? Why is rubbish thrown in nature? What factors determine harmful behaviours for natural areas? How much litter is there? What type of rubbish is it? What is the source?

Answering these and many other important questions makes it possible to deal with the problem of rubbish left behind and identify effective solutions for prevention. Therefore, the LIBERA **Project collaborates with many academic organizations and institutions** to develop methodologies and tools to collect information in the different land, marine and river ecosystems thereby creating **alliances with the world of science**, **academics and research**.

LIBERA helps develop innovative methodologies and tools to collect information





Liberal Science Studying IBAs

A STATE OF THE STA

As part of the LIBERA Project, SEO/BirdLife has designed LIBERA Science, an initiative created to discover the impact of littering in nature in Important Bird Areas.

In Spain, there are **469 identified IBAs**. Considering the seven most

representative habitats, **140 of these areas were selected** to
collect samples of wild animal
excrements, river sediments, the
soil, the water and microplastics.
The aim is to **identify and quantify the presence of contaminating substances**

deriving from littering and analyse the impact on the natural environment. The samples are analysed by researchers from the **Spanish Higher Council** for **Scientific Research** (CSIC) which is the largest public research centre in Spain. The

main conclusions of their work will be disclosed in 2020. This very valuable information will be used to assess the impact of littering in nature on these highly valuable ecological areas based on science.















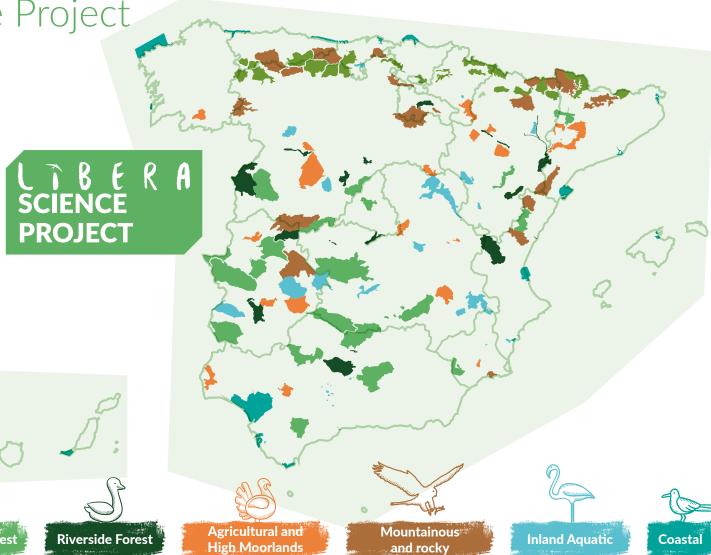
SAMPLING METHOD DEVELOPMENT

As part of the LIBERA Science programme, the project has developed a soil, water and wild animal excrement sampling methodology along with the CSIC to verify the impact of littering through different substances analysed. Likewise, in collaboration with the Hombre y Territorio association, a pioneering protocol was created to classify microplastics (sampling, detection, analysis and interpretation) in rivers and other continental aquatic ecosystems. The purpose of this methodology is for technicians, researchers, social entities and tracking networks to be able to include these methodologies in their projects.



Map of the **140 IBAs** Analysed Throughout the Project

The **140 Important Bird Areas** where SEO/BirdLife studies the **impact of** littering in nature

















2019 Reports: **Disseminating Lessons**



The knowledge generated by the various LIBERA Project studies as well as the data from the citizen science done in conjunction

with scientific literature
worldwide on related topics
are reflected in **documents**that help disseminate valuable

information to end littering.
These LIBERA scientific
reports are available for all
of society to be shared in

order to **raise awareness** and get the greatest number of **people involved** in the fight against waste left in nature.

LIBERA reports are available for all of society to spread awareness and get the greatest possible number of people involved





LIBERA REPORTS

The following reports were published in 2019:

LITTERING IN NATURE



Rubbish left in nature has a very negative impact on the environment and endangers the biodiversity of the ecosystems. This scientific compilation reviews the main **causes** of this problem and provides possible **solutions**.

CIGARETTE BUTTS



Cigarette butts are the **most common type of rubbish** found in nature and contribute to the loss of biodiversity and the destruction of the ecosystems. This report details how its degradation impacts the environment and offers solutions as well as ideas for proper management of this type of waste to reduce the effects.

PLASTICS



Leaving plastic in natural areas has serious consequences for the environment. Due to its low density, some plastic products are easily dispersed and, combined with its **resistance to biodegradation**, it ends up contaminating the land and oceans, threatening species, their habitats and even human health.

DITCHES



Rubbish in ditches is a problem that affects everyone in many ways: it directly endangers **drivers**' lives, pollutes these areas and harms the biodiversity.

TOILETS



The toilet is the entrance to all sorts of rubbish in small sizes that are quickly consumed and often end up in marine and river environments which has a high ecological and economic impact.











Knowing and Raising Awareness Using Citizen Science as a Tool

To be able to deal with the problem of rubbish left behind, we need to **know more** about it: quantity, composition, source, behaviour, areas of accumulation, etc. This information makes it possible

to **identify** effective prevention solutions. To this end, LIBERA collaborates with NGOs and universities on the **development** of innovative methodologies and tools to increase knowledge of the

different land, marine and river ecosystems. This makes it possible to quantify the rubbish in these areas and obtain and generate data to foster better management of this waste and fight littering.



LIBERA produces scientific knowledge through its actions



Technology as an Ally

The classification of waste left in nature is essential to generating knowledge. This task could not be performed without the participation of all LIBERA Heroes as well as the associations and entities connected to the project. It also wouldn't be possible without the enormous possibilities offered by technology, specifically two apps that easily and intuitively allow strict quantitative control of the waste classified.

LTBERA CITIZEN SCIENCE APPS



Developed by the organizations Vertidos Cero, Paisaje Limpio and LIBERA, it can be used to collect information on litter found in different **natural and urban**

areas. It is designed for use without any prior training and the data obtained are visible via the website.

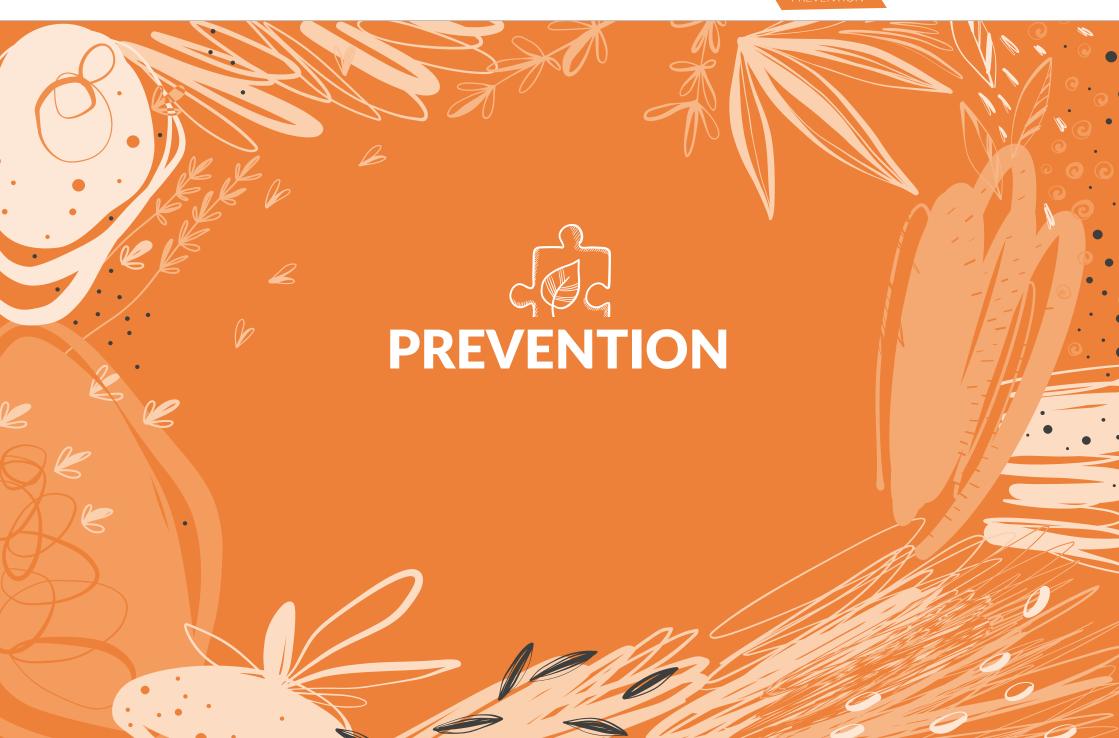
MARNOBA

A mobile app that allows citizens and organizations to send information on **marine rubbish found on coasts and in the seas** (categories, objects and quantities). It was also designed by Vertidos Cero and, just like eLitter, it can be used as a 'field logbook' to avoid using paper during classification work and for easier data collection and sending.



Both **apps** use a **standard scientific method**, which is essential to being able to use the data for future scientific studies







Raising Awareness of A Problem for All



Prevention is the cornerstone of the LIBERA Project. All the knowledge gathered on littering in nature and the extraordinary efforts of all our volunteers would be of no use if society does not become aware of the magnitude of the problem and its consequences.

Therefore, LIBERA focuses much of its efforts on **developing awareness actions** that help people understand the real impact of littering in nature on natural areas with a focus on the role each individual plays in solving the

problem. Education thus becomes a crucial tool for explaining the consequences of leaving rubbish in nature for the environment, our health and the economy in all arenas and to all people.

With this objective in mind, initiatives are implemented each year to reach the youngest in our society at school, university students and society at large through work with NGOs, the media, companies and any other entity that wishes to participate because they share the project's goals.









Education is key to raising awareness among society



Campaigns that Stir People's Conscience



Litter is the result of irresponsible behaviour. The positive side is that this insensitive **means of action** can be changed and become much more **conscientious and** **civic** behaviour by fostering the reduction of litter and, therefore, benefitting the environment.

Each year, the LIBERA Project uses the **knowledge acquired**

following studies of the data obtained from **classifying all the waste** found (mainly types and areas of accumulation) to develop communication **campaigns** to

change habits among citizens, companies and government agencies with awareness. Here are some of the most important ones carried out in 2019:

LIBERA makes great effort to change the paradigm from "Don't pick it up, it's rubbish" to "Don't throw it out, it's rubbish"

2019 Initiatives

#WHERELITTERENDSUP



0









DON'T THROW IT OUT





Plastics: Ending a Macro Problem



Plastic is a focus in this society due to its presence in an endless number of products. However, this material has a very dangerous side such as its persistence in natural areas and how it affects ecosystems.

As a result mainly of the wear and incidence of solar radiation, the plastic present in tyres, synthetic clothing fibres, paint remains and many other elements degrade and become smaller pieces, turning into microplastics which are sometimes invisible particles that end up in the soil and in

the water of rivers and the sea. The problem arises when these microplastics **enter the food chain** through certain animals that swallow them directly and become affected. And that's not all. They also affect human health.



















Ditches: Litter-Free Roads



Roads are places where a lot of litter accumulates, especially in seasons with high vehicle traffic such as major summer travel. This increase in waste also leads to risks such as a higher number of fires, pollution due to toxic substance spills (engine oil, for example) or flooding as a result of incorrect water channel operations.

It was in this context that LIBERA launched a campaign along with

IN

FIGURES

the Directorate General for Traffic entitled "Throwing Litter on the Road Never Ends Up Well" to explain #WhereLitterEndsUp and what people can do to prevent it.



Collaborators::

Regional Government of Extremadura. **Provincial Government** of Badajoz Public Works Department and the General Traffic Direction

activations: summer, long weekends and Christmas











Toilets: Getting Rid of The Creature



Cotton swabs, condoms, wet wipes, pads, dental floss... are some examples of hygiene waste that LIBERA finds left in nature each time a clean up is done. Yet they are also some of the **products incorrectly thrown into toilets** which can end up in marine and river environments.

To end this behaviour and spread awareness among society, the campaign entitled "The Creature" was launched in 2019. The name refers to what is formed as a result of an accumulation of hygiene waste thrown into toilets that **end up affecting the environment**.

"The Creature" is a LIBERA campaign aimed at raising awareness among society of the **impact of leaving hygiene** waste in hidden spots in nature or throwing them into toilets in addition to offering solutions to this problem.



Madrid's waste treatment centres accumulated some **28,433 tonnes of solid waste** in 2017 alone



Ports: Only Rubbish Survives at the Bottom



With this campaign, LIBERA wants to raise awareness among society of the problems of rubbish on the seabeds as it poses a real threat to these ecosystems.

The campaign, which was produced in collaboration with the Queen Sofia Foundation. featured the slogan "Don't Throw Rubbish Into The Sea. The Only Thing That Survives on the Bed is Your Rubbish". It includes a best practices guide for boat users and nautical sport facility owners offering solutions for adequate waste management at sports ports and out at sea in addition to the importance of being responsible for it.



There is an estimated **5-50 billion microplastics** in our seas and oceans*

* S. Erik van, W. Chris, L. Laurent, et al. A global inventory of small floating plastic debris. (2015)





The development of a Best Practices **Guide for Sport Ports**



Translated to

5 languages: Catalan, Galician, Basque, French and Arabic



Collaborators:

Queen Sofia Foundation, Save the MED. Balearia, Itsas Gela. Palma International Boat Show, Ports of the Balearic Islands, Valencia Boat Show, Promemar, Red de Vigilantes (Beach Lifeguard Network), FEAPDT (Spanish Federation of Sport and Tourism Port Associations). **Ecomar and Ecopuertos**



Canals: United for the River Segura





The River Segura has become one of the main lines of action for the LIBERA Project. The continuous littering and resulting impact on the river and, as a result, the Mediterranean Sea. has led us to joining forces with associations and entities that wish to unite in the fight against littering in nature.

With the slogan "Covered in Litter, Nothing Can Float", the Comunidad de Regantes de Levante irrigation association, ANSE (Southeastern Naturalist Association) and the Segura Hydrographic Confederation have joined LIBERA to launch a new awareness campaign aimed at modifying poor practices and habits that are seriously affecting the River Segura.

A good portion of the rubbish that reaches the Segura ends up in the **Mediterranean Sea**



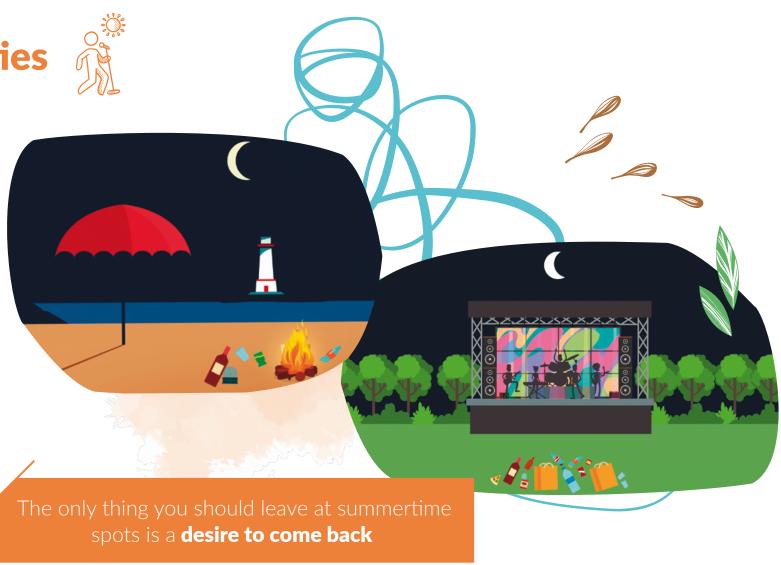


Summer Parties

Most Spaniards enjoy well-deserved holidays at their favourite destinations in the **summer months**. This increase in population faced by many towns **leads to an increase in rubbish** and, with it, the risk of it all ending up in nature.

To prevent littering on beaches and in seas in the summer season, LIBERA developed several campaigns related to the objective of **protecting coastal areas and black spots**.

They encourage society to enjoy the environment without making it dirty.





EDUCATION ACTIONS

L T B E R A Classrooms: Educating in Schools

The future of the planet is in the hands of today's boys and girls. This is why it is essential for them to acquire an **environmental conscience** that makes them understand the importance of eradicating litter. This aim led to

the creation in 2018 of **LIBERA Classrooms, an environmental education project in schools** so
they can learn to preserve it.

Ever since it was implemented, more than **700 classrooms in**

48 Spanish provinces have joined the programme to raise awareness among nearly **20,000 students aged 10-16.**

Through LIBERA Classrooms, all of them have been able to work

independently on preserving the ecosystems and litter-free sustainable development. To test the knowledge acquired, **358 activities** have been carried out in and outside their classrooms.

















LIBERA Classrooms is an environmental education project

that encourages all schools, whether in cities or villages, to join the programme. It is also **integrating** since it features the participation of associations, youth shelters, social and labour integration centres and special education centres. And, of course, it's **inclusive** as there are no barriers to participation.

A PROGRAMME OPEN TO ALL



WHAT IS ACHIEVED

- Moving from theory to action
- Committing to an active education
- Building up with examples
- Action on the ground
- $\ \ \bigcirc$ Demonstrating the reality

HOW DOES IT WORK

The **LIBERA Classrooms** carry out a constructive and experimental methodology linked to the school curricula in three stages:

- Learn: knowledge is acquired through gamification techniques (572 classrooms, more than 14,000 students).
- Identify: active involvement in conserving the most local natural areas (358 classrooms, more than 8,000 students) through natural area cleanups.
- Solutions: the knowledge acquired and experience on the ground are tested to find measures to prevent littering (111 classrooms, nearly 3,000 students).



EDUCATION ACTIONS

L T B E R A Makers: The Power of Innovation

Ever since it was implemented, LIBERA has never stopped evolving and innovating to seek new formulas and paths that help achieve the objectives established. This is always done with a firm conviction that education is essential to achieving a society that is committed to and aware of the environment. LIBERA has worked on the different education stages (schools and universities) to reach all publics.

In this context, a **new participatory project** was implemented in 2019 to get **Vocational Training** students involved in the litter problem and solution. It is known as **LIBERA Makers** and is a national initiative that challenges future professionals to design **innovative solutions** that make a positive impact on environmental protection. As the project slogan says, **"If you don't know how to end litter, invent it!"**.





The programme gets **Vocational Training students** involved in trying to **solve** the **litter problem**



The Keys to LIBERA Makers

TWO OBJECTIVES

LIBERA Makers pursues two main objectives:

- Designing prototypes that prevent rubbish from ending up in nature
- Creating prototypes to collect rubbish in natural areas (they may be used by LIBERA Heroes).



The initiative is aimed at intermediate **vocational training students** who show an **interest in technology**, are environmentally aware and have a **desire to improve the environment**.



THROUGHOUT SPAIN

To carry out this Project, LIBERA relies on **60 schools around the country where students** mainly study for certification as:



- o specialist in microcomputing and network systems.
- o specialist in telecommunications systems.
- specialist in the use and conservation of the environment.

METHODOLOGY



- 1. After a few initial orientation sessions, students have four months to develop the prototypes.
- 2. During this adventure, students are not alone as the methodology used combines a **collaborative training programme** with a MOOC platform and personalized **online tutoring**. Likewise, there are four modules available which culminate with the **3D printing** of their prototypes.
- 3. The 20 best projects compete in the **final** which will take place in **mid-2020**. That day, the three winners of this first edition of LIBERA Makers will be chosen and they will receive a **cash prize for school supplies** and everyone else will enjoy a nature trip.





EDUCATION ACTIONS

L T B E R A and Universities

If environmental awareness is important during school, it is no less so at university. LIBERA works closely with universities to provide a global view of the environmental litter issue. With knowledge, the objective is for students to include respect for the planet values in their future professional development.

With this purpose in mind, LIBERA offers the course "Littering in Nature: Solutions to an Environmental Catastrophe".

It takes 25 hours to complete and receives ECTS (European Credit Transfer System) credits. Moreover

It takes 25 hours to complete and receives ECTS (European Credit Transfer System) credits. Moreover, the project offers **awareness talks and training** specifically for university personnel dedicated to volunteerism.







Talks at Universities

UNIVERSITIES THAT COLLABORATE WITH L 7 B E R A



































PREVENTION ACTIONS

Talks Against Littering in Nature:Science, Humour and Dissemination

A first three "Talks Against Litter" were designed to help young people join the solutions against littering in nature. Juan Luis Cano (Gomaespuma, Melodia FM) and two experts in dissemination and science, YouTuber José Luis Crespo (@QuantumFracture) and researcher and marine rubbish expert Pilar Zorzo (AEBAM), discussed possible solutions to this phenomenon through a gathering with awareness, responsibility, sustainability, science, experiences, a touch of humour and, above all, a call to

action from the LIBERA Project to become a part of the solution.

The first edition of the "Talks Against Litter" visited four importance locations in Spain and one very special event, COP25 which was held in Madrid in 2019:

- Madrid CaixaForum
- 28th October
- Zaragoza CaixaForum
- 7th November
- O Barcelona CaixaForum
- 21st November
- COP25 Madrid IFEMA 6th December



LIBERA participated in COP25, the Climate
Summit held in Madrid in December with a talk in
the citizen area for environmental meetings and to
raise awareness





IN FIGURES





PREVENTION ACTIONS

L T B E R A Expo, An Exhibit to Continue Spreading Awareness

LIBERA has taken a dissemination exhibit to eight and the impact on different environments as well as







ACTIONS IN NATURAL PARKS

Prevention in Officially Protected Areas

Information is essential to environmental conservation. To this end, LIBERA provides responsible parties (public administrations, autonomous regions, town councils...) with various **resources** and tools to foster its protection and care, thereby helping raise awareness among society that rubbish should be thrown in the proper place, not in nature.



THREE PATHS TO ACHIEVE THE SAME GOAL

Education: LIBERA provides information on the project and the problems generated by littering to the parties responsible for the areas. Likewise, it offers training to interpretation centre personnel to spread awareness among visitors, a task that is done with environmental stakeholders, forestry workers and environmental specialists, among others.

Signage: the needs for information and signage are evaluated at the main national and/or natural parks in each region to provide materials to prevent littering.



Prevention Materials: explanatory posters and other dissemination materials that foster awareness among the public when visiting natural areas..

80% of all litter that reaches
the sea* has been on firm ground
beforehand meaning preserving
the natural land environment is of
vital importance

IN FIGURES Awareness actions at 104 officially protected areas

National Parks:
Ordesa and Monte Perdido,
Sierra de Guadarrama,
Monfragüe, Teide

141 signs posted

* Christian Schmidt, Tobias Krauth, and Stephan Wagner. Export of Plastic Debris by Rivers into the Sea (2017).



AWARENESS ACTIONS

Attitudes Towards Littering Study

Are We Really Aware?

LIBERA's main work focuses on fighting litter. Nonetheless, determining the level of awareness among society is essential to being able to measure the effect

of campaigns, projects and the information disseminated through the media. Therefore. LIBERA conducts a sociology study each year to measure

attitudes towards the problem of littering in nature and the level of awareness among different ages and different groups in society. In 2019, the data obtained continues

to show an increase in awareness among Spaniards in addition to a higher level of concern for environmental issues. Some of the data obtained include:



People who believe they are very aware:



46.1 % say their first reaction upon seeing rubbish in nature is to pick it up even though it's not theirs.



An **increase** in the awareness percentage over 2018:

34%



litter is.



People want more information available to schoolchildren as a way

to encourage awareness. 58.6% versus the other options.





Training for #LIBERAHeroes

The LIBERA Project would not exist if it weren't for all the volunteers that make it possible: LIBERA heroes. Their alignment, collaboration and commitment make it possible for littering to be a better known problem all the time and for more people to become aware. Thus, and in recognition for their incredible work, the project constantly offers information on matters related to the environment.

recycling, dissemination and environmental awareness, science, conservation, etc.

They are the reason for organizing **#LIBERAworkdays**, which are training activities with different content and formats to spread awareness for the importance of preserving and caring for the environment yet also offer an enriching experience that helps them work on behalf of nature.

SOME OF THE ACTIONS CARRIED OUT IN 2019:

- An environmental awareness seminar with José Luis Gallego
- A training seminar on recycling
- A training seminar on communicating with LIBERA personnel
- A training seminar on spreading awareness







The Media as L T B E R A Allies

Ever since the LIBERA
Project began, the media
have played a decisive role
in its development. Aware of
this, close contact has been
maintained with all of the media
(radio, TV, press, digital media,
social media...) to expand the
message and reach the highest
number of people possible.

The media not only help disseminate LIBERA objectives but also are a great ally in the fight against littering. In fact, some have even participated in the organized clean up campaigns. As social stakeholders, they are also part of the solution upon transmitting messages and

generating information aimed at increasing awareness among all groups of society.

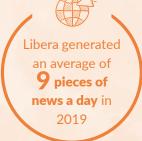
Through different initiatives, the project is more and more present in the media which indicates there is a real demand for information related to littering. This visibility for the problem is a great opportunity to continue changing attitudes and habits in favour of the environment.

The LIBERA Project wishes to **thank** all the media for covering the actions and initiatives carried out and for the constant mentions which are no doubt enormous help in the fight against littering.















Still A Long Way To Go

The LIBERA Project came about in 2017 with a clear objective: to fight against the rubbish being left in nature. Over this time, there have been many achievements in each of the three lines of action comprising the initiative without forgetting the formulation of a common name in Spanish for the problem: basuraleza.

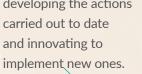
Participation by society is becoming more and more important both as far as the number of people as well as the actions in which they participate. This direct contact with the natural areas allows them to face the reality of rubbish in the environment without any filters, thereby fostering the

classification of waste found to increase **knowledge** of the impact caused. Science will always play a crucial role here as it is a great ally in measuring the possible consequences of littering and providing solutions. All of this has fostered awareness among society which leads to more responsible behaviours, more civic attitudes and more sustainable habits.

Participation, knowledge and prevention are the forces that allow LIBERA to dive deeper into another essential aspect in order to fulfil its objectives such as **sensitization**. If people, through all stakeholders, are now aware of the scope of the

problem, do not understand the causes and are now aware of the solutions to ending it, litter will continue to be a part of this planet.

Despite everything that's been achieved, and it's been a lot, the **LIBERA Project must continue** making progress in the future to continue spreading awareness and getting society, companies and public administrations involved in the fight against littering in nature. Therefore, it will continue developing the actions





Contact Us







