

DROP THE HABIT, NOT THE LITTER

DRIVING COMMUNITY BEHAVIOUR CHANGE TO REDUCE LITTER
POLLUTION IN AUCKLAND, NEW ZEALAND

ISHNA TRIPATHI | THE KAIPĀTIKI PROJECT



Kaipātiki Project
share in nature's revival



1. OVERVIEW

Working with the Kaipātiki Project, my goal was to reduce litter pollution through community-led behaviour change. I researched community issues and attended events such as Travel Lightly, Every Bite, and Talking Trash to understand what motivates sustainable behaviour and identify gaps in existing approaches. Using these insights, I developed and tested several ideas, including plogging (picking up litter while jogging), which was unsuccessful but provided valuable lessons about community engagement. I then lead the "10 by 10" initiative, encouraging people to pick up ten pieces of litter in ten minutes. This was done through social media, signage around neighbours, encouraging jogging groups to pick up the initiative to make 10 by 10 fun! Alongside this, I helped organise the six hundred native plant giveaway. Through this project, I demonstrated leadership by researching community needs, adapting to challenges, and developing practical solutions to create lasting environmental impact.

2. SMART GOALS



Community Engagement

Specific: Investigate barriers and motivations for sustainable behaviour by attending community engagement events.

Measurable: Attend and evaluate at least 3 environmental behaviour-change events (Travel Lightly, Every Bite, Talking Trash).

Achievable: Participate in existing Kaipātiki Project programmes and gather observations and feedback.

Relevant: Understanding community attitudes is essential for designing effective litter-prevention initiatives.



Lead the "10 by 10" Initiative

Specific: Design and promote the "10 by 10" challenge to encourage simple litter collection actions.

Measurable: Create promotional materials and engage community members through social media, signage, and outreach to local jogging groups.

Achievable: Use Kaipātiki Project communication channels and existing community networks.

Relevant: Supports behaviour change by making litter collection easy, social, and accessible.

Time-bound: 12 weeks, able to continue beyond my time



Develop Behaviour-Change Communications

Specific: Trial different approaches to encouraging environmental action, including plogging and the "10 by 10" initiative.

Measurable: Evaluate at least 2 engagement strategies and document successes, challenges, and lessons learned.

Achievable: Collect observations and feedback from participants and community groups.

Relevant: Helps identify the most effective methods for long-term behaviour change.



Evaluate Community Behaviour-Change Strategies

Specific: Assist in organising and promoting community sustainability events, including the Open Day and Native Plant Giveaway.

Measurable: Contribute to the successful delivery of the event and distribution of 600 native plants to community members.

Achievable: Work alongside Kaipātiki Project staff and volunteers.

Relevant: Encourages environmental stewardship and strengthens community participation.

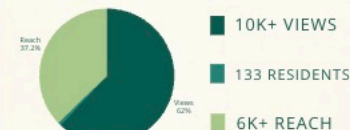
3. LEADERSHIP ACTIONS

- Supported community workshops and environmental activations, including Moxie Every Bite, apartment recycling education sessions, and Travel Lightly events.
- Developed and promoted the "10 by 10" litter challenge.
- Reached out to local running and jogging groups to encourage participation in plogging activities.
- Produced communication materials including social media content, educational resources, newsletters, and promotional materials.
- Documented community engagement and collected participant feedback to evaluate campaign effectiveness.
- Helped organise the Open day and six hundred Native plant giveaway to shine spotlight on the organisation in the community.



4. RESULTS AND IMPACT

4.1 Impact of 10 by 10



4.4 Travel Lightly



4.2 Litter Prevention



Face-to-face education resulted in immediate correction of common recycling misunderstandings, including Tetra Pak cartons, soft plastics, takeaway packaging, lids, and mixed-material items.

4.3 Every bite



4.5 Talking Trash



58+

Resources Distributed

8+

Languages Engaged

55%

Conversion Rate

5. LEARNING AND DEVELOPMENT



This project strengthened my leadership skills through project ownership, communication, and collaboration



Working with diverse community groups improved my ability to engage stakeholders, adapt messaging for different audiences, and motivate participation.



Exposure to Te Ao Māori and community-led environmental stewardship broadened my understanding of sustainability leadership and collective responsibility.

6. REFLECTION

One of the key lessons from this project is that lasting environmental change depends on both individual actions and supportive community norms. Positive, accessible, and community-driven approaches were often more effective than messages focused solely on environmental problems. Future campaigns could expand partnerships with schools, sports clubs, and community organisations to increase participation and strengthen social norms around litter prevention. Small actions, when adopted collectively, have the potential to create significant long-term cultural change.