

CARU CYMRU – Case Study

CASE STUDY TITLE: Non-traditional Litter Free Zones

Organisation	Keep Wales Tidy
Date/s case study covers	Quarter 2, 2022-23
Project summary (including location)	<p>The Litter Free Zone scheme was launched to schools and businesses in January 2022.</p> <p>Primary schools, secondary schools and colleges have signed up, whilst a huge variety of business have engaged: from small independent businesses to large multinationals with hundreds of staff. Meanwhile, a number of non-profit organisations have become Litter Free Zones, and this report summarises this activity.</p>
Partners involved (other core funded projects, community groups etc.)	<p>Examples of the non-profit organisations that have become Litter Free Zones:</p> <ul style="list-style-type: none"> • National Museum of Wales, Cardiff, • Raglan Highways Depot, Monmouthshire County Council, • Royal Gwent Hospital, Newport • Mumbles Community Council, Swansea • Brecon, Rhayader and Maldwyn Leisure Centres, Powys • Office of Sioned Williams MS, Neath
Resources (funding, staffing, volunteer time etc.)	Litter Free Zones is part of Caru Cymru. This is a Welsh Government and Rural Development Programme funded project, which aims to inspire everyone to take action and care for the environment.
Any barriers, risks and issues overcome	<p>The Litter Free Zones scheme has amounted to a new opportunity for organisations to engage positively with their community. It allows businesses of all shapes and sizes to participate in Caru Cymru in a standardised way, which avoids the need to create a <i>new</i> intervention with each organization.</p> <p>Organisations have been directed to the network of Litter Picking Hubs. This has helped organisations to access kit and insurance.</p> <p>Overall, the Litter Free Zones scheme is creating new working relationships across Wales that will hopefully bring further opportunities.</p>
Feedback/quotes from participants / beneficiaries	<p><i>“We hope it will inspire others to join the campaign and support Keep Wales Tidy”</i></p> <p>Sian Taylor-Jones, Museum Garden Co-ordinator, National Museum of Wales, Cardiff</p>

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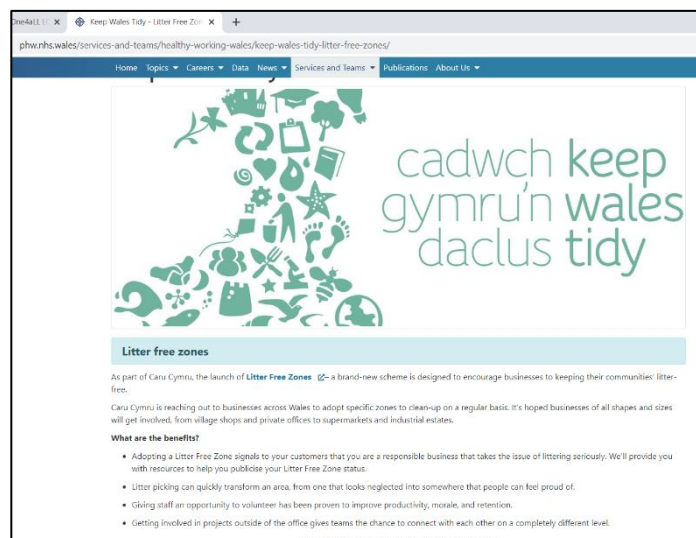
Photographs, videos, social media etc.



Left: Keep Wales Tidy launch [Tweet](#).



Left: Keep Wales Tidy [Tweet](#) to promote the involvement of the National Museum of Wales, Cardiff.



Left: NHS Wales [website](#) promoting the scheme to staff.

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Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working	<p>Involvement: Businesses that want to make a positive contribution to the community can do so via the Litter Free Zones scheme. The diversity of businesses and organisations in Wales is represented in those that are participating.</p> <p>Collaboration: The partnership approach of Litter Free Zones is helping to ensure a Resilient Wales and a Wales of Cohesive Communities. It demonstrates the collective impact that multiple partners can make when everyone makes modest but ongoing, local contributions.</p>
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