

ENVIRONMENTAL STEWARDSHIP CREDIT CERTIFICATE

THIS CERTIFICATE CONFIRMS THAT

**10
CREDITS**

HAVE BEEN PURCHASED & RETIRED

ONE CREDIT = ONE INTERNATIONAL MILE
OF THOROUGHFARE COVERED BY A
#PRISTINEPARISH PROGRAM

CREDIT CLASS #PRISTINEPLANET

SERIAL NUMBERS
UK-583-774 TO UK-583-783
PURCHASED & RETIRED ON BEHALF OF

GRAND RETAILSHOP CO. LTD

ON 14 OCTOBER 2025

VENDOR VERIFIER REGISTRY
eden

The #PRISTINEPARISH Methodology

Eden dot Enterprises Ltd

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1 Glossary

- #PP** #PristineParish – a participating Parish whose Walks were all Picked within the last Three-Day Window (TDW).
- #PPC** #PP Contender – a participating Parish whose Walks were NOT all Picked within the last TDW.
- #PPO** #PP Organiser – a person/entity fronting one or more #PPPs.
- #PPP** #PP Program – a turn-key year-long program for maintaining a #PP.
- #PPX** A non-participating Parish.
- CSN** Credit Serial Number
- Eden** The entity that created, promotes and manages the #PPP.
- Fly tip** Waste dumped illegally on public land; too much for a Pikker to carry.
- Litter** Rubbish such as unclaimed paper, cans, or bottles in a public place. Excludes fly tips.
- Parish** A defined area, which could be, for example: a country parish, city district, town, tribal land or neighbourhood
- Pik** (Verb) To de-litter a Walk or (Noun) A Picking patrol. Both done as part of a #PPP.
- Pikker** A #PP volunteer who Piks. ‘Pikker’ is the mythical protector of the Vōhandu-river.¹
- PPR** Parish Pikkings Report
- QTF** Qualifying Thoroughfare – a TF covered by a #PPP.
- RAG** Red Amber Green – a traffic-light rating system.²
- SOP** Standard of Performance for a #PPP.
- TDW** A Three-Day Window centred on Tuesdays and Saturdays.
- TF** Thoroughfare – a public road or path including the publicly owned land alongside.
- UPI** Unique Program Identifier – comprises a Parish ID and Year ID.
- Walk** A set route in a Parish to be Picked.

2 Introduction

Eden has developed a system of environmental stewardship that, where implemented, reduces the problems caused by land-based littering to comparative insignificance. The system is the #PristineParish Program (#PPP). Where adopted, litter on a Thoroughfare (TF) is reduced by 10,329% compared to the traditional system – a biannual litter pick.³

The intent behind the creation of this #PristineParish Methodology is to inspire and facilitate community-led initiatives to render and keep Parishes pristine the world over.

This entails enrolling local #PP champions or organisers (#PPOs) and providing them with the knowhow and the systems and processes to organise one or more #PPPs.

The business model utilised is akin to franchising: the Franchisee (the #PPO) uses their local expertise, networks and heft to implement #PPPs and the Franchisor (Eden) provides the turn-key systems and ongoing support that are key to operational longevity.

Next, we take an overview of the #PP Methodology (Overview) before looking at the operating model (Model).

¹ <https://en.wikipedia.org/wiki/Pikne>

² The #PPP RAG system colours are inspired by an oasis: Royal Blue for the lake at its heart (denotes a #PP), Palm Green for the vegetation at the water’s edge (denotes a #PPC) and Desert Sand for the land beyond (denotes a #PPX).

³ Calculation here: <https://poe.com/s/Whqb5FXq0gOAoapT2ung>

3 Overview

What's the point of the #PP Methodology and what's the plan?

3.1 Purpose

The purpose is to keep our world free of litter.

3.2 Vision

The overarching vision (the North Star) is a #PristinePlanet.

3.3 Strategy

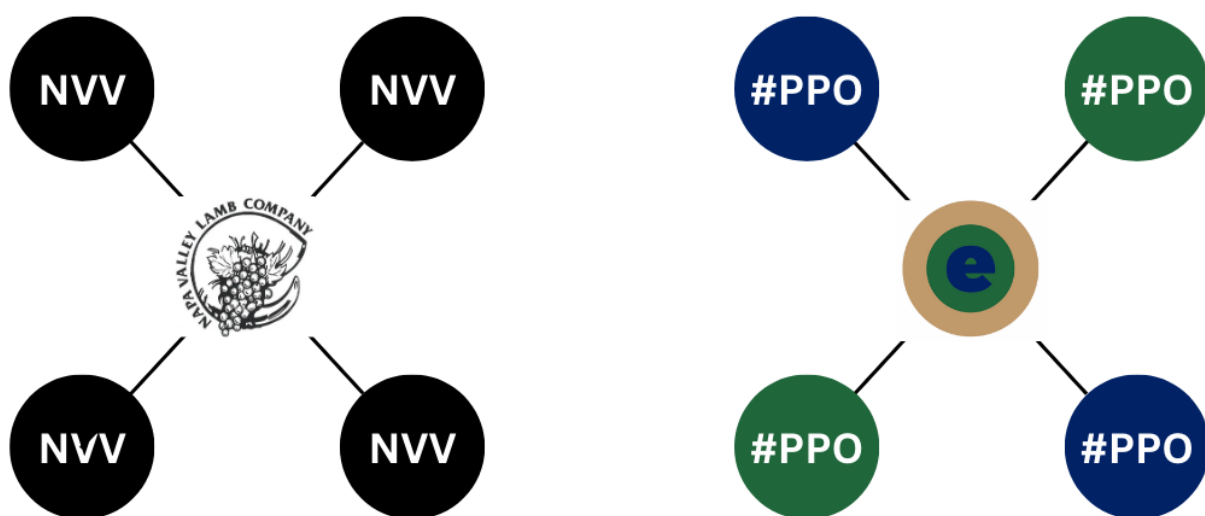
The strategy is to help communities implement and maintain a #PPP in their Parish.

Next, we take an overview of the #PP Model (Model) before turning to why it is necessary (Justification).

4 Model

The operating model is loosely based on the sheep-grazing-vineyards model.

The relationship between the Napa Valley Lamb Company (NVLC) and Napa Valley Vineyards (NVVs) using NVLC services to steward the environment in vineyards provides the model for the relationship between Eden and #PristineParish Organisers (#PPOs) using Eden's services to steward the environment in Parishes.



Similar Operating Models

The points of similarity are:

- Both the NVLC and a #PPO focus on one ecosystem type: vineyards (NVLC) and thoroughfares (#PPO).
- Both remove alien plants; be it weeds or litter (i.e., discarded or 'planted' rubbish).
- Both have the goal of neutralising the alien in the ecosystem such that it does no harm.
- Both activities need to be regular and frequent to keep pace with the intrusion.
- The need for the intervention will persist as long as the ecosystem exists.

The points of difference are:

- NVLC services are provided on site. Eden services are provided remotely, in line with the franchising model it follows.
- NVLC deploys its own operatives (sheep), whereas Eden, via the #PPO, deploys operatives (volunteers) from the #PPC.
- The NVLC targets ecosystems (vineyards) that are privately owned, whereas Eden, via the #PPO, targets ecosystems (thoroughfares) to which the public has access.
- The NVLC shares the compensation (from Credit sales) with the NVVs, whereas Eden in bearing 100% of the costs of a #PPP, receives 100% of any monetary consideration. The #PP receives benefits purely in kind, namely, the use of the #PP turn-key management system and, of course, the enjoyment of a litter-free Parish.

Next, we look at why this initiative is necessary (Justification) before establishing what makes a neighbourhood eligible for a #PPP and who is eligible to organise a #PPP (Eligibility).

5 Justification

There is no safe level of litter as far as animals, wild or domestic (or even human), are concerned. One discarded bottle can trap multiple rodents or – smashed – injure larger mammals, both wild and domestic. One English farmer reported the loss of a cow per year to discarded plastic bags that they had ingested.

Roadside verges provide habitats and corridors for wildlife. They are degraded by litter, which traps, injures and poisons animals and escapes into the waterways and oceans.

Land-based sources account for 80% of marine litter and approximately 85% of it is plastic. This is a big problem because of plastic's impact on marine life and human health via the food chain.⁴ The persistent nature of plastic means that it can last up to 500 years.⁵

Litter also saps the spirit so has a real cost to society. In fact, British MPs get more letters complaining about litter and dog fouling than anything else.⁶

The value of removing litter as quickly as possible is therefore in direct proportion to the harm it can cause if left on the ground. Also, litter breeds litter, which multiplies any benefits from removing it promptly.⁷

No authority is responsible for keeping the highways and byways free of litter. Indeed, the state of many streets, roadside verges, riverbanks and beaches is evidence of a massive gap between littering and de-littering.

#PPOs therefore step into the gap to intercept litter where it originates.

Next, we learn what makes a neighbourhood eligible for a #PPP and who is eligible to organise a #PPP (Eligibility) before seeing how to put a #PPP into practice (Practice).

6 Eligibility

6.1 Neighbourhood

For a neighbourhood to be eligible for a #PPP, it needs to have a boundary and an ecosystem in the form of thoroughfares that are open to public use.

⁴ <https://globalconservationforce.org/litter-environment-communities/>

⁵ <https://www.eea.europa.eu/publications/european-marine-litter-assessment>

⁶ <https://www.telegraph.co.uk/news/earth/3339655/Litter-and-fly-tipping-facts.html>

⁷ <https://www.amazon.co.uk/Litter-ology-Understanding-Littering-Secrets-Public/dp/0994162219>

6.1.1 Boundary

A neighbourhood needs a boundary. The neighbourhood can be, for example, a country parish, a market town or a city district. In each case, the intended Parish should ideally coincide with the administrative region, so a “town” would encompass all the land for which the Town Council is responsible.

6.1.2 Ecosystem

The ecosystem that is eligible for a #PPP is a “thoroughfare” (TF). ”Thoroughfare” means road or path and is used to encompass both the route and the land bordering the route that is open to public use, for example:

- A street, road, square, alley, pavement or sidewalk
- A footpath, bridleway or towpath
- A river, canal or other waterway
- Common land, a park, a beach
- Amenity land, such as hospital grounds

6.1.3 Ownership

The ownership of land targeted by a #PPP is immaterial but it must be open to public use. The public must have a right of way over it or a right of access or enjoyment.

6.2 Organiser

Any individual or entity may be a #PristineParish Organiser (#PPO). A #PPO need not be a member of any official or administrative body. A #PPO may implement any number of #PPPs – or just one for their own Parish.

Next, we look at how to go about putting a #PPP into practice (Practice) followed by an explanation of how reporting will work (Reporting).

7 Practice

Here we describe the #PPP: how prospective #PPOs can apply to implement it, how it’s set up, and how it operates.

7.1 Application

The prospective #PPO applies via the Eden website for support in setting up one or more #PPPs, specifying the Parish(es) in question.

7.2 Set-up

In order to get a #PPP set up, Eden:

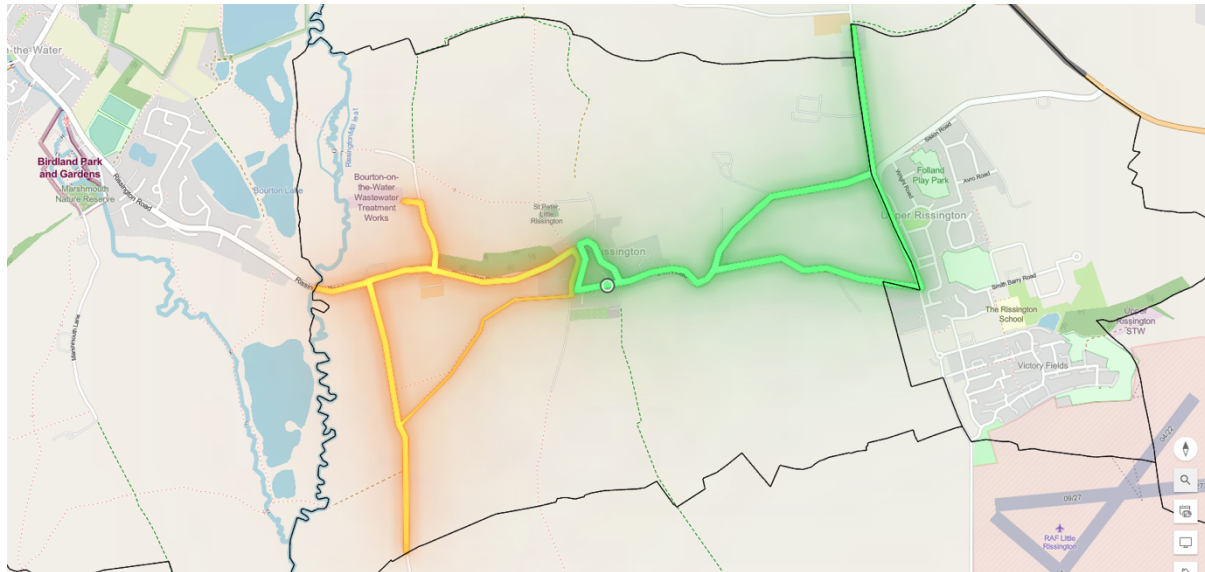
1. Identifies the Parish and its thoroughfares on a Streetview map and a PROW map.⁸
2. Divides the Parish into Walks using an ESRI map and #PP algorithms.⁹
3. Co-hosts with the #PPO a Soirée to mobilise volunteers.¹⁰
4. Provides training in Picking and reporting.
5. Equips the Pikkers with free hi-vis vests and grabbers.
6. Ensures Walks have a Pikker on Tuesdays and Saturdays.

⁸ PROW = Public Right of Way

⁹ ESRI = Environmental Systems Research Institute, Inc. For the process, go to <https://eden.enterprises/eden-chronicle>, page 24: Case History - Blockley

¹⁰ <https://eden.enterprises/soiree>

The map below shows the Walks within Little Rissington Parish, one orange, one green. The Qualifying Thoroughfares (QTFs) are the thoroughfares (TFs) covered by the Walks. The thick lines denote roadways. The thinner (orange) line denotes a footpath.



Walks within Little Rissington Parish

7.3 Operation

A Pikker undertakes to do the same Pik every week. Once a #PPP is set up, the facilities required are:

- A Rota, so Eden can monitor and manage the Picking, and
- A Chatroom, so Pikkers can liaise with each other, and
- An Annual Soirée, to foster team spirit

7.3.1 Rota

Eden shares the online Rota with the Pikkers. Each Walk appears twice on the rota each week, on Tuesday and Saturday. Each appearance is a Pik. Each Pik is colour-coded to show its status:

- Pikker Needed (Grey)
- Pik Adopted (Red)
- Pik Completed (Green)
- Cover Requested (Yellow)
- A #PristineParish (Blue)

Pikkers have 'Edit' permission allowing them to change the colour of their Pik from Red to:

- Green – to show the Pik has been completed, or
- Yellow – to request cover.

7.3.2 Chatroom

Eden sets up and administers a dedicated WhatsApp Group for the Pikkers of the Parish to facilitate collaboration.

7.3.3 Soirée

Eden organises and funds annual soirées for Pikkers from neighbouring Parishes.

SAT
13
Barrington - Chris G
Bristol - Chris H
De Havilland - Annabel (DofE Silve
Delfin - John & Sue
Godfrey - Sarah & John
Hart - Sandra & Lowenna
Hawker - Isabel
Longmore - Glenn & Pru
Sandy - Don
Skate Park - Ruthie
Wright

SAT
20
Barrington - Chris G
Bristol - Chris H
De Havilland - Annabel (DofE Silve
Delfin - John & Sue
Godfrey - Sarah & John
Hart - Sandra & Lowenna
Hawker - Isabel
Longmore - Glenn & Pru
Sandy - Don
Skate Park - Ruthie
Wright - Rosemarie

8 Reporting

The report on which the issuance of Credits will be judged is The Parish Pikkings Report (PPR), which is based on the respective Parish's Litter Gallery.

Once a Pikker has completed their Pik, they upload a photo of their haul to their Parish Gallery.¹¹ The Parish Galleries are viewable by the public.¹²

A Parish Gallery contains a photo of every litter haul ever collected within the Parish. Each photo is labelled with the Date of the Pik and the Name of the Walk and the Pikker.

At the end of a #PPP, Eden submits a PPR to the methodology developer (Regen).

Next, we turn to various matters before learning how accreditation works (Credits).

9 Verification

Verification of #PPPs will be managed by the methodology registrar (Regen) using the PPRs submitted by Eden.

10 Disputes

If Regen rejects a claim for Credits, Eden will have 30 days from the notification to reapply for the #PPP Credits. Failure to do so will result in Eden forfeiting Credits for the #PPP.

11 Analysis

The Eden database contains a photo of every litter haul since November 2018. The photos are displayed on publicly accessible web pages. Scientific research is encouraged and accommodated - and facilitated given that all Parish data is stored in one database.¹³

12 Co-Benefits

The #PPP's co-benefits are to Biodiversity, Wellbeing and the Economy. The benefits can be demonstrated by pointing, on the one hand, to the literature evidencing the harm to Biodiversity, Wellbeing and the Economy from litter and, on the other hand, to the ubiquity of litter under a traditional litter-picking regime and the relative absence of litter where a #PristineParish Program is in operation.

12.1 Biodiversity

The benefit is from neutralising the harm that litter can do to the environment.

12.2 Wellbeing

The benefit is from removing something that upsets many people greatly.¹⁴

12.3 Economy

Public bodies (e.g., district councils in the UK) have a duty to clear litter when requested and where it is considered to be egregious enough to warrant the expense of doing so. Such expenses are much reduced where a #PPP is in operation.

¹¹ The photo goes via a dedicated Dropbox folder to their Parish Gallery. In time, it will go directly to their Gallery from the Eden App, which will provide instant transparency and real-time verification.

¹² <https://eden.enterprises/galleries>

¹³ Analysis could, for example, detect variations in the amount and type of litter collected from any one Walk or from any one Parish over the years.

¹⁴ UK MPs get more letters complaining about litter and dog fouling than anything else: <https://www.telegraph.co.uk/news/earth/3339655/Litter-and-fly-tipping-facts.html>

13 Consideration

Consideration is based on the practice of Pikking; this is not an outcome-based methodology.

14 Credits

14.1 Denominator

The denominator is an International Mile of Qualifying Thoroughfare (QTF). A QTF is a roadway or path that is covered by a #PristineParish Program (#PPP).

14.2 Term

The crediting term is One Year.

14.3 Activity

The activity is Pikking, which is de-littering a Walk as part of a #PPP. A Parish that is covered by a #PPP is divided into Walks, each scheduled to be de-littered twice a week.

14.4 Batches

Credits can only be purchased in batches corresponding to #PristineParish Programs (#PPPs).¹⁵ A #PPP is assigned a Unique Program Identifier (UPI), comprising a:

- Parish ID E.g., Little Rissington is ChIJEWPjhJkvcUgRPr-QmoFl7zc
- Year ID E.g., 1 February 2024 to 31 January 2025 would be 2024-02-01

UPI format example: 2024-02-01-ChIJEWPjhJkvcUgRPr-QmoFl7zc.¹⁶

14.5 Standard

The Pikking Standard of Performance (SOP) has two elements:

1. A minimum of 75% of Piks must be completed during the Crediting Term as evidenced by the respective Parish Pikking Report (PPR).
2. A Pik must be completed either on the scheduled day or on a day either side. That is, there is Three-Day Window (TDW) within which to complete a Pik.

14.6 Price

The price of a #PP Credit may vary from country to country.¹⁷

The list price of an International Mile of Qualifying Thoroughfare covered by a #PPP *for One Week* is based on the average price of a bag of McDonalds fries in the respective country at the beginning of the #PPP.¹⁸

For example, the average price in the UK of a small bag of fries is £1.19.¹⁹ Thus, the price of a #PP Credit in the UK is set at $52 \times £1.19 = £61.88$ (as at 1 October 2024).

¹⁵ Parishes that have implemented the #PPP will be listed together with the number of Credits needed to be purchased based on the length of their Qualifying Thoroughfares (QTF). A Parish with 10 miles of QTF would generate 10 Credits per year.

¹⁶ To identify a Parish, append the Place ID to https://www.google.com/maps/place/?q=place_id:

¹⁷ Variance by country has a precedent in that the sheep grazing credit earnings split varies between countries depending on grazer/vineyard supply and demand dynamics.

¹⁸ A McDonalds hamburger is used as a proxy for purchasing power based on the percentage of the average income it takes to buy a Big Mac. The price is designed to be roughly equally affordable across the world for a Credit Buyer to purchase Credits issued within their own country. Purchasing power levels are less in poorer countries than richer countries; thus, a Credit Buyer pays less for a #PP Credit issued in Costa Rica than for a Credit issued in Germany. This regime encourages local buyers to support their own neighbourhoods as well as buyers in richer countries to support poorer countries.

¹⁹ <https://mcdonalds-menu.co.uk/fries/>

14.7 Calculation

The Credit revenue generated by a #PPP is calculated thus:

Number of QTF Miles (in the Parish) x Fries Price (in the country) x 52.

The number of Miles in a Parish will be rounded to the nearest whole number.²⁰

Example based on Little Rissington:

- The Parish has 4 miles of QTF, i.e., 4.15 rounded to the nearest whole number.
- The SOP during the year-long #PPP was 89% (i.e., above the SOP of 75%).
- Little Rissington will therefore generate 4 Credits.
- Credits crystallise at the rate of £1.19²¹ per mile per week.
- One mile of QTF will generate: 52 x £1.19 = £61.88.
- The Parish's 4 miles will therefore generate: 4 x £61.88 = £247.52.

14.8 Issuance

The number of #PP credits will be calculated and issued within 15 days from the end of the #PPP.

14.9 Coding

Credits are issued on a country-by-country basis such that every Credit will be for a specific country, identifiable by its Credit Serial Number (CSN).

The first two characters of a CSN are ISO 3166-1 alpha-2 codes. They are two-letter country codes defined in ISO 3166-1, part of the ISO 3166 standard published by the International Organization for Standardization (ISO), to represent countries, dependent territories, and special areas of geographical interest. They are used most prominently for the Internet's country code top-level domains (with a few exceptions).

For example, the CSNs on the sample Credit Certificate on this document's cover page begin with UK, which is the code for the United Kingdom.

Regen (or Eden?) hosts a database listing every Credit, showing the Unique Program Identifier (UPI) corresponding to the CSN.

14.10 Proponent

The Project Proponent in relation to all #PPPs is Eden. Eden covers the entire costs of all #PPPs. Neither the residents of a Parish nor its administrative body (e.g., Parish or Town Council) incur any direct financial costs nor do they have the task of registering a Project with Regen, it being Eden's role to make the implementation of a #PP Program as quick and easy as possible.²²

14.11 Costs

Costs are incurred in a Parish in proportion to the length of the Parish's Qualifying Thoroughfares (QTFs). The longer the QTFs, the more Pikkers and Picking equipment will be needed, the greater the overhead in managing the Pikkers and maintaining their numbers and, given more miles are de-littered, the greater the number of Credits that will be issued, thereby funding Eden's outgoings and activities.

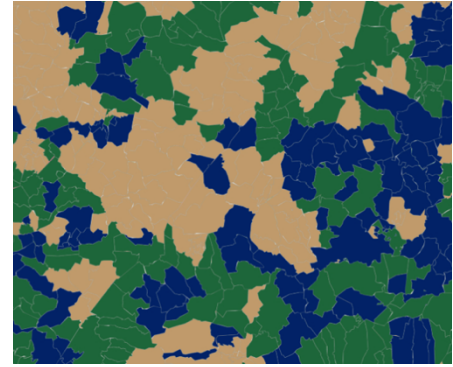
²⁰ This is because fractions of Credits would not be feasible.

²¹ The price of a McDonalds bag of fries at the beginning of the #PPP.

²² For example, there are over 14,000 Parishes in England & Wales, which will be able to operate under the auspices of the single Eden scheme rather than each Parish having to register a separate scheme.

14.12 Transparency

When all Piks within a Parish have been completed within the previous TDW, the Parish is deemed to be a #PristineParish (#PP) and the Parish colour is shown as Royal Blue on the publicly-accessible Eden Everywhere Map in line with Eden's Oasis-themed RAG performance system, according to which Palm Green denotes a #PristineParish Contender (#PPC) and Desert Sand a Parish yet to adopt a #PPP (#PPX).²³ The Eden Everywhere Map is dynamic, to reflect the changing status of parishes.



The Eden Everywhere Map

15 Bibliography

15.1 Impact on the Environment

Litter and its Impact on the Environment – This report by the Environmental Protection Agency (EPA) outlines how litter affects ecosystems, wildlife, and human health.

https://19january2021snapshot.epa.gov/trash-free-waters/impacts-mismanaged-trash_.html

Litter: A Global Challenge – A World Wildlife Fund (WWF) report that highlights the global impact of litter, particularly plastics, on various ecosystems.

<https://www.worldwildlife.org/initiatives/plastics>

Littering Behaviour: Causes and Consequences – An article in Environmental Psychology discussing human behaviours related to littering and the broader environmental impacts.

<https://www.sciencedirect.com/science/article/abs/pii/S0956053X22000642>

Marine Debris: Impacts on Marine Life – A publication by NOAA that details how litter, particularly in oceans, harms marine species and habitats.

<https://response.restoration.noaa.gov/about/media/how-marine-debris-impacting-marine-animals.html>

Plastic Pollution: Effects on Ecosystems – A comprehensive study published in Science that examines the effects of plastic litter on marine and terrestrial ecosystems.

<https://www.sciencedirect.com/science/article/pii/S2405844020315528>

The Economic Costs of Litter – A report by Keep America Beautiful that discusses the financial implications of littering on communities and local governments.

https://kab.org/wp-content/uploads/2021/05/Litter-Study-Summary-Report-May-2021_final_05172021.pdf

The Effects of Litter on the Environment and Communities – A heavily referenced essay by the Global Conservation Force on the myriad aesthetic, environmental, and social problems that litter causes.

<https://globalconservationforce.org/litter-environment-communities/>

²³ <https://eden.enterprises/eden-everywhere>

The Impact of Litter on Urban Wildlife – A paper in Science Direct that explores how litter disrupts habitats and affects animal behaviour.

<https://www.sciencedirect.com/science/article/abs/pii/B9780128227947000083>

15.2 Impact on Wellbeing

Perceived Health Effects of Litter and Trash by Inner City Residents – Residents in inner-city, low-income neighbourhoods identify their neighbourhood as unattractive and stressful with violence and trash identified as impacting health.

https://d1wqtxts1xzle7.cloudfront.net/90167576/Tara_Bennett_Honors_Thesis-libre.pdf

Litter Doesn't Just Hurt Our Planet—It Can Impact Our Mental Health, Too – Effect of Greening Vacant Land on Mental Health of Community-Dwelling Adults.

<https://www.oprahdaily.com/life/a41170189/litter-hurts-our-planet-and-our-mental-health/> & <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2688343>

Neighbourhood Problems Lead To Depression – Signs of neighbourhood disorder, such as crime, vandalism and exposure to rubbish, are thought to indicate problems in the residential environment, by elevating the level of stress and fear among residents.

<https://cresh.org.uk/2020/01/22/neighbourhood-problems-lead-to-depression-but-effects-vary-across-countries/>

The impact of the physical and urban environment on mental well-being -

Individuals living in poor physical environments are ... at risk of poorer psychological health.

<https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=f6ab9d18252819adc562a18e9e765b59e3f8020a>

How Connecting With Nature Benefits Our Mental Health – Our relationship with nature – how much we notice, think about and appreciate our natural surroundings – is critical in supporting good mental health and preventing distress.

<https://www.mentalhealth.org.uk/our-work/research/nature-how-connecting-nature-benefits-our-mental-health>

15.3 Impact on the Economy

Litter Has Both Direct and Indirect Costs - Keep Britain Tidy (KBT) estimates that public sector land managers spend more than £850m each year keeping streets clean and tidy and improving local environmental quality in England alone.

A significant proportion of this cost could be avoided if people did not drop litter or if it were removed by volunteers.

Many indirect costs are also associated with litter, for example a KBT report estimated the costs of litter in England at £526m for mental health, up to £348m for crime, and £70.6m for litter/refuse fires each year.

Finally, litter is also a lost resource and would have an annual value in England of £12.8m if it could be made into new products. (2015 prices)

<https://committees.parliament.uk/writtenevidence/56335/pdf/>