



The #PRISTINEPARISH Methodology

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1 Glossary

| | |
|-----------|---|
| #PP | #PristineParish – a participating Parish where ALL Routes were patrolled within the last Patrol Window (PW). |
| CSN | Credit Serial Number |
| Fly tip | Waste dumped illegally on public land; too much for a Patroller to carry. |
| Litter | Rubbish such as unclaimed paper, cans, bottles, plastic and fast-food packaging in a public place. Excludes fly tips. |
| PAB | Parish Administrative Body (e.g. Parish Council, Town Council) |
| Parish | A defined area, which could be, for example, a country parish, city district, town, tribal land or neighbourhood. |
| Patroller | A PPP volunteer. |
| PP\$ | #PristinePlanet Credit |
| PPO | #PP Organiser – the Project Proponent, a person or entity fronting a PPP. |
| PPP | #PP Program – a turn-key program for maintaining a #PP. |
| PPR | Parish Patrols Report |
| PPU | #PristinePlanet Underwriter – buys PP\$s generated by PPPs they underwrite. |
| PW | Patrol Window: Midweek (Tue/Wed/Thu) and Weekend (Sat/Sun). |
| QTF | Qualifying Thoroughfare – a TF covered by a PPP. |
| RAG | Red Amber Green – a traffic-light rating system. |

Route A set route in a Parish to be kept pristine.
SOP Standard of Performance for a PPP to be able to generate PP\$.
TF Thoroughfare – a public road or path including the publicly owned land alongside.
UPI Unique Program Identifier – comprises a Parish ID and Year ID.
Verifier An independent third-party who meets the Credit Class requirements.

2 Introduction

2.1 The #PristinePlanet Credit Class

The #PristinePlanet Credit Class rewards projects that keep Parishes free of pollutants (e.g., litter) by virtue of twice-weekly pollutant-clearance patrols. The #PristineParish Program (PPP) is a system of environmental stewardship that is able to generate #PristinePlanet Credits.

2.2 A Quantum Leap Forward

Where implemented, the PPP reduces the problems caused by land-based littering to comparative insignificance. It entails a twice-weekly de-littering of Thoroughfares (TF) across the entire Parish, which equates to 98%¹ less litter on a Thoroughfare than in Parishes that organise a biannual litter pick.² In practice, the difference is even more stark given that annual or biannual litter picks seldom cover the entire Parish.

2.3 The Direction of Travel

The intent behind the creation of the #PristineParish Methodology is to inspire and facilitate entities to become #PP Organisers (PPOs) and set up PPPs the world over.³

2.4 The Credit Buyer

In the same way that carbon credits are purchased by carbon emitters (e.g., airlines) from entities that remove carbon from the air (e.g., landowners who plant trees), so #PristinePlanet Credits will be purchased by packaging emitters (e.g., supermarkets) from entities that remove packaging from the ground (e.g., environmental protection organisations).

2.4.1 Private Investor

Most litter is food and beverage packaging. For this reason, supermarkets and fast-food takeaway chains will be blamed and will want to buy PP\$. Other potential buyers include hospitality and tourist venues who benefit from litter-free surroundings, and fast-moving consumer goods manufacturers and tobacco/vaping companies.

2.4.1.1 *Talk to the CEO*⁴

The PPO must ask “Cui bono?” or “Who benefits?” Specifically, what business will profit from a Parish being pristine? The answer could be a local upmarket hotel, a tourist attraction, a pub, a diner, or a supermarket that would rather its packaging were not on the roadside. In every case,

¹ Calculation here: <https://poe.com/s/nvfLFLyPFKOje9c7CCMm>

² The norm in the UK is for a parish to organise a litter pick just once or twice a year.

³ A motivation behind Tesla was to encourage motor manufacturers to switch to making electric vehicles. The more EV manufacturers the better; the more PPOs the better.

⁴ Chief Executive Officer

bar perhaps the multinationals that have CSOs⁵, the best strategy is to get an audience with the CEO or Chairman.

The reason for this approach is that what the PPO is proposing – the purchase of credits – will not readily be absorbed into any single departmental budget, for lack of an easily measurable ROI⁶. It will, however, affect how the company is perceived by its owners, employees, customers, potential hires and the community, all of which can impact market capitalisation - the prime concern of the company's C-suite.

An advantage of a hospitality venue buying PP\$s is that they may also provide a venue for the Set-up and #PP Soirées (see 7.2.4).⁷

2.4.2 Public Investor

The ultimate benefiting *public* entity is the local authority.

2.4.2.1 Talk to your Local Authority Chairman

Where litter-picks are organised at the local level, they are generally organised by the local town or parish authority. They will likely have followed the same routine for decades, such that institutional paralysis may have set in – one UK town council, offered a twice-weekly free de-littering of their entire town, declined, saying they were content with the annual litter-pick, something they had always organised and, quite possibly, one of the few things if not the only thing they ever got credit for.

So, a PPO will need to show the local authority how to take credit for adopting a PPP. This might entail a permanent panel in their Parish newsletter and on their website that, in asking for volunteers, reminds their residents that the authority is working to keep the Parish pristine.

3 Overview

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

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 plan is to change the culture of litter picking by introducing a new approach to litter, and by implementing, maintaining and monetising PPPs such that the PPO is not just self-sustaining, but profitable and investible.

⁵ Chief Sustainability Officer

⁶ Return on Investment

⁷ See the back cover of the Eden Chronicle: <https://eden.enterprises/eden-chronicle>

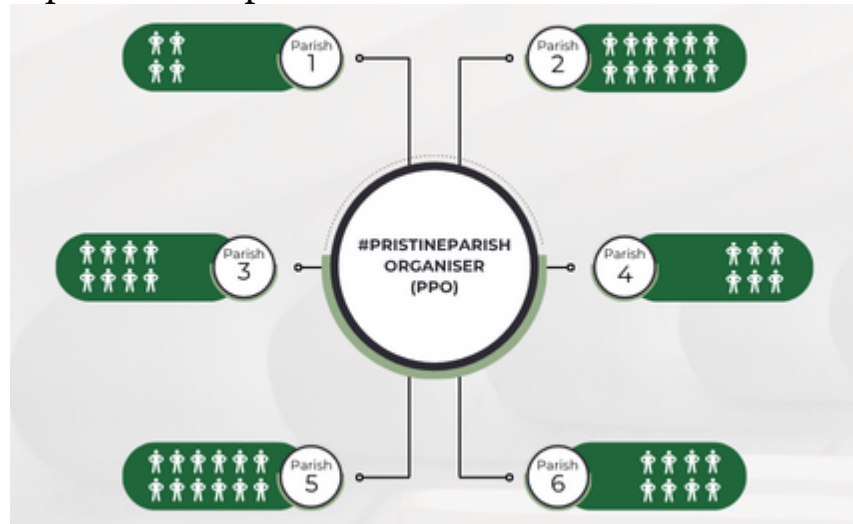
4 Model

The operating model is hub and spoke. Volunteers within a Parish are enrolled, inducted and managed by the PPO rather than by the Parish Administrative Body (PAB) or a resident, but with the active support of the PAB, who will be required to help fund their PPP.

Managing a PPP is onerous. It's too much of a commitment for residents. A resident can't provide 24/7/365 management. Their lives change. They leave the parish.

The same applies to councillors, but even more so since they've already got their council portfolios to manage.

By contrast, a PPO offers consistency and longevity.



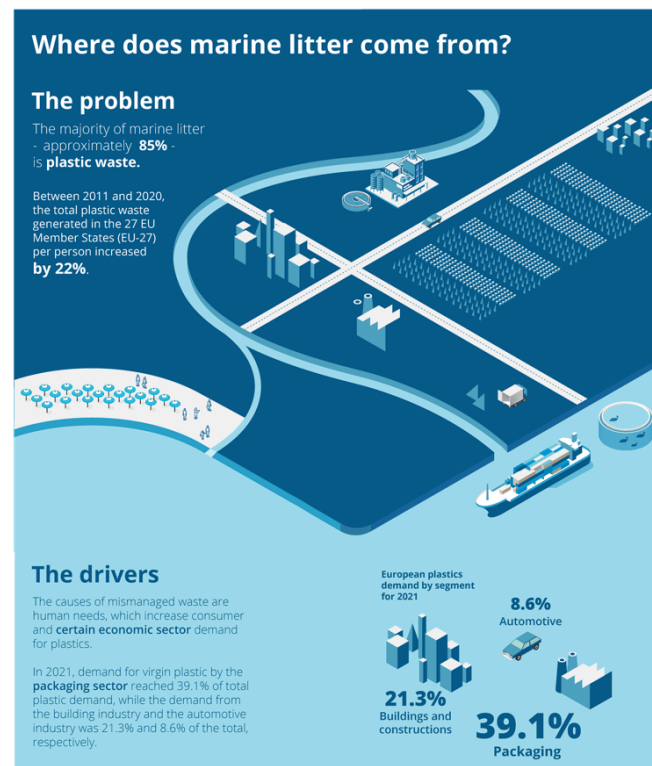
5 Justification

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 rodents⁸ or, if smashed, can injure larger mammals, both wild and domestic.

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

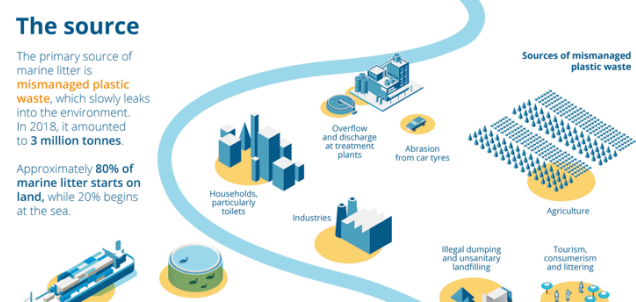


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https://www.researchgate.net/publication/249488323_The_discarded_bottles and
[https://www.keepbritaintidy.org/sites/default/files/resource/1/EnvironmentalQuality_v7-online%20\(1\).pdf](https://www.keepbritaintidy.org/sites/default/files/resource/1/EnvironmentalQuality_v7-online%20(1).pdf), page 5

7

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plastic - see EEA Infographic (right).⁹ This is a problem because of plastic's impact on marine life and human health via the food chain.¹⁰ The persistent nature of plastic means that it can last up to 500 years.¹¹

Litter also saps the spirit so has a real cost to society. The most common topic in a UK MP's postbag is litter and dog fouling.

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. See *Littering in Context Personal and Environmental Predictors of Littering Behavior*,¹² and *A focus theory of normative conduct: When norms do and do not affect behavior*.¹³

No authority, not even in Japan, a paragon of cleanliness, succeeds in keeping all its highways and byways free of litter. Indeed, the state of many streets, roadside verges, riverbanks and beaches the world over is evidence of a massive gap between littering and de-littering.

PPOs can therefore step into the gap to ensure litter is intercepted where it originates.

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.

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

⁹

<https://www.eea.europa.eu/en/analysis/maps-and-charts/where-does-marine-litter-come-from>

¹⁰ <https://globalconservationforce.org/litter-environment-communities/>

¹¹ <https://www.eea.europa.eu/publications/european-marine-litter-assessment>

¹² https://www.researchgate.net/publication/258132630_Littering_in_Context_Personal_and_Environmental_Predictors_of_Littering_Behavior

¹³ <https://psycnet.apa.org/record/2000-08717-009>

- A river, canal or other waterway
- Common land, a park, a recreation ground, a public car 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 (#PristineParish Programs) PPPs – or just one, say, for their own Parish.

7 Practice

Here we describe how to set up a PPP and how it operates.

7.1 Set-up

To set up a PPP, a PPO:

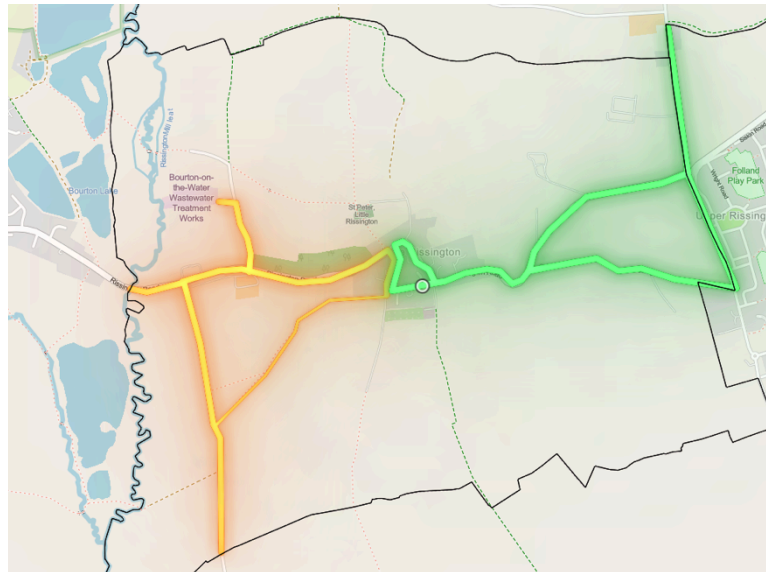
1. Identifies the Parish boundaries¹⁴ and its thoroughfares.¹⁵
2. Divides the Parish into Routes.¹⁶
3. Recruits volunteers either for deployment or the subs bench.
4. Provides training in patrolling safely and reporting (i.e., uploading haul photos).
5. Equips the Patrollers with free hi-vis vests and heavy-duty grabbers and gloves.
6. Ensures Routes have a Patroller both Midweek and at the Weekend.
7. Creates an online Route Map, Rota, Chatroom and Gallery for the Parish.

¹⁴ For example, by querying this map:

<https://developers-dot-devsite-v2-prod.appspot.com/maps>

¹⁵ For example, by querying a Streetview map and a Public Right of Way map.

¹⁶ For example, by using a mapping service such as QGIS or ArcGIS or Eden's Parish Mapping Service.



7.2 Operation

Once a PPP is set up, the facilities required are a:

- Rota
- Chatroom
- Route Map & Gallery
- Get-together

7.2.1 Rota

| MON 15 | TUE 16 | WED 17 | THU 18 | FRI 19 | SAT 20 | SUN 21 |
|----------------------|----------------------------|-----------|-----------|-----------|---------------------------------|-----------|
| 1. Pikker Needed | Aerodrome - Jeremy (Upper) | | | | Aerodrome - Kate | |
| 2. Pik Adopted | Leasow - Janne | | | | Leasow - Jenny | |
| 3. A Pristine Walk | Newbridge - Graham | | | | Newbridge - Jenny | |
| 4. Cover Requested | Trig Point - Marion | | | | Trig Point - Fred (DofE Bronze) | |
| 5. A #PristineParish | Village - Jenny | | | | Village - Caroline | |

The PPO sets up and shares the online Rota with the Patrollers. Each Route is entered twice on the Rota each week, Midweek (Tue/Wed/Thu) and Weekend (Sat/Sun). Each event is a patrol. For example, if using Google Calendar, each patrol can be colour-coded to show its status - see legend in the Monday slot below. A PPO may allow Patrollers to have 'Edit' permission allowing them to change their patrol themselves from red to green or yellow. Otherwise, the change will be made either manually by the PPO or automatically by the system. The patrols are toggled by the PPO or by the system, between grey and red - and to blue if every patrol in a Patrol Window was done.

7.2.2 Chatroom

The PPO sets up and administers a Chatroom (e.g., on WhatsApp) for the Patrollers of the Parish to collaborate.

7.2.3 Walk Map & Gallery

The PPO provides an online Route Map and a database for storing haul photos.

7.2.4 Get-together

The PPO is encouraged to organise and fund an occasional get-together for Patrollers from neighbouring Parishes to foster intra- and inter-parish cooperation.

8 Reporting

The report on which the issuance of Credits will be assessed is The Parish Patrols Report (PPR), which is based on the respective Parish's haul data

Once a Patroller has completed their patrol, they upload a photo of their haul to their Parish database. The PPO is to specify an upload method that preserves a photo's metadata. The Parish database is to be open to public view.

A Parish database contains a photo of every litter haul ever collected within the Parish. Each photo is labelled with the date of the Patrol and the name of the Route and the Patroller.

At the end of a PPP, which shall occur on the first 31 December following its commencement, the PPO submits a PPR to a third-party Verifier and submits to the Registry Agent proof of the Verifier's participation in the PPP.



9 Verification

Verification of PPPs will be provided by an independent third-party Verifier.

10 Disputes

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

11 Analysis

Litter haul photos are to be displayed so that they are publicly accessible. Scientific research is to be encouraged and accommodated.

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 evincing 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.¹⁷

12.1 Biodiversity

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

12.2 Wellbeing

The benefit is from removing something that upsets many people greatly, its absence evidently making us all happier.¹⁸ This is likely to persuade local businesses and authorities (e.g., parish and town councils in the UK) to buy credits to fund a PPP in their area.

12.3 Economy

Public bodies (e.g., district councils in the UK) have a duty to ensure that land for which they are responsible is, so far as is practicable, kept clear of litter and refuse.¹⁹ Their burden can be much reduced where a #PristineParish Program (PPP) is in operation.

13 Consideration

The PPO is remunerated through credit revenue upon achieving the Standard of Performance set out in Section 14.5. The specific commercial arrangements between the PPO and the Credit Buyer are to be documented in the Project Plan.

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, though part credits can be issued for part years.

¹⁷ See Section 15 for links to research on the effect of litter on biodiversity, wellbeing and the economy.

¹⁸ A study shows that removing trash ... helped people feel happier and reduced symptoms of depression:
<https://www.nbcnews.com/health/health-news/clean-green-public-spaces-make-us-happier-study-finds-n893181>

¹⁹https://assets.publishing.service.gov.uk/media/69afdc63bde9c3f213c89a45/Code_of_practice_on_litter_and_refuse.pdf

14.3 Activity

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

14.4 Batches

#PristinePlanet Credits (PP\$s) can only be purchased in batches corresponding to #PristineParish Programs (PPPs).²⁰ A PPP is assigned a Unique Program Identifier (UPI), comprising a:

- Parish ID Example: E04004242
- Year ID Example: 2026

UPI format example: E04004242-2026.

To make the system easily understandable for the general public, it is suggested that years are calendar years with partial years charged pro rata.

14.5 Standard

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

1. A minimum of 70% of Patrols must be completed during the Crediting Term as evidenced by the respective Parish Patrols Report (PPR).
2. A Patrol should ideally be completed within the scheduled Patrol Window or exceptionally a day either side.

14.6 Price

The price of a #PristinePlanet Credit may vary from region to region and country to country.²¹ To ensure the price reflects the local cost of living, it is suggested that it be linked to the local price of a product that is universally available.

For example, the list price of a #PristineParish Credit representing an International Mile of Qualifying Thoroughfare covered by a PPP *for One Week* could be based on the local price of a bag of McDonald's fries²² at the beginning of the PPP. Assume the local price of a large bag of fries is

²⁰ Parishes that have implemented the PPP will be listed together with the number of PP\$s needed to be purchased based on the length of their Qualifying Thoroughfares (QTF). A Parish with 10 miles of QTF would generate 10 PP\$s per year.

²¹ 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.

²² Economists compare the cost of living in different countries by using a time-to-earn index based on how long an average worker needs to work to buy a Big Mac. The Big Mac's price reflects local costs and labour expenses, making the Big Mac Index a proxy for the cost of living. The Fries Index does likewise. Importantly, it also reflects differences between regions within a country. The price of a #PP Program is thus geared to the parish.

£2.49. The price of a #PristinePlanet Credit to the parish would thus be set at $52 \times £2.49 = £129.48$.

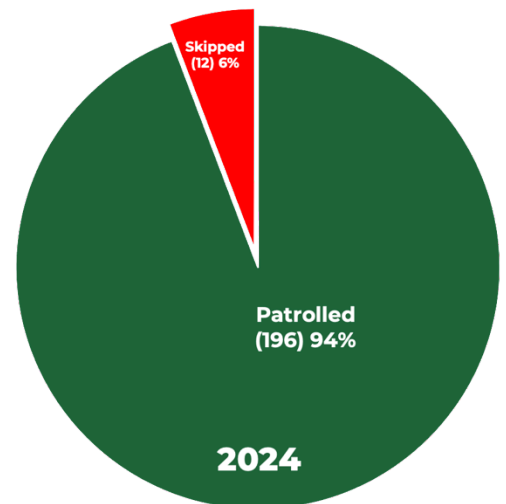
14.7 Calculation

The Credit revenue generated by a PPP is calculated thus:

QTF Miles (in the Parish) x Fries Price (at local outlet) x 52.

Example based on Little Rissington for the year 2024:

- The Parish has 5.4 miles of QTF.
- 94% of the 2024 PPP patrols were completed (i.e., above the SOP minimum of 70%).
- Little Rissington would therefore have generated 5.4 Credits.
- Credits would have crystallised in 2024 at the rate of £2.49²³ per mile per week.
- One mile of QTF would have generated: $52 \times £2.49 = £129.48$.
- The 5.4 miles would therefore have generated credits worth: $5.4 \times £129.48 = £699.19$.



14.8 Issuance

#PristinePlanet 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. The PPO hosts a database listing every Credit, showing the Unique Program Identifier (UPI) corresponding to the CSN.

14.10 Proponent

The Project Proponent (aka PPO) covers the management costs of the PPPs that they manage. The PPO undertakes the task of registering a PPP with Regen to facilitate the implementation of a #PP Program.

²³ The price of a large bag of fries at the nearest McDonald's at the beginning of the PPP.

14.11 Costs

There are two cost categories:

1. PPP Equipment
2. PPP Management

14.12 Transparency

When all patrols within a Parish have been completed within the previous Patrol Window (PW), the Parish is deemed to be a #PristineParish (#PP). It is recommended that the status of parishes be displayed online to inform both friendly competition and mutually beneficial collaboration.

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/>

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://dlwqtxtslxzle7.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/>