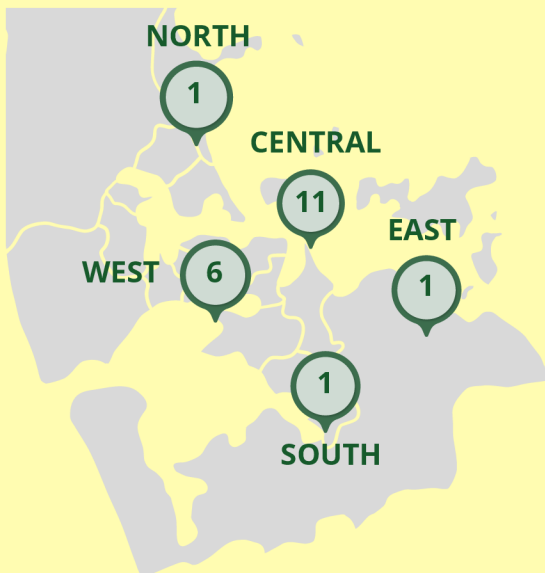


TEAM UP 2 CLEAN UP

Reflecting on our fourth year of hosting anti-litter campaign “Team Up 2 Clean Up (T2C)” events, Earth Action Trust continues to drive positive change for environment & community.

EVENT LOCATIONS

Consistently delivering 20 events annually across Tāmaki Makaurau.



PARTNER GROUPS

Collaborating with a diverse range of community groups.

- 8 Community & NGOs**
e.g. SEWA International
- 7 Government & Public Services**
e.g. Local Library
- 7 Local Residents & Business Groups**
e.g. Te Atatu Peninsula Group
- 5 Environmental Orgs**
e.g. Conservation Volunteers NZ
- 2 Schools and Education Groups**
e.g. Girl Guiding NZ
- 2 Religious Institutions**
e.g. Methodist Mission Northern

PARTICIPATION

Total Participants

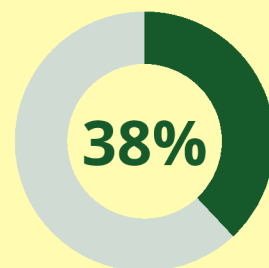
777

Average Participants per Event

40

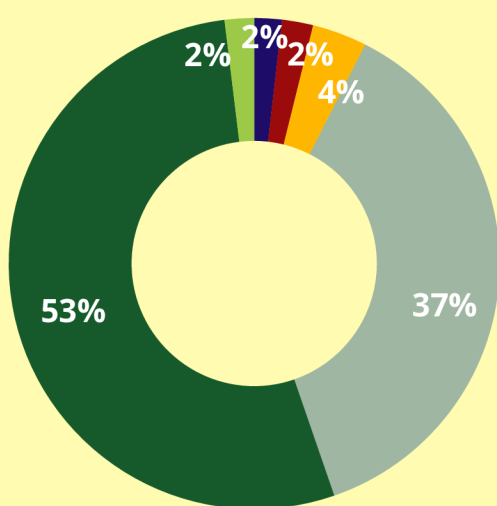
Record-breaking participation demonstrates the programme’s growing popularity.

Average % of First Time Participants



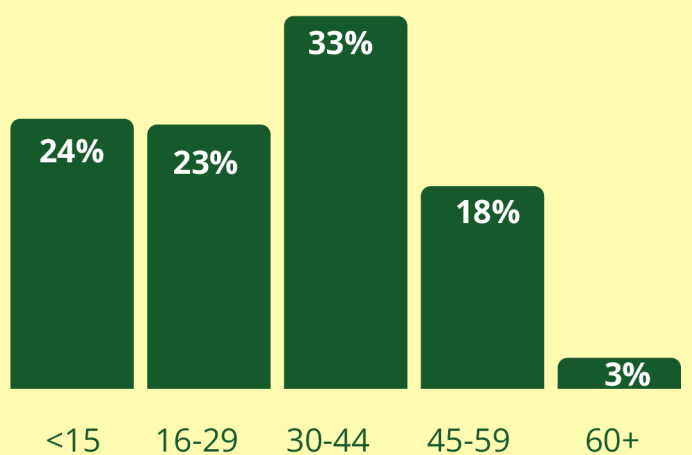
Continue to welcome new participants into the environment conversation.

ETHNIC MAKE UP



- Pacific
- Maori
- European
- Other
- Asian
- MELAA

AGE MIX



Celebrating diversity and inclusion — welcoming all ages, especially youth and young families.

MOTIVATION FACTORS *



Beyond environmental concerns, participants are also motivated by the opportunity to connect with community.

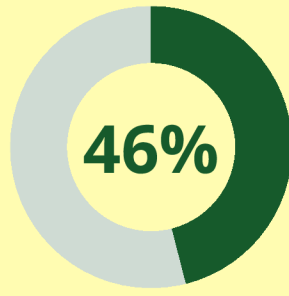
TOTAL LITTER COLLECTED & SORTED

1,843 KG

TOTAL ILLEGAL-DUMPING REPORTED

751 KG

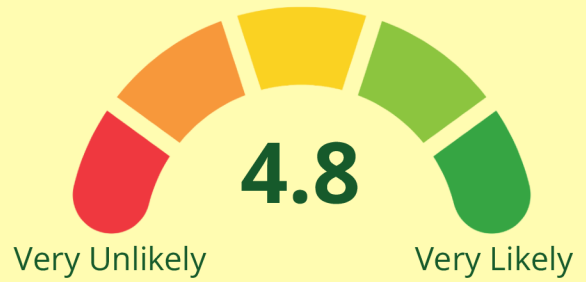
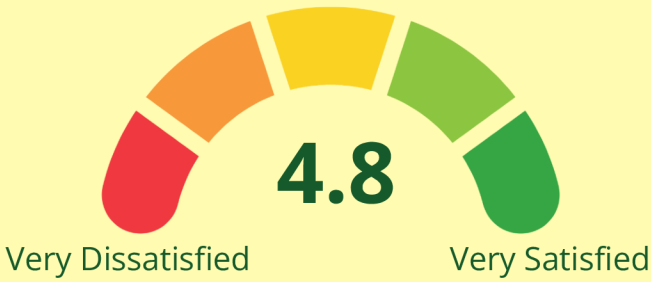
Average % of landfill diversion rate



“ In a week, Aucklanders fill up an Eden Park sized amount of rubbish — that terrifies me ”

PROGRAM SATISFACTION*

RECOMMENDATION SCORE*



BEHAVIOUR CHANGE

Participants make positive pledges to change their habits following each event.

“ I’ll try to reduce my rubbish at home after seeing how much we collected today ”

“ Seeing this much waste makes me want to be more responsible with what I buy ”

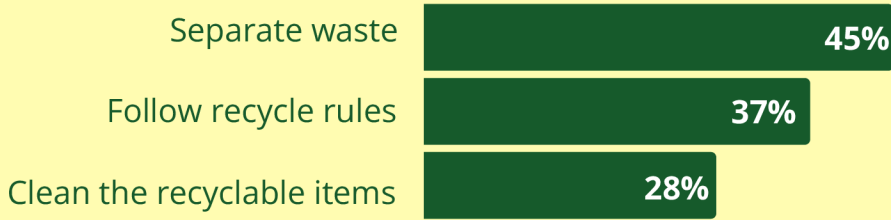
“ There was a lot less rubbish this time—it shows our efforts are working ”

“ Today reminded me how small actions can lead to a cleaner community ”

“ This cleanup made me more mindful about why not to litter ”

“ Education starts with simple habits — pack in what you pack out, recycle properly, and respect shared spaces ”

INSPIRED COMMITMENT*



Participants take away valuable learnings and show continued commitment to environmental action.



FY24/25 - 1 Jul 24-30 Jun 25

* Based on 60 responses from Post Event Survey

Earth Action Trust is a migrant-led charitable organisation in NZ that is dedicated to protecting the environment and creating awareness for a sustainable future.

Contact: T2Ccoordinator@earthactiontrust.org.nz

Team Up 2 Clean Up programme is proudly Sponsored by



Clyde Graham Charitable Trust

