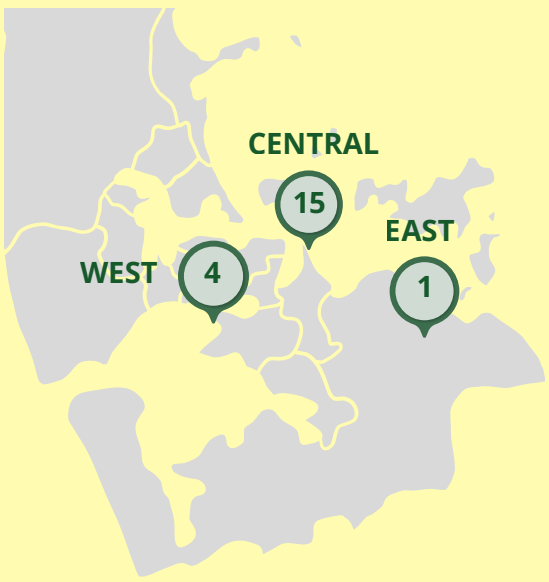
IMPACT REPORT 2025/26

TEAM 2 CLEAN UP

Earth Action Trust continues to drive positive change - Five years of empowering communities through hosting anti-litter campaign "Team Up 2 Clean Up (T2C)" events.

EVENT LOCATIONS

Delivering regular, community-led activations across Auckland to maximise local impact.



PARTNER GROUPS

Building trusted partnerships that empower communities to lead environmental action together.

9 **Environmental Orgs**
e.g. Conservation Volunteers NZ

8 **Government & Public Services**
e.g. Local Libraries

8 **Community & NGOs**
e.g. Welcoming Communities

7 **Local Residents & Business Groups**
e.g. Te Atatu Peninsula Group

PARTICIPATION

Total Participants

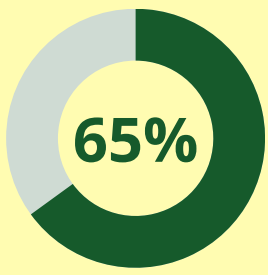
785

Average Participants per Event

40

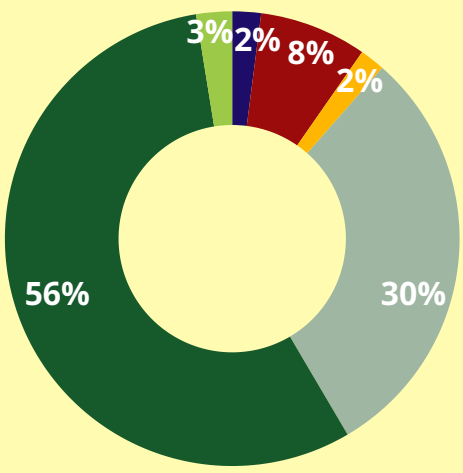
Growing participation reflects increasing demand for hands-on environmental education.

Average % of First Time Participants



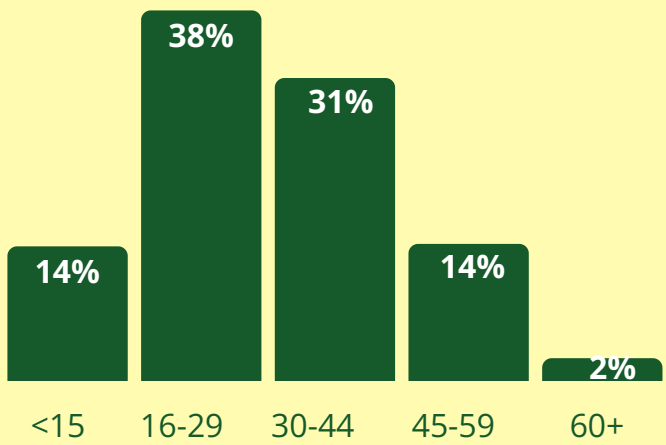
Welcoming new participants into the environment conversation.

ETHNIC MAKE UP



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

AGE MIX



Celebrating diversity and inclusion — welcoming all ethnicities and ages.

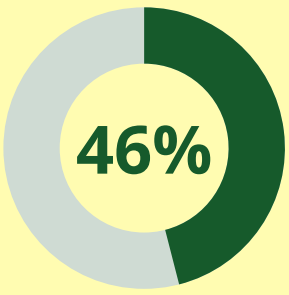
WHAT MOTIVATES PARTICIPANTS*

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

TOTAL LITTER COLLECTED & SORTED

1,973 KG

Average % of landfill diversion rate



TOTAL ILLEGAL-DUMPING REPORTED

1,983 KG

> **We are not just collecting rubbish, we are learning as well. We are knowing why we are doing this, why it's so important, and I think that's probably the most important part, some learning, some teaching to people**

PROGRAM SATISFACTION*

Very Dissatisfied — Very Satisfied

RECOMMENDATION SCORE*

Very Unlikely — Very Likely

BEHAVIOUR CHANGE

Participants commit to practical actions that turn learning into everyday sustainable habits.

> **I learned that you have to remove the cap from the bottle when you recycle**

> **Most of the rubbish that we produce as human beings can actually be recycled**

> **I learned that Aucklanders are using 3D scanning for cans and that if you squish them, they're probably not going to recognize it and it can't be recycled**

> **I thought I was amazing at recycling, but I've learned things like removing the labels from bottles, or the little bit that joins under the bottle lid**

> **Polystyrene is something we can recycle here, as well as Tetra Paks, like your Up and Go cartons, milk and juice cartons**

> **Cutting your plastic labels off your Coke bottles, your jars, and the rings as well as the lids. I thought I was great, but that was new to me**

INSPIRED COMMITMENT*

Hands-on learning empowers participants to make informed waste choices long after the event.

Nuku Nuku A Papatuanuku
EARTH ACTION TRUST

FY25/26 - 1 Jul 25-30 Jun 26

* Based on 102 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

Auckland Council
Te Kaunihera o Tāmaki Makaurau

Te Puna Tahu
Lottery Grants Board
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Ministry for Ethnic Communities
Te Tari Mātāwaka