LIBERA

LIBERA,
nature without litter

ecoembes
El poder de la colaboración

SEO BirdLife

THE 3 FOCUSES OF LIBERA

KNOWLEDGE

KNOW MORE ABOUT THE TRUE IMPACT OF LITTER ON THE ENVIRONMENT

PREVENTION

EDUCATE SO THAT CITIZENS UNDERSTAND THE VALUE OF KEEPING THE ENVIRONMENT CLEAN

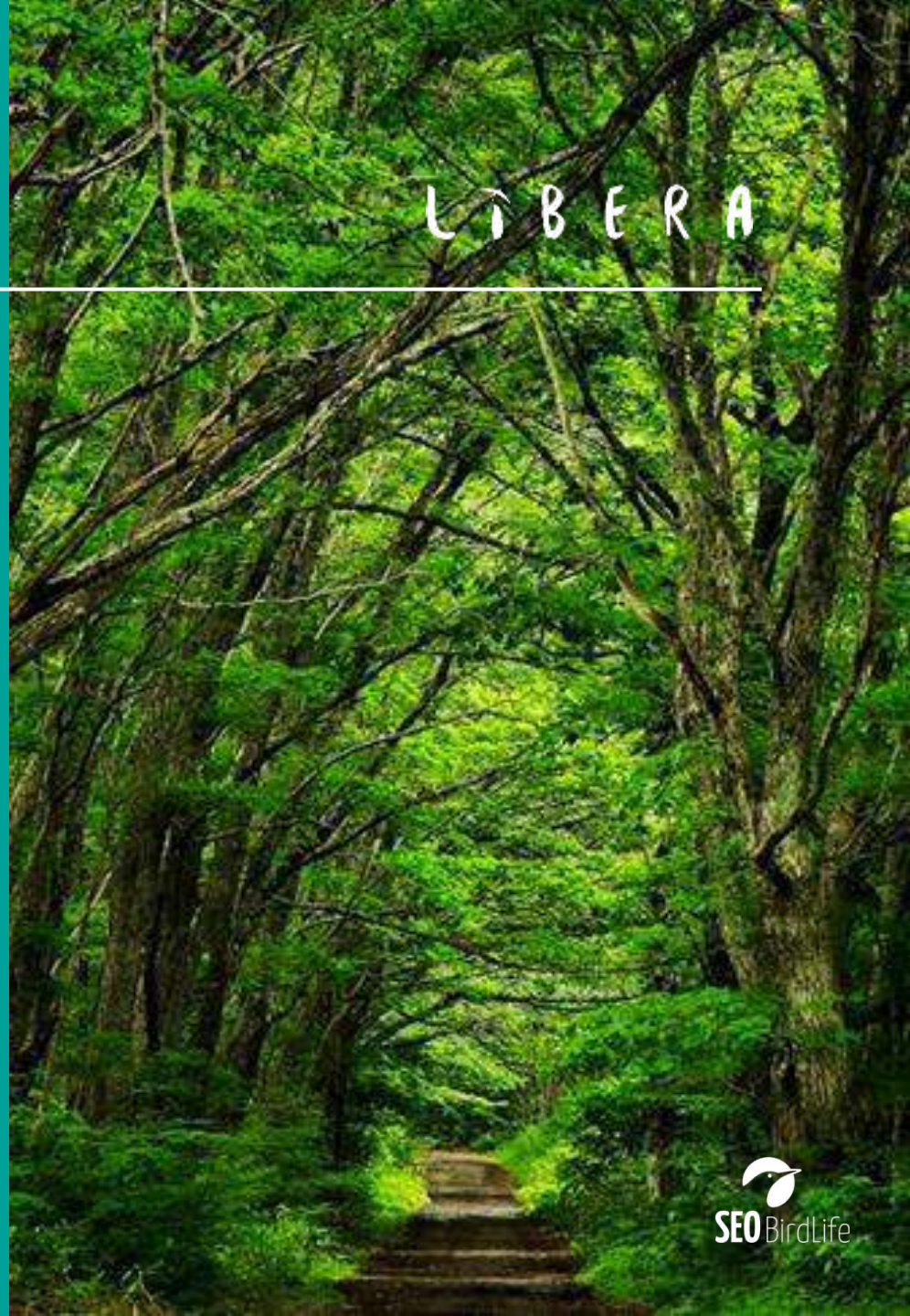
PARTICIPATION

MOBILISE CITIZENS TO FREE NATURE FROM LITTER

KNOWLEDGE

To deal with the problem of litter, it is necessary to know more about its quantity, composition, origin, areas of accumulation, etc. Using data compiled by volunteers, we can identify effective solutions for preventing it. And so we work together with NGOs and universities to develop methods and innovative tools that increase our knowledge of the various land, sea and river ecosystems.

We support Citizen Science by developing the tools and methodologies that make it possible.



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#Libera1m2 for specific environments

1m2 for beaches and seas

28 SEPT - 7 OCT

1m2 for countryside, forests and mountains

10 - 16 DECEMBER

1m2 for rivers, reservoirs and marshlands

11 - 17 MARCH

3,510 volunteers

22,75 tonnes of litter collected

35.938 items of litter identified

83 participating collectives

103 areas cleaned of litter

+1.594 vol. / **26** coast points / **17** tn

Seabed clean Up

KNOWLEDGE: SCIENCE

Libera bets on knowledge and also on science. That is why we have started the development of a scientific project that will adress the most dangerous consequences of human activity in natural areas like habitat destruction and environmental polution. These problems affect directly to the species, resulting in the loss of biodiversity all around the planet.

That same problem is caused by the effect of the scattered litter that we all can find in thousands of natural areas. With the collaboration of the **Spanish National Research Council** (CSIC), the biggest public research organism in Spain and the third in all Europe, the biggest aim for this **LIBERA science** project is to identify and to quantify the presence of contaminants and litter in these spots marked as **Important Bird and Biodiversity Areas** (IBA) through the analysis and periodic clean-up´s and characterization.

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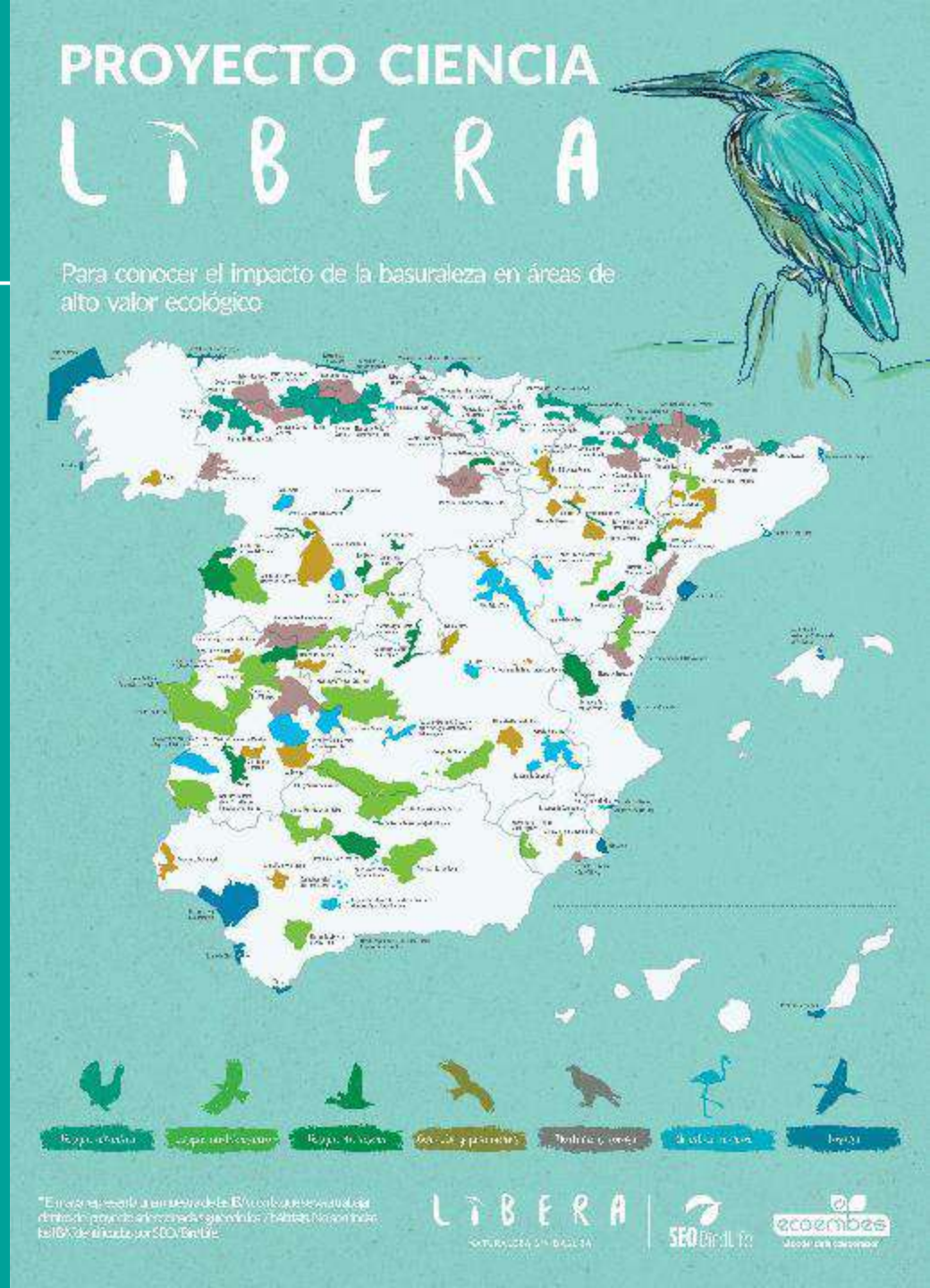
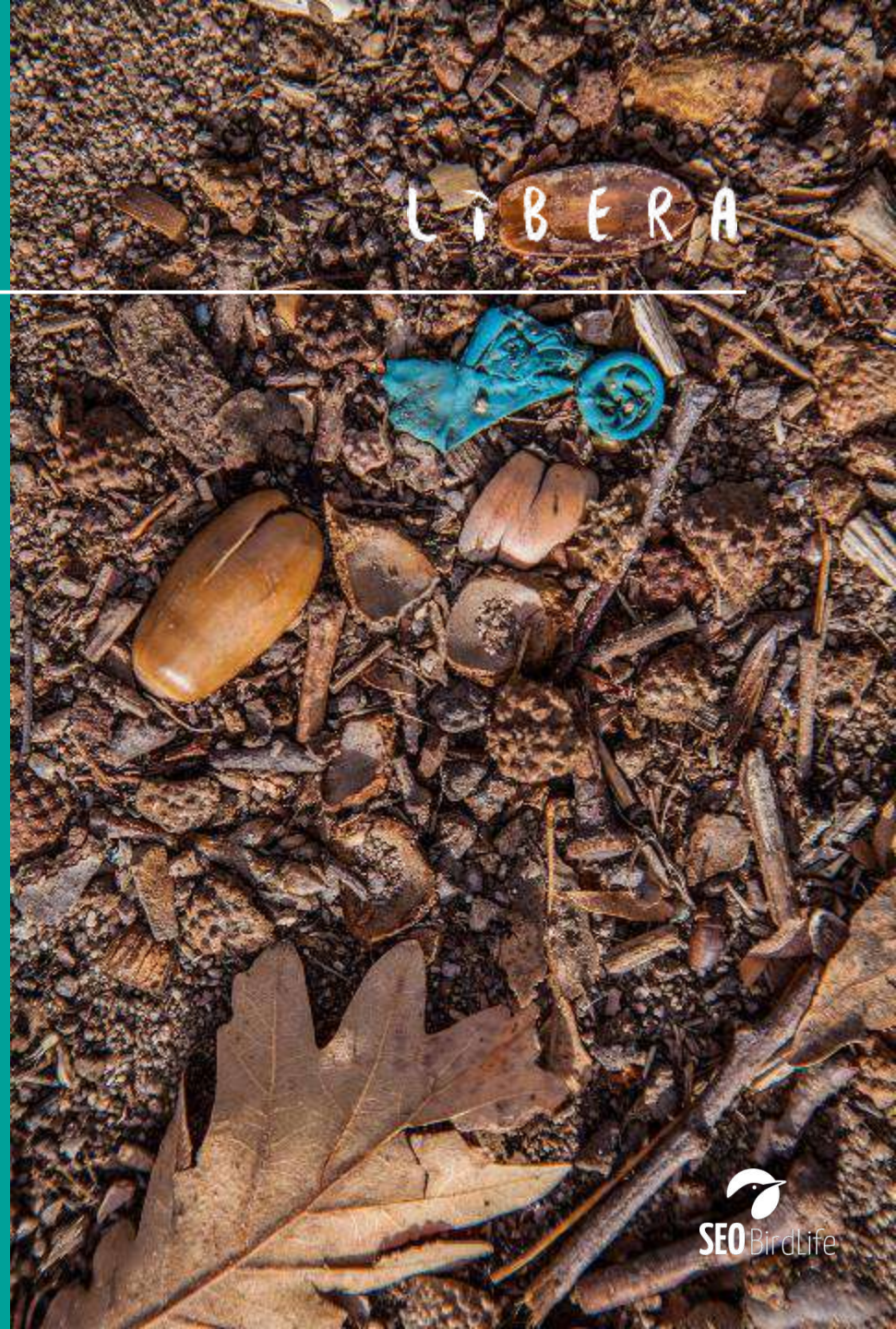


PREVENTION

Knowledge is useless if citizens do not understand the value of keeping our natural areas clean. For this reason, we work to prevent littering by sensitising, by strengthening our infrastructures and, above all, by educating.

EDUCATION

AWARNESS



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PREVENTION

EDUCATION

One of our specific targets, as they represent both the present and the future, is that of children and teenagers. LIBERA **sensitises young people** to the problem of littering, and through them, extends this to the entire community. We do this by involving them in clean-up programs and in projects like **the sponsorship of natural areas**.

Aulas LIBERA

University

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PREVENTION

PROTECTING NATURAL AREAS

LIBERA also works to provide natural areas with information at entry points and resources, such as signage and identification, that increase user awareness of proper litter disposal.

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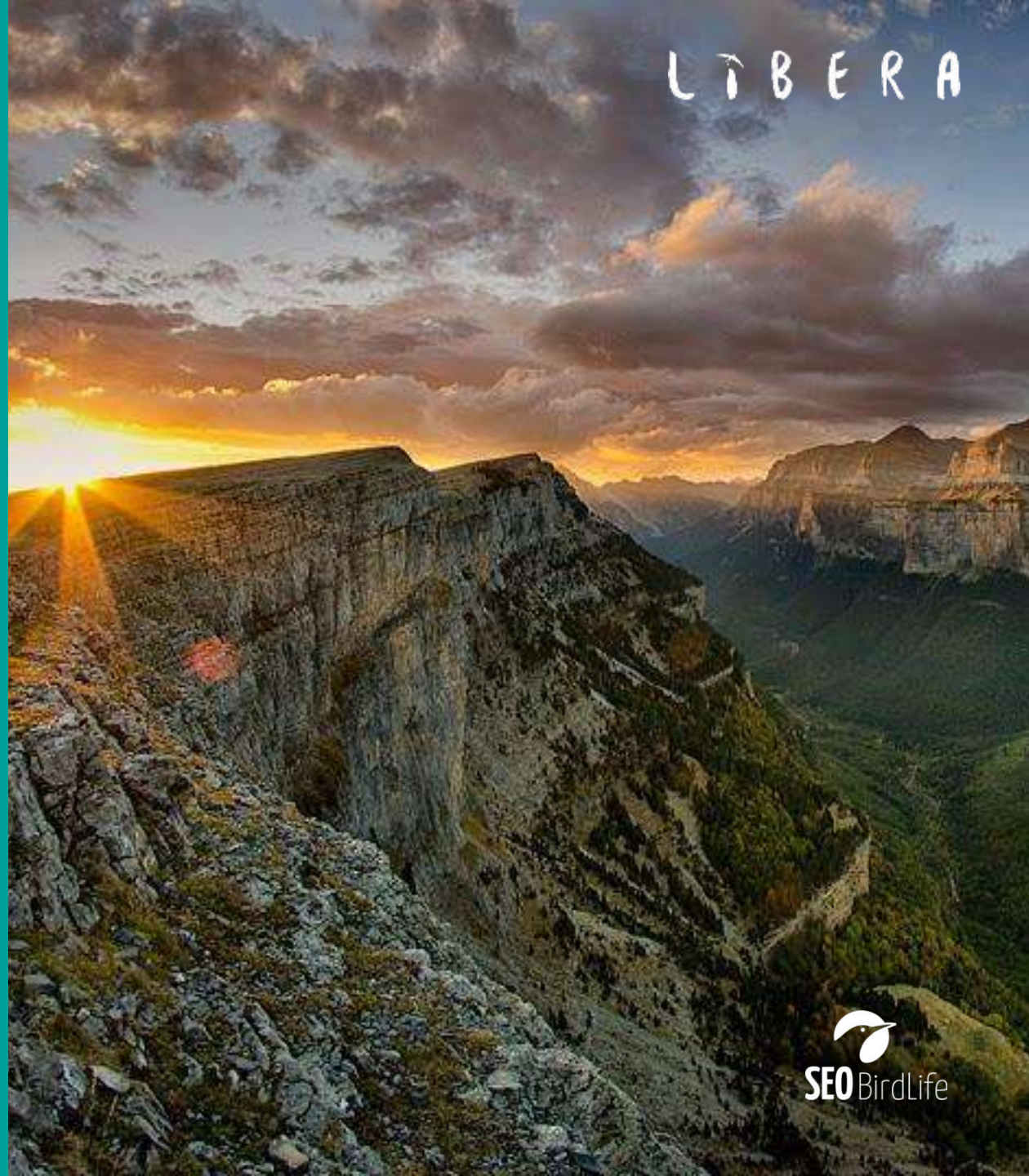

PREVENTION

SENSITISATION CAMPAIGNS

LIBERA
NATURALEZA SIN BASURA

NAMING THE UNKNOWN

BASURALEZA

basura (litter) + naturaleza (nature) = 'basuraleza'
definition: 'waste generated by human beings and left in natural areas'

Views 7 million **Impacts** 37 million

PARTICIPATION SPONSORSHIPS

These are viable local projects with environmental objectives in critical areas and diverse ecosystems. We provide economic assistance and guidance for actions of clean-up, conservation, training and research in:

All of Spain's autonomous communities

80 sponsorships (30 + tan 2017) 1,500 euros/each
48 provinces

Guidance + Technical support + Dissemination

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PARTICIPATION

LIBERA promotes citizen mobilisation and participation, so that, working together, we can change the situation. We do this by carrying out data collection activities (citizen science) to raise public awareness and organising clean-up events in the various environments:

[BEACHES AND SEAS]
[COUNTRYSIDE, FORESTS AND MOUNTAINS]
[RIVERS, RESERVOIRS AND MARSHLANDS]

as well as a great annual clean-up drive:

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1m² POR LA NATURALEZA

LIBERA
NATURALEZA SIN BASURA

1m² POR LA NATURALEZA

16 JUNIO, 2017

11.000 volunteers

340 participating collective

80 tonnes of litter collected

415 areas cleaned of litter

National TT #ProyectoLIBERA & #Libera1m2

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NATURALEZA SIN BASURA

RESULTS

25,150 volunteers

355 participating collectives

173 tonnes of litter collected

1008 areas cleaned of litter

78,637 items of litter identified

18 scientific alliances

8 conservation projects

188 press notices

+22,6 M impacts from our campaigns

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Even if it's not our litter, it's still our problem

THANK YOU!

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