Litter Intelligence.
Data. Insights. Action.

Litter Photos
PHOTO-TAKING REFERENCE GUIDE

OFFICIAL VERSION
1.1

These instructions are for taking photos during your Litter Intelligence audit. The photos you upload are used as part of our artificial intelligence project to improve the accuracy of our litter data. Uploading a photo will tag it to the data in the fields for that category. All photos are subject to our privacy terms at **litterintelligence.org/privacy-statement/**

✔ Do

Take photos of a single container with litter placed inside.

Take with a top-down perspective and the container roughly centred in the photo.

Put containers on a background of a single texture and colour whenever possible.

Aim for natural daytime lighting, ideally out of direct sunlight to reduce shadows.

✘ Don't

Don't have more than one ice cream container visible in the shot or shoot on an angle.

Don't take photos of the litter without the containers, or zoomed in photos of litter only.

Don't have large pieces of litter covering smaller pieces, or have it bunched in one area.

Don't have too many pieces of litter in the container.