

CREATIVE LITTER CAMPAIGNS

TREWIN RESTORICK



1

NEIGHBOURHOODS

CREATING SAFER, CLEANER, HEALTHIER CITIES



2

GAIN INSIGHT

- **31%** litter waste rather than placing it in a bin. If cigarette butts are included, this proportion increases to **62%**.
- Litter at Villiers Street tends to come from 16 to 24 year olds (43% of whom littered) and 25 to 34 year olds (36%).
- Fast food packaging represents **17%** of all littered items.



CREATIVE – BALLOT BIN



How can you stop young men on a night out dropping litter?

Lets' talk about sport – keeping it topical and fun.

What behaviour change techniques can we use – nudge?

Lets' check the validity of the idea with young people.

Lets' make the design strong, compelling and modern.



CREATIVE – NAKED BIN MEN



How can you stop drunken clubbers littering?

Talk to the Police, McDonalds, club/pub owners.

Make it interactive, funny, helpful and different?

Create a swop – your litter for something useful (condoms, water, etc.)

Cut litter and anti-social behaviour in McDonalds.



CREATIVE – LITTER SHOP



How can you raise awareness of forest littering in a small rural town?

Lets' make it visual, high profile and easily accessible.

What behaviour change techniques can we use – visualisation.

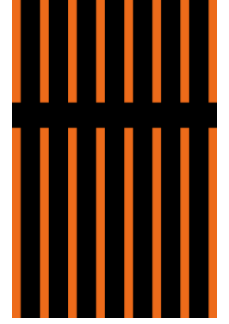
Lets' make it look beautiful.

Lets' make the design strong, compelling and modern.

Blanket media coverage BBC New, Mail, Telegraph, Times, Radio 5 Live



CREATIVE - COMMUNITREES



How can you stop littering in a remote forest?

What academic research is available?

How can you involve the community?

We created 50 Communitrees.

Featured on BBC 1 Inside Out.



IMPLEMENT - COMMUNITY



Build a sense of pride.

Actively involve the local community.

Make it visual

Use social media.



IMPLEMENT – CREATE NEWS



Public Polling

Build a news story.

Make it quirky –Talking Bin.

Be disruptive.



SHOUT



Use a #Hashtag

Use all forms of social media.

Use tools such as Thunderclap.

Be visual, fun and topical.



MEASURE



- Litter counted on street dropped by 26%.
- Chewing gum reduced substantially after initiatives & then returned to normal levels.
- Cigarette littering decreased.
- Rates of littering decreased by 16% from before to during the campaign.



GROW

- Neat Streets in Edinburgh, Manchester and Birmingham.
- LB Sutton won Local Authority Communication Award.
- Love your Forest being measured
- Manchester testing high street recycling of coffee cups
- Edinburgh testing new voting bin
- New website <http://neatstreets.co/>.
- 300 Ballot Bins sold <https://ballotbin.co.uk/>



THANK YOU

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