CREATIVE LITTER CAMPAIGNS

TREWİN RESTORICK
• **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.
How can you stop young men on a night out dropping litter?

Let's talk about sport – keeping it topical and fun.

What behaviour change techniques can we use – nudge?

Let's check the validity of the idea with young people.

Let's make the design strong, compelling and modern.
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.
How can you raise awareness of forest littering in a small rural town?

Let’s make it visual, high profile and easily accessible.

What behaviour change techniques can we use – visualisation.

Let’s make it look beautiful.

Let’s make the design strong, compelling and modern.

Blanket media coverage BBC New, Mail, Telegraph, Times, Radio 5 Live
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.
Public Polling
建一个新闻故事。
让其变成有趣的——“会说话的垃圾桶”。
可以产生巨大的冲击力。

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.
• 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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