

APPENDIX A

Further detail about the KBT campaigns:

1) Vehicle Litter

Background

Littering from vehicles is a significant problem for land managers charged with keeping our highways clean. It is an anonymised behaviour, so people feel that they will not be judged for their littering and are unlikely to be caught. The law changed in April 2018 so that if litter is seen being thrown from a vehicle, the registered keeper can be fined but there is a low level of awareness of this.

Objectives

To raise awareness of the issue of vehicle littering, to draw attention to the behaviour so that those who do it feel that they are not able to do it without judgement from those around them and to raise awareness of the change in the law.

Insight

- Highways England collects approx. 200,000 sacks of litter from the strategic roadwork every year, or about 7,500 tonnes.
- In the most recent Local Environmental Quality Survey of England (2014-15)
 - 82% of main roads had smoking-related litter on them
 - 66% had confectionery packaging on them
 - 62% had plastic bottles/cans on them
 - 50% had fast-food packaging on them
- Hotspots include points at which traffic is moving slowly or queuing including motorway slips road and commuter routes, lay-bys
- Littering from vehicles happens at all times of day due to the anonymised behaviour but may be more prevalent at night when people feel that they are even less likely to be seen/judged
- Young men are most likely to litter from vehicles but the behaviour is not confined to one group so the messaging applies to all

Audiences

As this is an awareness-raising campaign, the target audience is all motorists but obviously the creative message is designed to appeal to younger, male drivers and their passengers. In testing, the creative resonated particularly well with this demographic.

Key messages

- Littering from vehicles is a crime and you can be fined £80 if litter is thrown from your vehicle
- Keep your rubbish in your vehicle and bin it when you can
- #DontBeATosser

Channels

- PR
- Social media

- Keep Britain Tidy website
- Email
- OOH advertising

2) Left Behind Litter

Background

KBT's research has shown that people often litter by carefully placing or leaving their rubbish behind, such as on a bench where they have been sitting or on a surface they are walking past, like an electricity box.

KBT believe that leaving litter behind is a behaviour that has not previously been effectively targeted with behaviour change interventions. They think that this is a less overt and more disguised way of littering and that people litter in this 'careful' way as it is seen as more acceptable to do so than throwing or blatantly dropping items.

The charity's new intervention addresses this behaviour directly, highlighting that 'leaving is littering' at the moments at which people are likely to carry out this behaviour. For example, using large floor stickers which can be used around seating areas, benches and bus stops; wall and window stickers to be used on ledges and window sills and; posters to be used on lampposts and fences in high street areas where people tend to eat on the go. These eye-catching materials feature those items which tend to get left behind including coffee cups, sandwich boxes and drinks cans.



Intervention objectives

- Raise awareness that leaving litter behind is still 'littering'
- Reduce litter in target areas

Audiences

This is a behaviour change intervention; it targets those who eat 'food on the go'. This is a wide range of audiences. However, our insights show this tends to be younger age groups. This was considered in the design of intervention materials.

Key messages

- Leaving litter behind is still littering
- Litter should be put into a bin

Available intervention materials (part of pilot interventions)

- Floor stickers (approx. $\frac{3}{4}$ metre²)
- Wall/other surface stickers
- Window stickers
- A3 Correx signs/posters – with a supporting message

Additional materials to up-weight the intervention

- Social media assets
- Digital artwork to be used in digital advertising spaces bus stops/billboard
- Bin stickers
- Smaller posters or stickers (e.g. inside local businesses, outside on lampposts)

Communications channels

- Intervention materials
- Outdoor advertising
- PR
- Social media
- Keep Britain Tidy website
- Email

3) Cigarette Litter

Background

Research shows that 80% of the litter found in the sea was originally dropped on land. Following David Attenborough's Blue Planet 2, there has also been a surge of public and media interest in the issue. However, we felt that there was a disconnect between people's concerns about the environment and the impact of their own behaviour, particular in relation to how items littering inland, such as cigarette butts, can become marine litter.

This year KBT have developed a new national campaign to focus on the important issue of cigarette litter. In addition to being a priority litter issue for local authorities, there are wider impacts which make this a key issue we have chosen to focus on. These include the fact that cigarette butts can easily wash into the water system and seas through processes such as run-off and via the sewerage system, becoming marine litter and causing wider environmental damage. The extent of this damage is only now beginning to be understood, for example, with new studies demonstrating that metals such as arsenic and cadmium trapped in cigarette filters leach into the water causing acute harm to organisms.

To underpin the development of the new campaign, we carried out research with YouGov comprising a national survey with 2000 adults with further questions being

asked of 500 smokers. This explored in particular, the perceived acceptability of littering cigarette butts on street and into drains and gutters and whether people understood that cigarette butts littered on street could make their way into waterways and seas.

The research was successful in uncovering new and relevant insights. The research confirmed that people don't like to see cigarette butts – 89% of people hate to see them on street and 93% hated to see them floating in the sea. However, public perceptions of cigarette littering is not consistent – 93% of respondents to the research think it is unacceptable to throw a butt from a car window but only 75% think it is unacceptable to put a butt down a drain. A significant 22% of the public actually classed putting a butt down a drain as acceptable, rising for those who smoke every day to 52%. Linked with this, there is inconsistency in what people consider 'littering' with 90% of people classing dropping a cigarette butt on street or throwing it from a car as littering, but only 63% classing putting a cigarette butt down a drain as littering. Looking just at smokers responding to this question, only 38% of smokers classed putting a cigarette butt down a drain as littering.

Encouragingly, KBT found that 77% of smokers surveyed are concerned that cigarette butts dropped on the ground may end up in the sea and leach toxins into the water, killing or injuring marine life and 70% saying that knowing this would be more likely to take the time to find a bin or ashtray for their cigarette butt. This insight has therefore formed the basis of our new campaign.

All campaign creatives are being tested with smokers as part of the development process.

Campaign objectives

- Raise awareness of the fact that smoking-related litter can enter waterways from drains and gutters
- Encourage smokers to dispose of the cigarette butts correctly
- Stimulate public debate about smoking-related litter

Audiences

- Smokers
- Wider public

Key messages

- Smoking-related litter can get into waterways and seas via gutters and drains causing damage to wildlife
- Cigarette butts constitute litter and should be correctly disposed of in a bin like other types of litter

Channels

- Outdoor advertising
- PR
- Social media

- Keep Britain Tidy website
- Email

4) Dog Fouling ('we're watching you') - target launch October 2018. Further details available at: <http://www.keepbritaintidy.org/local-authorities/reduce-litter/dog-fouling/solutions/were-watching-you>

Next steps: Preliminary discussions with Parks & Grounds Maintenance to identify areas where dog fouling is a particular challenge.

5) Flytipping

Keep Manchester Tidy will undertake a research project in Manchester. This will include focus groups; analysis of current services provided, review of communications used and analysis of flytip data.

On 24th September, KBT hosted an event in Ardwick, Manchester - 'Using Behavioural Insights to Tackle Flytipping'.

6) Eco Schools

Background:

Eco-Schools is a global programme engaging millions of children across 64 different countries, making it the largest environmental schools programme in the world. 18 million children attend an Eco-School worldwide. The scheme is run by Foundation for Environmental Education (FEE) was launched in 1994 in response to the 1992 UN Rio Earth Summit. Keep Britain Tidy is the Eco-Schools National Operator for England, where more than 18,000 schools are registered and 1,200 schools currently hold the internationally recognised Eco-Schools Green Flag.

How it works:

The Eco-Schools Programme follows a very simple international Seven Step process that forms the criteria for the Eco-Schools Green Flag Award. The Eco-Schools Programme is pupil-led; involves hands-on, real-world learning and gets the whole school and the wider community involved in exciting environmental projects.

Seven steps:

- STEP 1 Set up an Eco-Committee
- STEP 2 Undertake an Environmental Review
- STEP 3 Develop an Action Plan
- STEP 4 Monitoring and evaluation
- STEP 5 Informing and involving
- STEP 6 Link the Eco Schools programme to the curriculum
- STEP 7 Eco-Code - the Eco Committee's Mission Statement

The programme provides Schools with free resources for each of the Seven Steps to help the school progress to the internationally recognised Eco-Schools Green Flag Award within 12 mths of registration. Along the way, the school can achieve a Bronze Award, followed by a Silver Award, through self-assessment. This provides recognition of the work pupils have completed towards their Eco-Schools Green Flag.

The programme covers ten topics. Schools can achieve bronze status by completing the first three steps above - to progress further they must cover one topic for the Silver Award, three topics to gain a first Green Flag and five topics for Green Flag renewals, every two years. All topics can be easily incorporated into school life and curriculum regardless of the age of your pupils.

Topics covered:

1. Waste (opportunity to promote 'recycle more, recycle right' message)
2. Litter (Keep Manchester Tidy campaigns)
3. Energy
4. Biodiversity
5. Transport
6. Healthy Living
7. School Grounds
8. Air
9. Marine (plastic litter - link to sea)
10. Global Citizen

The webpages have recently been updated:

<https://www.eco-schools.org.uk/>

Next steps:

There are c168 educational establishments in Manchester including primary, secondary and specialist schools. 78 of these schools are registered with the scheme. Eco Schools presents MCC an opportunity to engage young people to understand the key priorities for the city. It's free for Schools to register with the scheme and no fees are incurred until a School applies for 'green flag' status - £200. Working with the Head Teachers forum, Officers will engage with Schools about the City's aspiration to develop and grow the Eco School scheme as a vehicle to engage with young people about the key priorities for the city. The proposal is to develop an Eco Schools forum and invite representatives from all Manchester schools to engage with Officers from various MCC departments and GM bodies to showcase and promote how schools can receive support to achieve Eco Schools status by supporting campaigns and initiatives which link to Our Manchester priorities.