

Appendix 1: Further detail about the KBT campaigns

1. Vehicle Litter - 'Don't be a Tosser'



Littering from vehicles has become a costly and problematic issue in both urban and rural areas. Litter also becomes a death-trap for creatures such as voles, shrews and hedgehogs who crawl into discarded cups and bottles and then can not get out and birds are at risk of becoming entangled in discarded plastics. In April 2018, local authorities gained new powers to fine the registered keeper of the vehicle from which litter has been thrown.

Intervention objectives

- Raise awareness that littering from vehicles is not acceptable
- Raise awareness that the registered keeper is responsible for litter from the vehicle regardless of who has thrown it
- Reduce the incidents of small mammal deaths
- Reduce litter in target areas

Audiences

This is a behaviour change intervention; it targets those who allow litter to be thrown from their vehicles.

Key messages

- Littering from vehicles is not acceptable
- Litter damages the environment and kills wildlife
- If litter comes from your vehicle, you are responsible

Available intervention materials (part of pilot interventions)

- Billboards
- A3 Correx signs/posters – with a supporting message
- Banners
- Vehicle livery
- In-car bins
- Car air fresheners
- Car stickers
- Social media materials

Channels

- PR
- Social media
- Keep Britain Tidy website
- Email

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 a 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 - # Bin the Butt



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 contains toxins and microplastics that can enter the waterways and seas via gutters and drains having a devastating effect on marine life.
- 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'



Background

The award-winning We're Watching You campaign is an innovative, eye-catching, glow in the dark poster campaign that reminds thoughtless dog owners that "we're watching you". The campaign works on the premise that when people feel they are

being watched, they are more likely to do the right thing. The campaign has been trialled by several local authorities and has successfully reduced dog fouling by up to 77%.

Campaign objectives

- Reduce incidences of dog fouling
- Raise awareness of the fixed penalty fine of £100
- Raise awareness with the public that the local authority will exercise its powers to tackle dog fouling

Audiences

- Dog owners and walkers
- Wider public

Key messages

- Dog owners and dog walkers are responsible for cleaning up
- Dog fouling constitute litter and should be correctly disposed of in a bin like other types of litter (Bag that poo, any rubbish bin will do)

Available intervention materials (part of pilot interventions)

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

Channels

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

5. Flytipping - #Crime Not to Care



#CrimeNotToCare is focused on helping the public understand that they have a legal responsibility when handing over waste to another person (classically the 'man with a van').

Keep Britain 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'.

Keep Manchester Tidy will formulate the campaign following the outcome of the research.

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 months 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. Marine also includes canals)
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.

7. Love Parks Week

This campaign is designed to celebrate our parks. KBT provides guidance on the types of activities that can be held in a park and how to communicate events to the public. The overall aim is to encourage people to make use of and care for local parks. Last year's theme was 'It started in a park'.