



Changing behaviour to reduce littered gum

24th July 2020

BEHAVIOUR CHANGE

Not-for-profit

10 years

Social & environmental

Practical focus



WHEEL → WOMEN

WHY DID YOU BREAK UP **WOMEN** WITH YOUR BIKE?

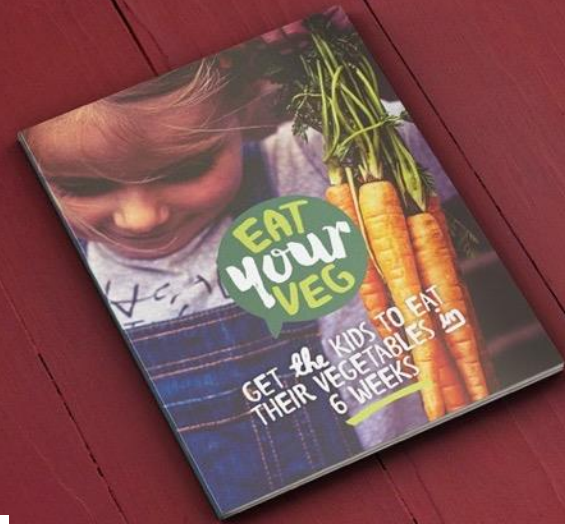
REMEMBER RIDING CARE-FREE, WHEN THE ONLY STRINGS ATTACHED WERE STREAMERS.

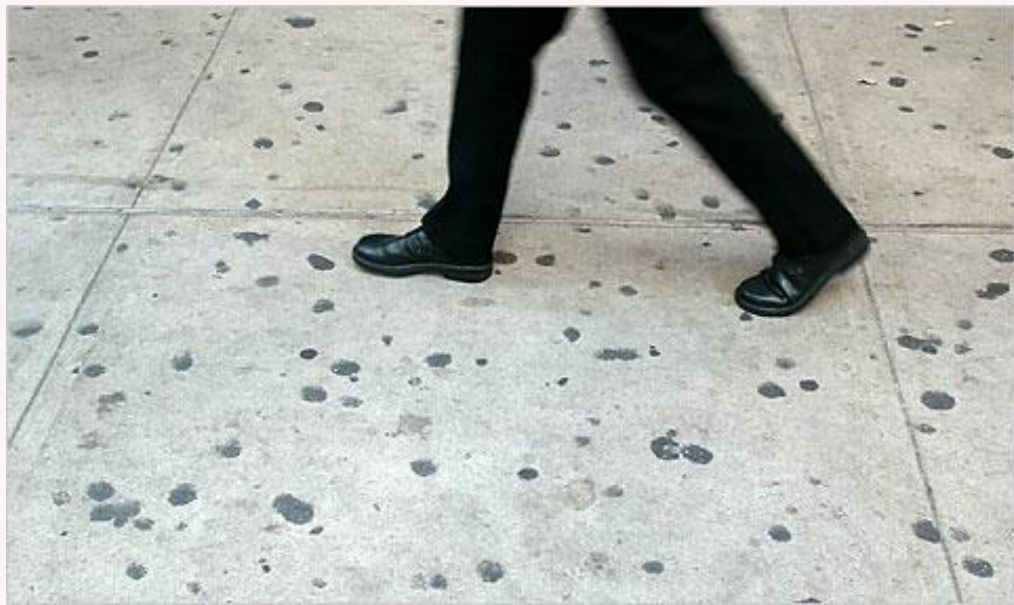
WHETHER BAD WEATHER OR HELMET HAIR HAS BEEN HOLDING YOU BACK, IT'S TIME TO GET BACK ON THE SADDLE.

WOMEN, YOU WILL RIDE AGAIN. FORGET THE GRIND OF THAT COMMUTER GO OFF GRID.



PUMP IT UP!





THE CHALLENGE

Littered chewing gum is unsightly and expensive to clean up

Traditional comms don't help to discourage people from dropping it, at scale



MEET THE GUM LITTERERS



THE GOOD NEWS

Most gum litterers don't litter all their gum (and they know that littering is wrong)

When they do litter, there is often some pro-social motivation involved

They rationalise their behaviour in the light of the circumstances they find themselves in

Our task therefore is to help people do the right thing more often

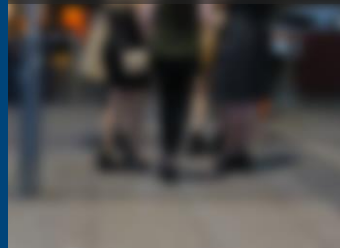
THE GOOD NEWS

These specific circumstances provide important opportunities to impact littering

PUBLIC TRANSPORT
& TRAVEL



NIGHTLIFE HOT
SPOTS



SHOPPING TRIPS



FOOD ON THE GO



CUT THROUGHS



BIN JOURNEYS



REDUCTIONS OF UP TO 64%



SCALING: A TOOLKIT FOR LOCAL AUTHORITIES

MARS WRIGLEY

Readymade targeted campaigns

- 1 Browse nine newly developed campaigns
- 2 Formats for bins, street furniture and more
- 3 Select editable designs or printed materials
- 4 Most campaigns available in bilingual Welsh/English
- 5 Place your free order!
- 6 Options to include your branding before printing



Kitten: using humour

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HIGHLIGHTS TO DATE

52 Toolkit orders

LAs Incl. Manchester, Glasgow, Cardiff

BIDs Incl. Bedford, Bath, Newcastle