



ARRRRR

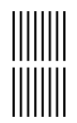
PIRATES ABLE TO PREVENT RIVER LITTER

JACK HODGKISS

**TREASURE
YOUR RIVER**



Sustainable
HIVE





OUR PURPOSE

Inspire ways of living that are good for the environment

We design campaigns that make environmental action desirable. We disrupt the status quo to raise awareness, nudge behaviours and shape systems. We do this with knowledge and playfulness, and we won't make you feel bad.



OUR VISION

**A world where
everyone is an
environmentalist
whether they
realise it or not.**



HOW WE DO IT THE HUBBUB WAY?



Discover



Collaborate



Design



Experiment



Scale



35 ON STREET
RECYCLING BINS
INTRODUCED ACROSS
CITY CENTRE



On the streets of Leeds city centre, we bin enough food and drink packaging to fill one of these containers every 3 days.

SHIPPING CONTAINER
ART INSTALLATION ON
BUSY HIGH STREET

ple



A BURPING BUBBLE BLOWING BIN

feed me empty plastic
and cans, nowt else.

#LeedsByExample

Which stopped the most people?



1

35 ON STREET
RECYCLING BINS
INSTALLED ACROSS
CITY CENTRE



2

SHIPPING
CONTAINER ART
INSTALLATION
ON BUSY HIGH
STREET



3

A BURPING
BUBBLE
BLOWING BIN





THE TRASH CONVERTER #LOVEYOURFOREST

KEEP THE FOREST OF DEAN CLEAN
#LOVEYOURFOREST

FREE FLOWERS

FREE POPCORN

#LOVEYOURFOREST

#LOVEYOURFOREST



FOR FISH'S SAKE,
DON'T DROP LITTER!

#FFSLDN



**WHY ARE PIRATES
BOTHERED ABOUT
LITTER?**



**THEY JUST
ARRRRRRR**

WHAT'S GOING ON?



Boats



**engagement
events**



bins

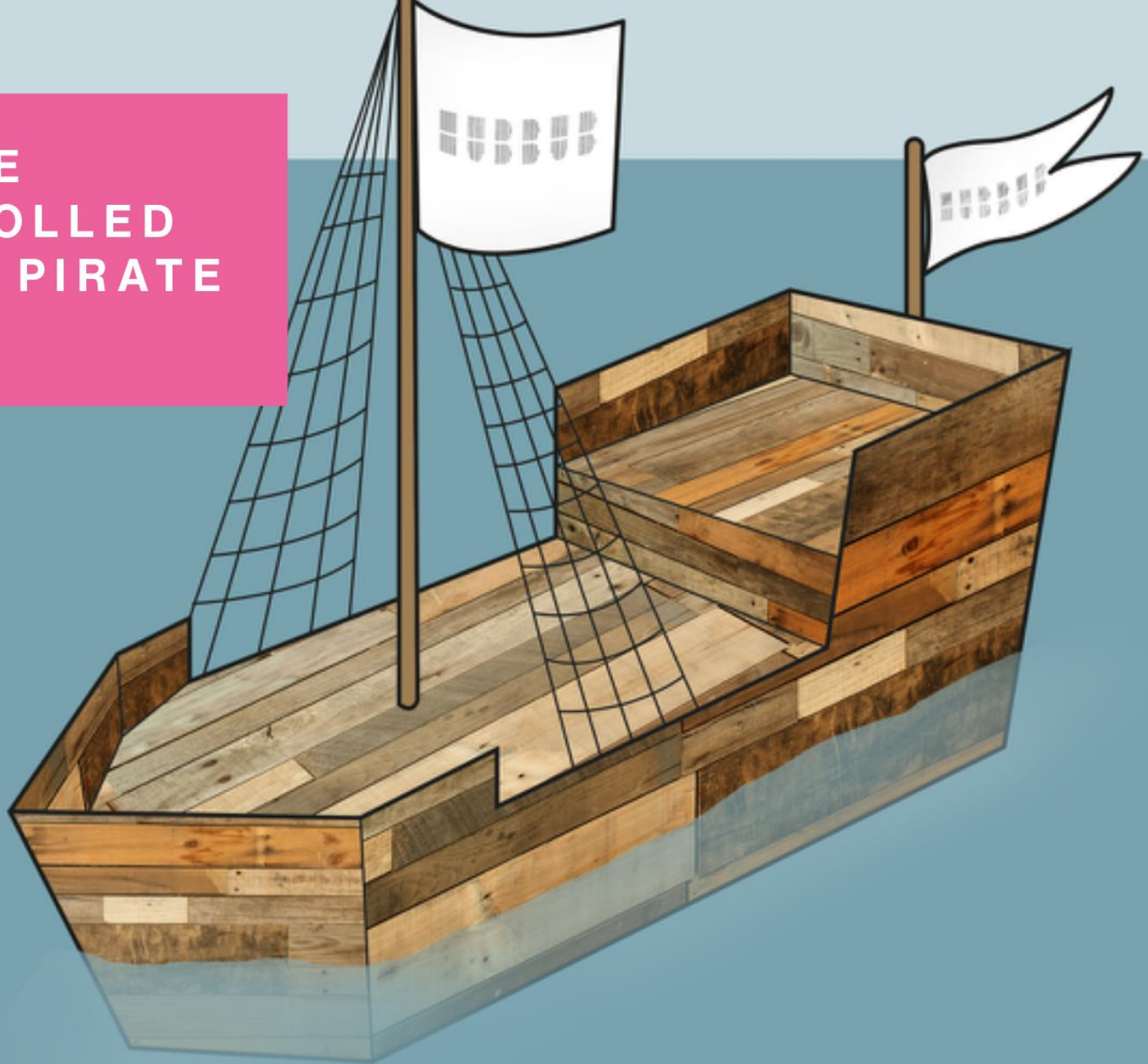


volunteers



PLASTIC FISHING TRIPS

REMOTE
CONTROLLED
LITTER PIRATE
SHIPS





**PADDLE & PICKS
ON RECYCLED
PADDLEBOARDS**

FOR FISH'S SAKE



7/10

Londoners think the Thames is too polluted for fish to survive in

but 1 species

300

tonnes of litter is cleared from the Thames each year



75% of Thames fish have plastic in their gut!

For Fish's Sake, Don't Leave #FFSLDN



#FFSLDN

CATCH OF THE DAY

Est by HUBBUB



CATCH OF THE DAY

Fresh local litter from the Thames

#FFSLDN

Est by HUBBUB



VOTING BINS

BEST SPORT?
FOOTBALL RUGBY

**DROP YOUR
LITTER
IN HERE**

**FOR FISH'S SAKE
#FFSLDN**



JOIN THE CREW

Visit www.treasureyourriver.co.uk

Focus on collaboration and connecting organisations.

Email jack@hubbub.org.uk.



THANK YOU

JACK@HUBBUB.ORG.UK

REGISTERED CHARITY NUMBER 1158700