

Association for Public Service Excellence seminar

The need for a National Litter Strategy and Action Plan

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The Industry Council for research on Packaging & the Environment



Major international companies from every stage of the supply chain



The Industry Council for research on Packaging & the Environment



- ❖ Research the environmental and social effects of packaging
- ❖ Encourage companies to continuously improve packaging/product systems
- ❖ Provide evidence to inform public policy
- ❖ Explain the role of packaging

Context for litter



- Everyone wants a clean, safe environment
- A brand in the gutter is a bad advertisement
- It's not the 'fault' of a littered item so no point blaming the item or where it came from:
 - ATM receipts – banks
 - bottles and cans - drinks companies
 - travel tickets – bus, train companies
 - banana skins – greengrocers
- Government has paid little attention to litter in last 10 years
- Recent surveys show the public care
 - major retailer's customers ranked litter as highest negative impact on the environment

INCPEN action on litter



Research

-  Composition surveys of litter – 1997, 2003, 2008, 2014

-  Work with anti-litter campaigners supporting their efforts to change behaviour

-  Encourage companies to think about litter at design stage, support campaigns

-  Resources for schools

-  HUBBUB Neat Streets campaign

Composition of Litter – England by number of items 2014



| | |
|-----------------------------------|--------------|
| Cigarette ends | 29.7% |
| Chewing gum | 24.2% |
| Packaging | 24.8% |
| - sweets & snack packs | 13% |
| - drinks containers | 6.5% |
| - carrier bags | 0.7% |
| - fast food packs | 2.9% |
| Other | 21.3% |

March 2014, Keep Britain Tidy for INCPEN, 450 sites

HUBBUB Neat Streets Litter on Villiers street, London

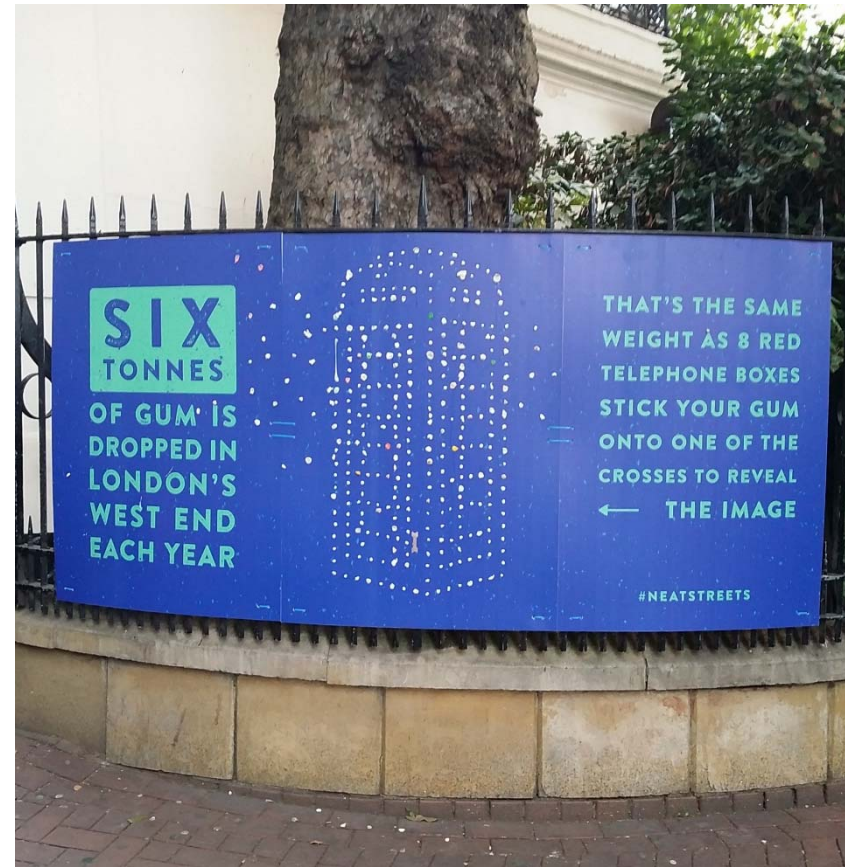


- **31%** litter waste instead of binning it (increases to 62% if cigarette butts included)
- Most litter comes from 16 to 24 year olds (43% of whom litter) and 25 to 34 year olds (36%).



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BE BRASH AND BOLD



SIMPLE AND TARGETED



SOCIAL MEDIA WORKS



LISTEN AND ADAPT



Litter breeds Litter



SMALL ITEMS LIKE
CIGARETTE STUBS
& CHEWING GUM
MAKE UP OVER 50%
OF LITTERED ITEMS

Results from KBT measurement



- 26% fewer items littered
- Chewing gum reduced substantially after initiatives - then returned to same level
- Cigarette littering decreased



Neat Streets – next stages



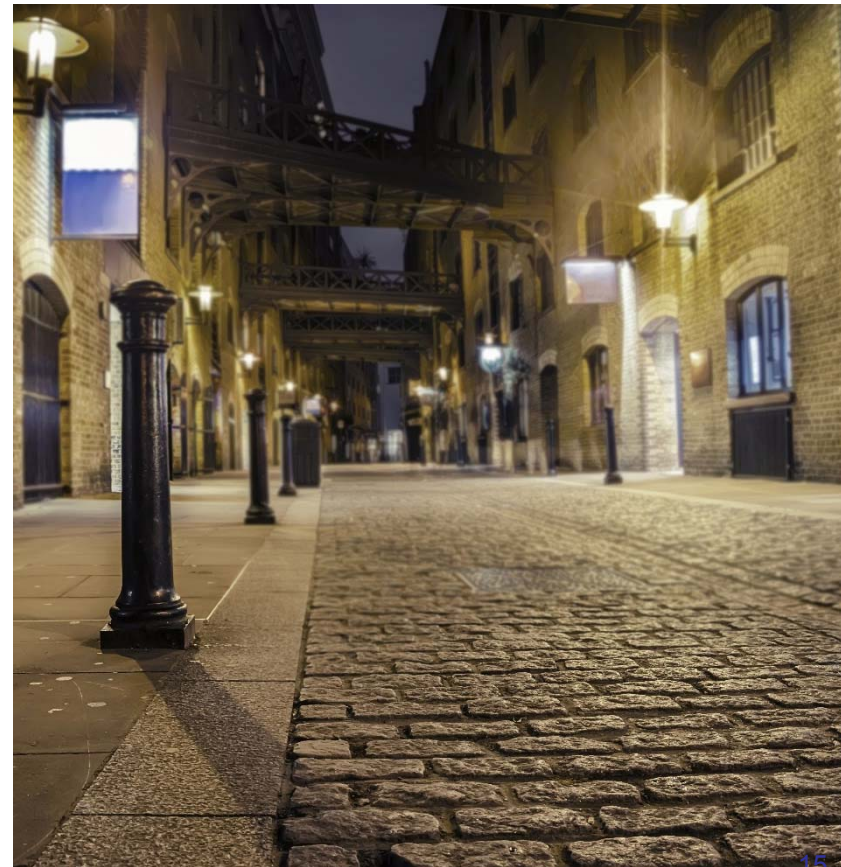
- Neat Street evaluation report and 'How to' Guide
- Manchester, Birmingham, Scotland
- Rural and roadside litter in the Forest of Dean
- Make people want NOT to litter



Neat Streets on Policy



- 2 roundtable discussions with businesses and NGOs to discuss national strategy
- National Litter Manifesto (signed by 17 organisations)
- Letter to Government calling for an Advisory Committee (signed by 26 organisations)
- NGOs discussing working together



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National Litter Strategy



- 2 December 2015 - announced by Environment Minister, Rory Stewart
- 6 January – initial meeting to discuss Advisory Committee
 - Rory Stewart, Defra, Marcus Jones, DCLG
 - LGA, CIWM, HUBBUB, INCPEN, FPA, KBT, CPRE
- 17 February – Advisory Committee meeting

What doesn't work



- **Make fewer items available?**
 - No correlation between number of items and litter
 - Correlation is between no. of irresponsible people and litter
- **Make littered items biodegradable?**
 - biodegradable materials are still litter
 - They don't disappear within a reasonable time
- **Install recycling schemes?**
 - Recyclers look for specific recycling bins or at least a bin
 - Litterers don't use any bin
- **Implement policies to address some littered items?**
 - **All** litter needs to be prevented because any attracts more

Solutions



- 3-pronged solution
 - Education, change public attitude and behaviour
 - Provision of infrastructure and cleaning
 - Law enforcement
- Government to call on all to work together
 - Anti-litter campaigners, companies, organisations to pool resources
 - All to support local authorities
- All stakeholders work to prevent thoughtless, irresponsible littering; clean up careless littering
- **Make it acceptable and fun NOT to litter**

Thank you



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