

A vertical stem of purple flowers, possibly Salvia, is the central focus. The flowers are small and arranged in a dense, upward-pointing spike. The background is a soft, out-of-focus field of similar purple flowers, creating a sense of depth and texture. The lighting is warm, with a golden glow at the top, suggesting a sunset or sunrise. The overall mood is serene and natural.

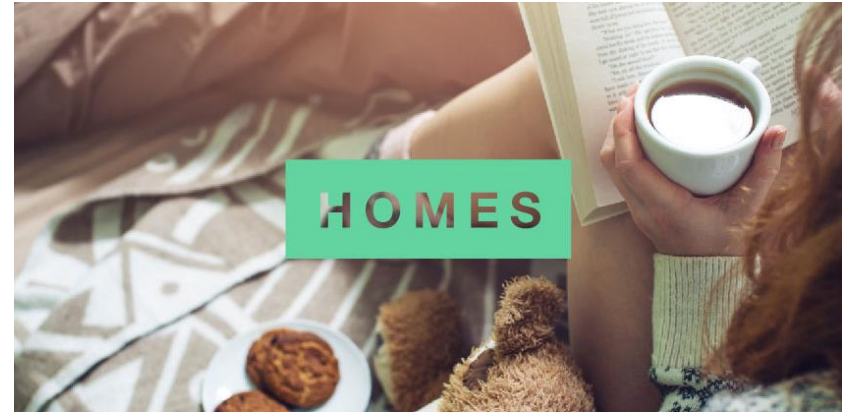
REDUCING LITTER: CHANGING BEHAVIOURS

REBECCA DOVE



HUBBUB

A fresh approach



OUR CLIENTS & PARTNERS



Some of our recent clients & partners:



Oldham
Council

mothercare



City of Westminster



3

BEHAVIOUR CHANGE

IS COMPLEX



OUR APPROACH

A CHARITY WITH A DIFFERENCE



- Gain insights
- Topical
- Visualisation
- Playful
- Build community
- Collaborative
- Driven by social media



BALLOT BINS

Gain insights

How can you stop young men on a night out dropping litter?

Lets' talk about sport – keeping it topical and fun.

What behaviour change techniques can we use – nudge?

Lets' make the design strong, compelling and modern.

Lets' recycle what is collected



BALLOT BINS - SOUTHEND

Topical



CASE STUDY: STREETS AHEAD



STREETS AHEAD

Gain insights

- online survey filled in by over 1600 locals.
- interviews with 300+ people in streets.
- observations of 1000+ people at 6 sites in city
- Use of existing data



STREETS AHEAD

Gain insights

- 35% of fish off the Brighton & Hove coast have plastic in their gut
- 4 tonnes of rubbish are cleared from beaches daily in summer
- 8 out of 10 Brighton residents are fed up
- 88% of people think there should be stricter fines to those who litter.
- 97% of people think litter is ugly to look at and 93% think litter ruins communities and neighbourhoods



CAMPAIGN DEVELOPMENT



Based on Brighton's vibrant, bright and colourful character, we came up with the campaign brand:

#StreetsAhead

- Broad enough to be linked to litter as well as fly-tipping.
- Describes the city's culture and identity.
- Links to the **progressive identity** of the city.
- Creates a **community-feeling**.

Brighton & Hove
#StreetsAhead

Brighton & Hove
#StreetsAhead

Brighton & Hove
#StreetsAhead

CHANGING BEHAVIOUR



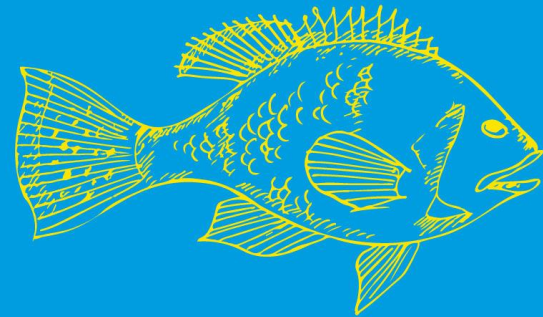
KEY BEHAVIOUR MESSAGE:

- Use the bin, not the pebbles, not the gutter, not the pavement
- If you see some litter and you're near a bin – pick it up
- If the bin is full, find another one or take your litter home

MAIN COPY:

- *For Fishes Sake, Bin Your Litter!*

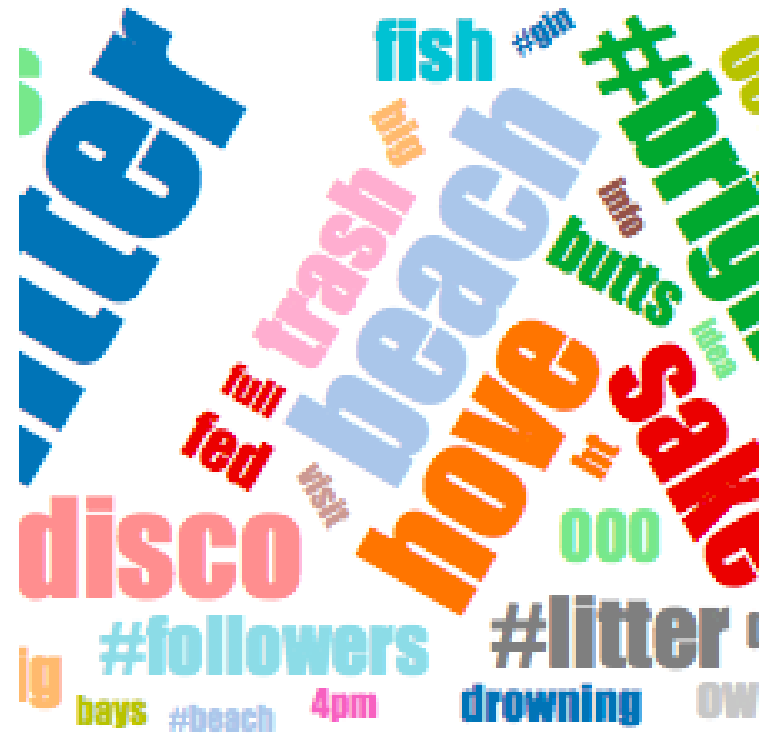
For Fish's Sake,
Bin Your Litter



Brighton & Hove
#StreetsAhead

EVALUATION FRAMEWORK

1. Reduce litter and fly-tipping by raising awareness and changing behaviour.
2. Grow capacity of Cityclean staff to run effective litter-reduction campaigns.
3. Increase number of litter-reduction activities by community organisations.
4. Increase commitment of local business community to keep the streets clean.
5. Grow the council's reputation as an innovator reducing litter



LITTER INSTALLATION

Visualisation



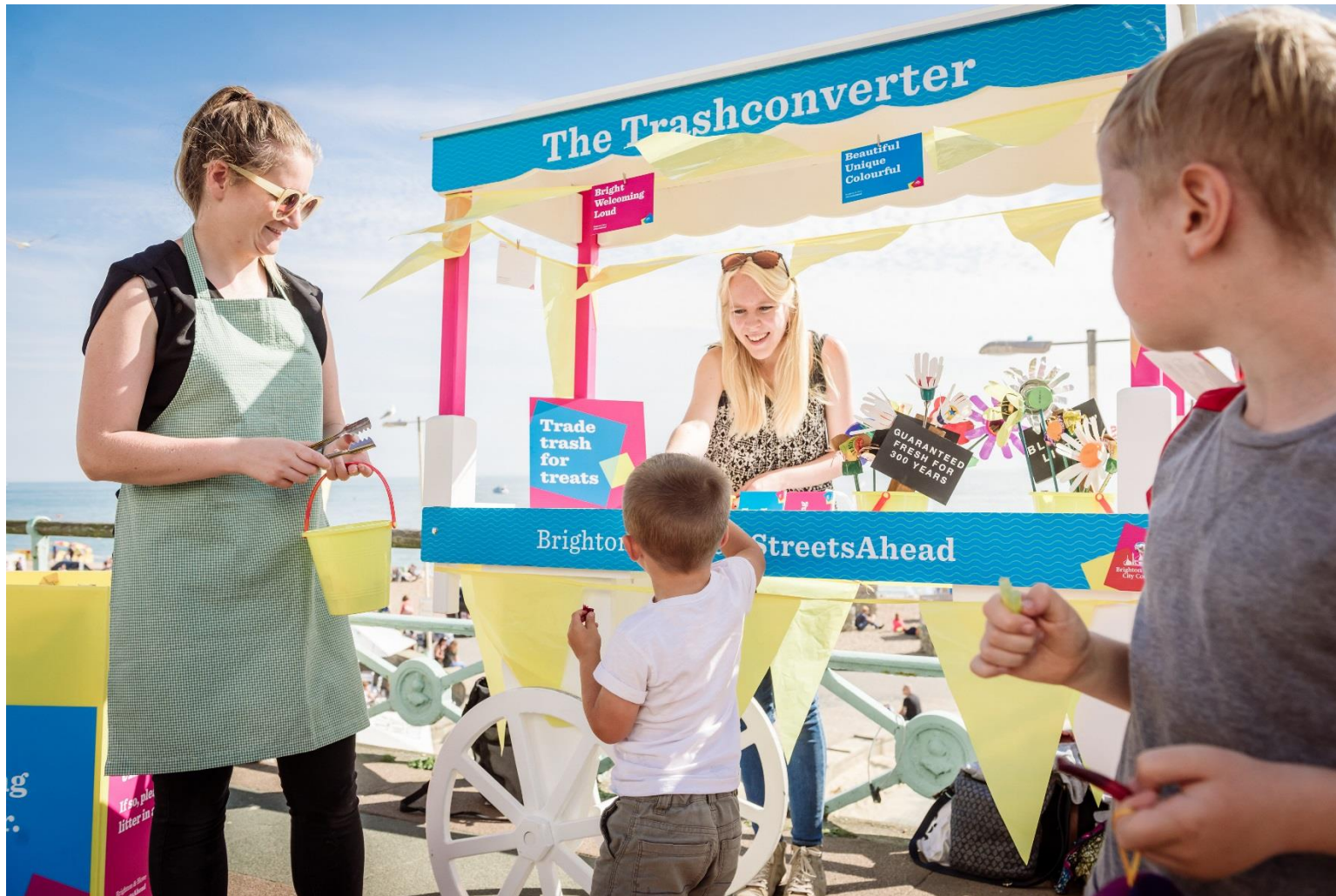
BIN VINYLS

Visualisation



TRASH CONVERTERS

Playful



LITTER RESCUE

Playful



SILENT DISCO BEACH CLEAN

Building Community



STAFF ENGAGEMENT

Building community



BUSINESS ENGAGEMENT

Collaboration



SOCIAL MEDIA

To get the campaign messages across online Hubbub created a Resource Pack for the council including:

- Social media calendar with Tweets & posts for the first- campaign month
- GIF's
- Light & bright photography
- Funny films
- Social media cards with key messaging



Latest TV



Evening news - 25 August 2017

ITV Meridian



Evening news - 27 August 2017

Coverage Summary

5 Broadcast

1 Print

8 Online

6 Trade

BBC Sussex



Breakfast show - 25 August 2017

Juice 107.2



News bulletins - 26 August 2017

Online Coverage

PEBBLE MAGAZINE



Coverage Log



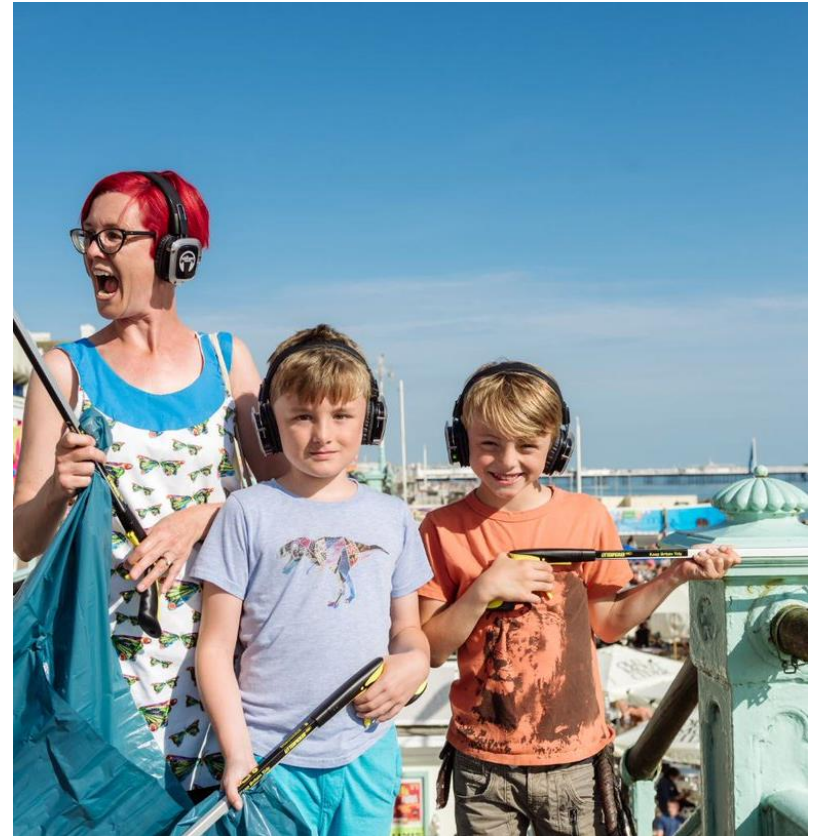
Print Coverage

Clean up our city

HIGHLIGHTS SO FAR



- **1,319 people engaged** in activities in the first two weekends
- 20 pieces of positive press coverage, **reach over 3.7 million**
- 550 tweets about Streets Ahead with **over 3.1 million impressions**
- Cityclean's post engagement on **Facebook up 841%** after the launch weekend
- **249 people & partners promoting** the campaign including Komedia Brighton, Juice 107.2, Cool Brighton, i360, Palace Pier, Brighton Gin, Cllr Warren Morgan and Cllr Emma Daniel



NEXT PHASES



WHERE DID IT ALL GO WRONG?



PATIENCE...

Is a virtue. Some things take months to show how effective they are.

CLEVER & EXPENSIVE...

Doesn't equal effective.

ARE THE RIGHT PEOPLE ONSIDE?

You need to think not only about who can help, but who could get in the way – accidentally or otherwise!



OPTIONS FOR COLLABORATION

- Run seasonal campaigns like Travellers Check and Pumpkin Rescue – Resource packs
- Learn from our future food waste and litter campaigns – Hubbub newsletter
- Buy a Ballot Bin – ballotbin.org.uk
- Use videos, infographics and vlogs for free – YouTube channel
- Work with us to develop local campaigns – Get in touch rebecca:@hubbub.org.uk



THANK YOU

REBECCA@HUBBUB.ORG.UK

HUBBUB

