

HUBBUB

APSE CONFERENCE

FEBRUARY 2017

HUBBUB



1

HUBBUB

A FRESH APPROACH



- Hubbub is an environmental charity.
- Established two years ago.
- We talk to mainstream consumers about sustainability in a way that resonates with them.
- We have 4 hubs: Food, Fashion, Neighbourhoods, Home
- Working with IKEA, Unilever and Sainburys



CORE PRINCIPLES



Link to peoples' passions & lives.

Be topical, playful, challenging & different.

Collaborate & measure impact.

We build models that are replicable & scalable.

Use social media & influencers to generate reach.



3

AMBITION ON LITTER



Launched in 2014, with a focus on **litter and use of community space**. Now also looking at sharing economy.

Bring a positive approach to litter

Inspire people to take responsibility at a local level

Focus on prevention rather than service provision

Create cost savings in the long-term



WHAT IS NEAT STREETS?



- Neat Streets is a proven anti-litter campaign that was piloted in London in 2015 & **reduced litter by 26%**
- It tested fun and playful ways to tackle litter on London's second busiest street
- We used eye-catching installations and interactive experiences to change behaviour and reduce litter on the street



NEAT STREETS

FILM



CAMPAIGN REACH

- Media reach of 9 million.
- The Ballot went viral. The top 20 tweets had a reach of 6 million.
- Significant print and broadcast coverage (Observer, Times, Sky, BBC, ITV).
- Generated global interest.



The image shows a screenshot of a MailOnline article. The article title is "Cristiano Ronaldo and Lionel Messi are the butt of new quirky scheme to reduce cigarette litter on streets of London". The article is by Anthony Hay for MailOnline, published on 3 September 2015. The article text includes: "Professional footballers, global icons and now Lo and Lionel Messi really do have several strings to know about the latter role. Residents of London are being encouraged to try of bin in a clever new campaign by Hubbub. Cigarette smokers outside Embankment tube sta to cast their vote on who they think is the world's". Below the text is a photo of a yellow ballot box with the text "WHO IS THE BEST IN THE WORLD RONALDO". To the right is a screenshot of a social media post from "SPORTbible" titled "Messi And Ronaldo Are Now Helping To Clean Up London's Streets" with 2.7k shares. The post includes a photo of Cristiano Ronaldo and text: "The 'Messi or Ronaldo?' debate has bored everyone on Earth half to death over the past few years, but now the argument is actually being used to do good, rather than infuriate internet football fans. In a bid to clean up London's streets, the Hubbub project has invented the perfect solution to cigarette butts making the capital city look untidy."

IMPACT

- Developed an Impact Report
- Created Ideas Catalogue available to all
- Brought together key national organisations, including businesses and NGOs to create a national 5 point manifesto
- Won 5 prestigious awards in the UK



WHAT NEXT?



BALLOT BIN

- Reduction in cigarette litter by 46% (80% anecdotally)
- Trends on social media
- 20 councils in the UK have introduced Ballot Bins
- Successful international campaigns: Australia, Scotland, Spain
- Media reach: 11 million



NEAT STREETS 2

- **Expansion of Neat Streets to Manchester, Edinburgh and currently Birmingham.**
- In Manchester, working with council under their campaign banner 'TrashTalks'
- Repeating interventions and testing new ones



#OUREDINBURGH





CURATE

SHOW ME >

Grassmarket residents offered Trainspotting "bin-ballot"



In a novel approach to Trainspotting character



More Stories

Promoted Links



Jonny Lee Miller 
@jonnyjlm



 Follow

So chuffed!!



Edinburgh Council @Edinburgh_CC

Don't worry @jonnyjlm we've got you and @ewenbremner 's back #ouredinburgh

RETWEETS

68

LIKES

292



10:42 PM - 16 Aug 2016



 68

 292



EDINBURGH OUTCOMES



- During Edinburgh festival, 52% increase in the amount of litter collected in litter bins, compared to 25% for normal bins
- Reach of over 400,000 on Edinburgh Council's own social media accounts.
- Second phase will use same principles to tackle communal bin litter



COFFEE CUP RECYCLING



The UK throws away 7 million coffee cups a day, less than 1% are recycled.

#1MoreShot brings 11 especially designed recycling bins to Manchester.

Supporters are Caffé Nero, Costa, Greggs, KFC, McDonald's, Nestle, Pret a Manger and Waitrose.

Collected 20,000 coffee cups

Media reach: 15 million



AMBITION

- Square Mile Challenge kicking off in April
- Focused on the City of London
- Collect half a million coffee cups in April; 5 million by end of 2017
- 30 businesses on board
- Create a replicable model



**GIVE COFFEE CUPS
#1MORESHOT**

2.5bn
coffee cups are
thrown away
each year in
the UK.

Less than **1%**
of cups we throw in
recycling bins are
actually recycled.



LOVE YOUR FOREST



Our first rural campaign:

- Strong community engagement including schools, artists
- Launched the UK's first litter shop CON-venience
- 'Trialling Communitrees'
- Highway litter



#FFS

FOR FISHES' SAKE

- The Port of London Authority and Thames21 clear 300t of litter from the tidal Thames each year.
- 74% of Thames litter is food-related.
- 70% of bottom feeding fish in the Thames contain plastic.
- First campaign of its kind that will use the connection between the River Thames and the litter that ends up in it to encourage behaviour change



CLEAN STREETS SUTTON



To introduce behaviour change approaches to Sutton Council

3 month campaign delivered by Hubbub in partnership with Sutton Council

22% drop in litter recorded

Media reach of 210,000

Winner of Public Sector Communications Awards Community Relations Campaign of the Year 2016



OUR LEARNING

1. Engage your local community from the outset
2. Be big, bright and beautiful!
3. Keep it simple
4. Collaboration is key
5. Start small, learn, adapt and scale.

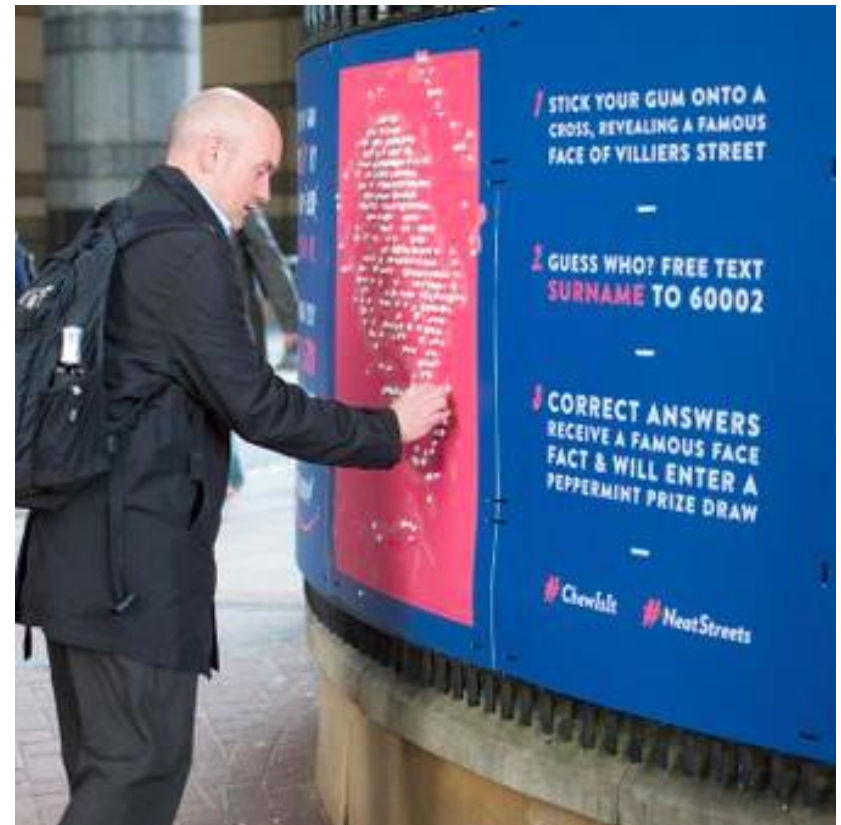


NEXT STEPS

2017 Roadshows kicking off in April

Aim: to build the capacity of Local Authorities to deliver behaviour change campaigns on litter and waste.

Launching a free Neat Streets best practice guide in May 2017



THANK YOU

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