

Context Specific Litter Interventions – Part 2

Overview of Materials

Introduction

The presence of litter in our towns, cities and rural areas is at odds with our rose-tinted vision of Scotland as a land of unspoiled natural beauty. Whether it's plastic soft drinks bottles and coffee cups littering the grass verges of the roads leading north or the fast food mess left in our city centres every weekend, we have a duty to do something about it.

Right now, clear up, enforcement and education are costing Scotland £53 million every year with an estimated extra £25 million in indirect costs. Two and a half years ago, the Scottish Government launched the country's first national litter and flytipping strategy 'Towards A Litter-Free Scotland'. It aims to find ways to stop littering and flytipping by encouraging people to take personal responsibility for the problem.

One of the best ways to do this is through effective communications. Zero Waste Scotland's own research has revealed many of the factors that affect people's tendency to drop litter. These include location, amenity, time of day, social situation, age and stage of the audience and the way people view specific kinds of litter.

This has helped us to develop a [toolkit](#) of downloadable, context-specific communications materials that you are free to use to encourage different groups of people to stop littering.

The messages have been tailored to suit the environments in which they'll appear. Some of them, such as the ATM and vending machine messages, will require you to collaborate in partnership with other organizations but most of them are ideas you can adopt and download immediately.

What follows is an extension to that toolkit, focusing specifically on town centres and transport hubs. We've created these materials to have the most powerful impact possible on people who drop litter, precisely in the places where they tend to drop it. That's why you won't find any overarching branding or style on them.

The idea here is to give you the flexibility to apply your own brand and style. You and your partners' logos can be applied to any of this material in any way that suits you.

Using this toolkit

Sometimes a message on a poster is all you need. But generally a communications idea will work much better when it's tailored to the environment in which people are going to see it. That's why you won't just see messages on posters in this kit. We've created ideas that are specially designed to work on litter-bins, pavement stencils, beer-mats, projections, lampposts and even junction-boxes. We've kept our messages short and simple. That means many of them can be adapted for all sorts of different media. Here's a list of the different ways you can use them:

- Create banners for railings and fences
- Incorporate them into till receipts or tickets
- Scroll them or flash them up on electronic screens
- Project them onto walls
- Make them into wall stickers
- Use them as bench or bin wraps
- Put them on the side of maintenance or refuse collection vehicles
- Put them on street furniture such as lampposts
- Apply them to bus and smoking shelters
- Run them as paid-for press ads
- Use them for social media posts*
- Make them into floor vinyls or pavement stencils
- Use them on information leaflets or timetables.
- Use them in direct mail campaigns

*See separate social media section on next page

Using social media to amplify your campaign

There's one important difference between the context-specific resources created for the toolkit and digital resources. Digital resources cannot be context-specific unless they are paid for. That means we can never know what our target audience will be looking at on their devices and where they would be in that particular moment.

However, the new toolkit assets represent newsworthy stories and could all be showcased across digital channels to amplify the messages and turn them into a concerted, focused campaign, both on and offline.

Every new context-specific message can be turned into a Facebook, Instagram, Twitter or Pinterest post and spread across social media channels. In theory, each of them could also be turned into a media launch with journalists invited, which in turn could create extra content you can then communicate across social media.

A one-off piece like the blue police box idea pictured here only needs to be created once to become the image for a publicity drive. Its humorous approach and its connection to a certain famous time machine, make it an obvious candidate for a piece of social content that could go viral.

This kind of content, with striking images and interesting headlines, can also be used on your own websites, in your organisation's blog and in your own newsletters.

These stories don't just spread themselves. They need to be formatted to suit each social medium first and it helps if there is a social media manager around to manage your pages.

You may already have people like that on your staff. If not, you should try to find somebody in your organisation who has the digital and communications skill-set to take on that role.

To sum up, digital media are best used to amplify traditional offline messages and imagery by showing them again online to create extra word of mouth.



I. Litter In Town Centres

Overview

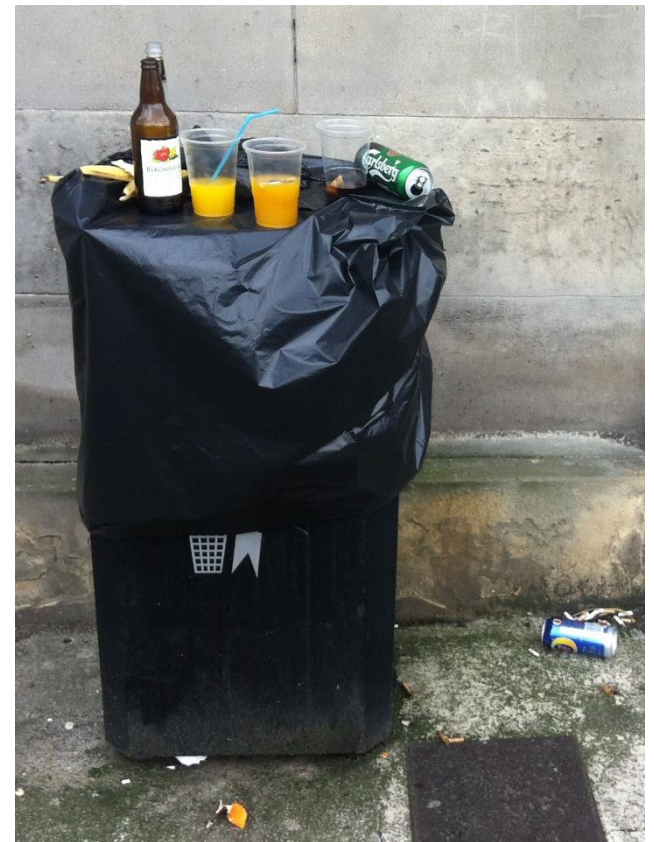
Town and city centres attract lots of people and that means lots of litter, despite the number of litter-bins and the frequency of clear ups. This gets worse at night, especially at weekends when people eat fast food and drop the packaging or leave their drinks containers on the street and their cigarette butts outside the pubs and bars. The cover of darkness is also a good excuse for drivers to empty all the rubbish out of their cars and into the gutter.



Bins

The problem: people don't use them properly. If they're full people don't bother walking to the next bin. Bins are a perfect medium for carrying litter prevention messages. But right now, all they have written on them is 'litter'.

The solution: place bold, surprising anti-litter messages on the bins. Use glow-in-the-dark stickers to draw attention to them at night.



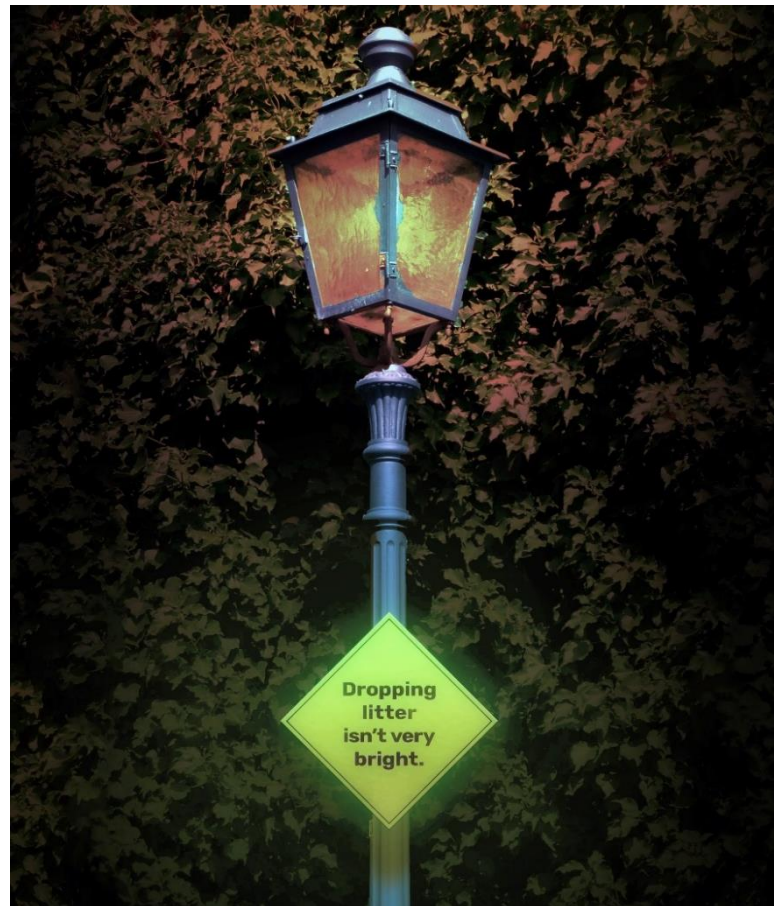
Glow-in-the-dark bin stickers

Anti-litter messages that work day and night with the option of adding pavements stickers of footsteps leading people to the bin.
NB.: You'll need to find a printer who offers special fluorescent inks to make these messages glow in the dark.



Glow-in-the-dark lamppost signs

These glow-in-the-dark signs can be placed on lampposts in pedestrian areas and parks where they'll draw people's attention without disturbing the traffic.



Bars & pubs

The problem: People gather outside pubs to smoke and chat. They also drop cigarette butts, chewing gum and other litter, and often leave their glasses behind.

The solution: Use anti-litter messages on pub wall projections and beer mats and target outdoor smoking areas next to bars.



Beer mats

Front



Back



Pub wall projection



**Make sure
it's just
your patter
that's rubbish.**
Please don't drop litter
outside our pub.

Outdoor smoking areas



Outdoor smoking areas (cont.)



Takeaway shops

The problem: People get hungry when they've been drinking. The chippies, kebab shops and burger bars do a roaring trade, especially at night and over the weekend. If there isn't a bin literally right next to them when they finish eating, many of these folk just drop their food and drink containers on the ground.

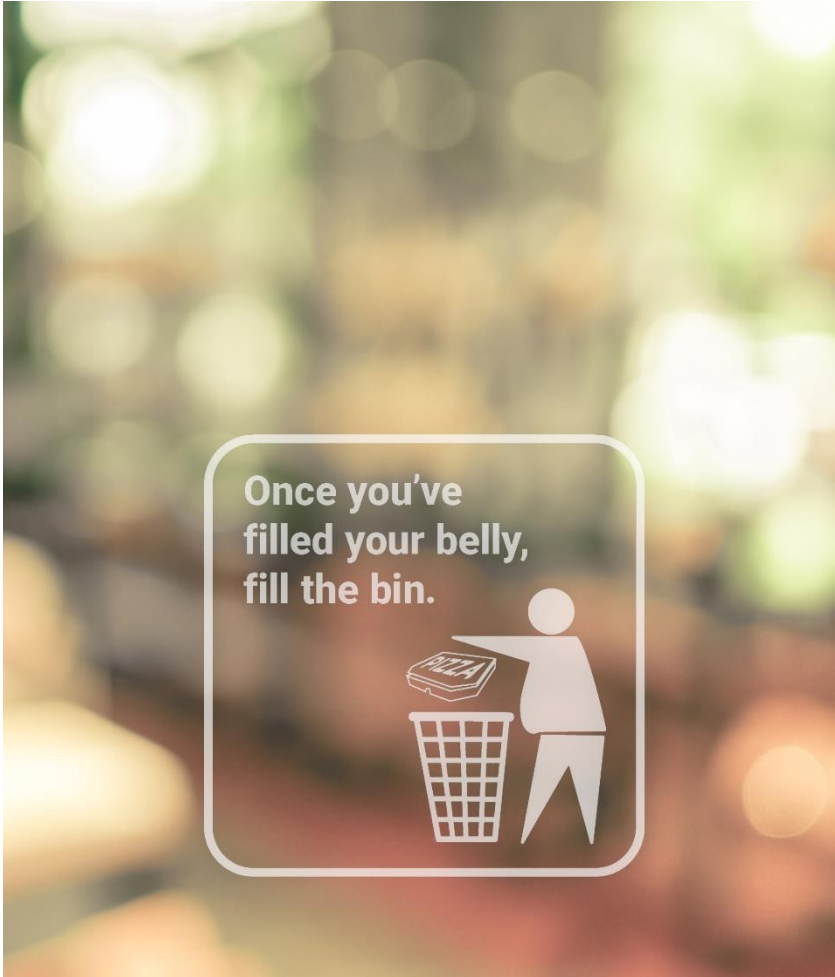
The solution: Stickers for takeaway outlet windows, food trays and drink containers.



Window stickers for takeaway shops



Window stickers for takeaway shops (cont.)



Stickers for takeaway containers



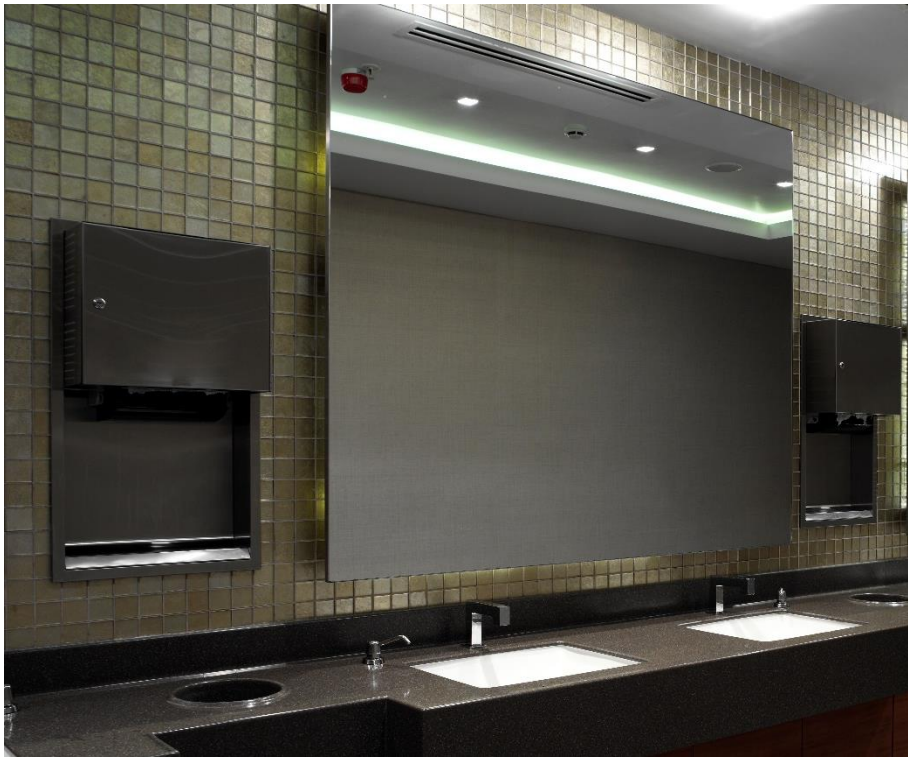
Stickers for takeaway containers (cont.)



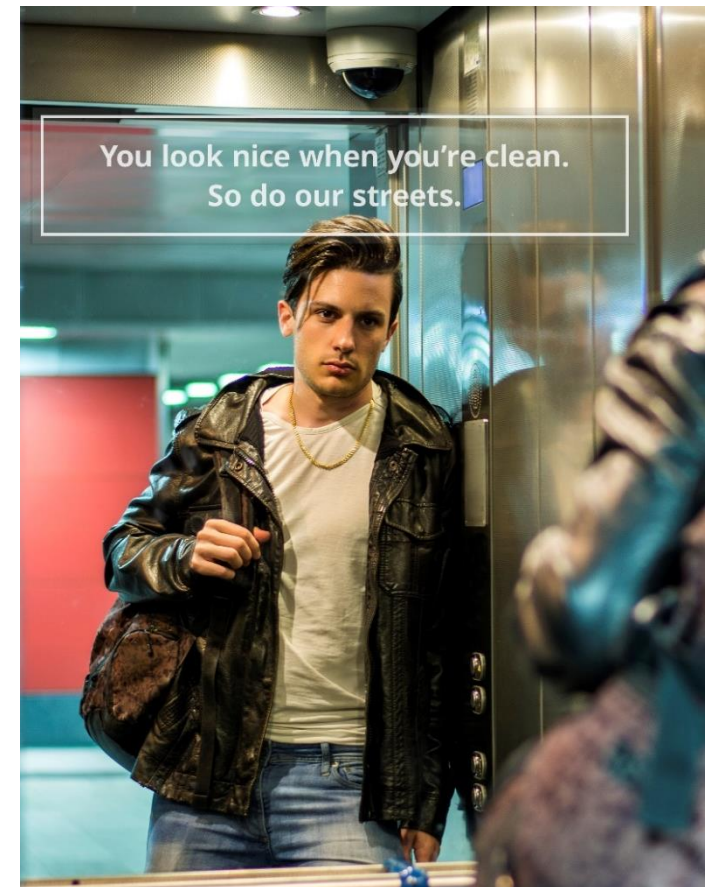
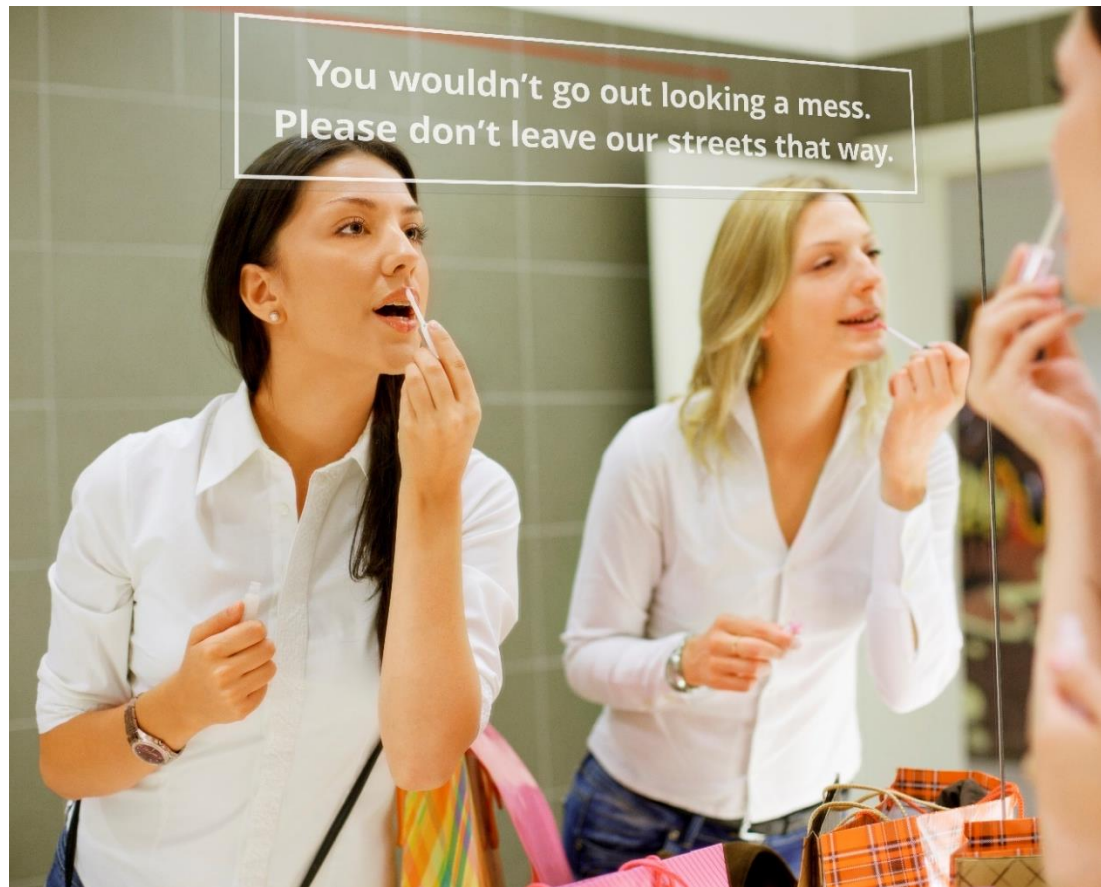
Mirrors in public places

The problem: The same people who take such great care over the way they look, often couldn't care less about how our streets look after their big night out.

The solution: Stickers for mirrors in clubs, pubs, cinemas and the lifts in multi-storey car parks.

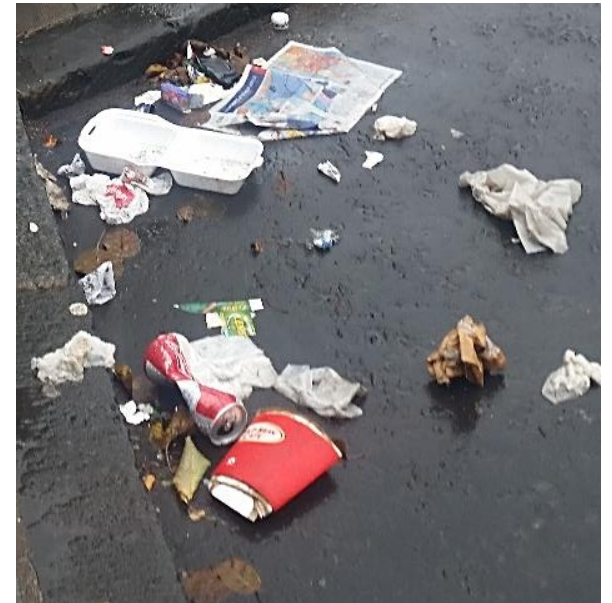


Mirror stickers in lifts and public toilets



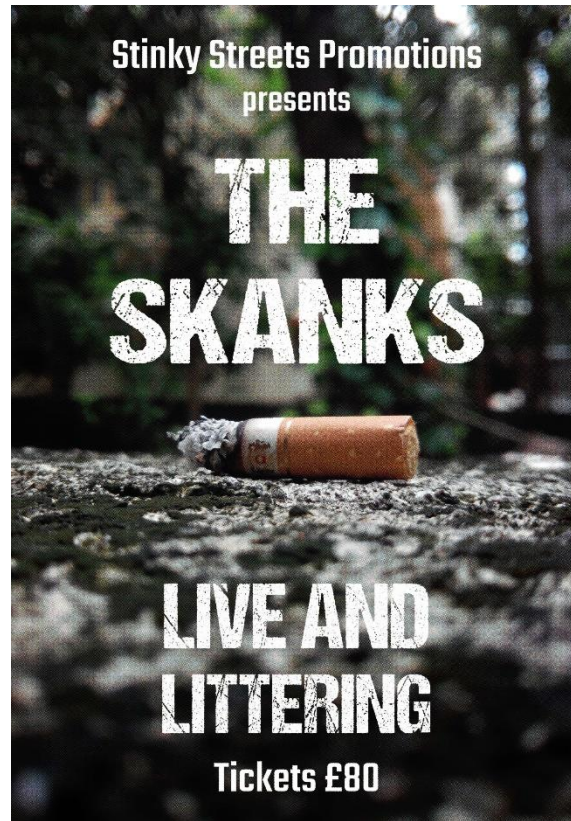
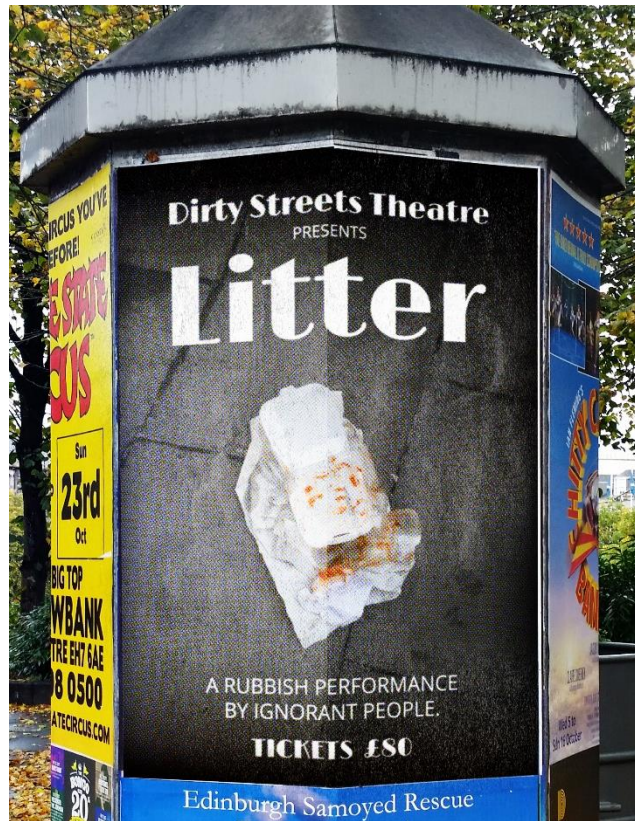
Concert venues

The problem: Before and after gigs, concerts and other performances, people drop litter on the street.

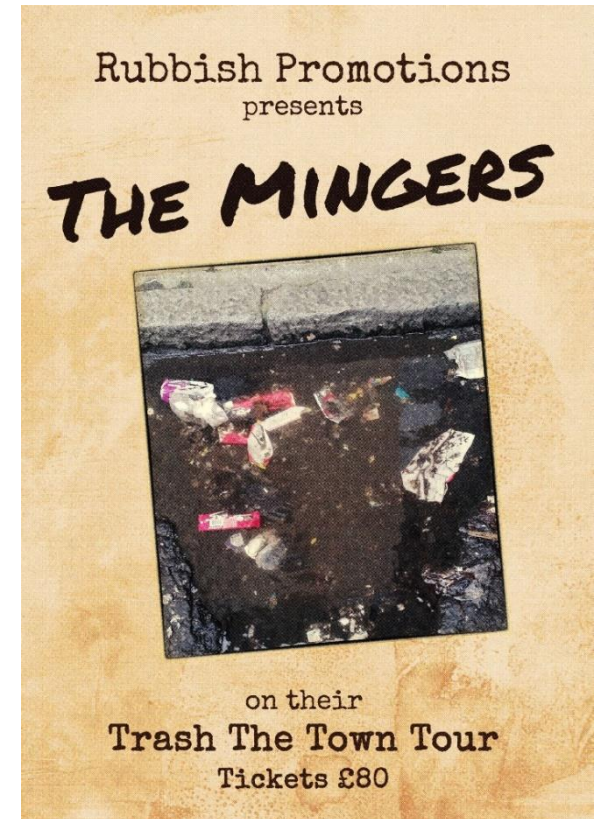
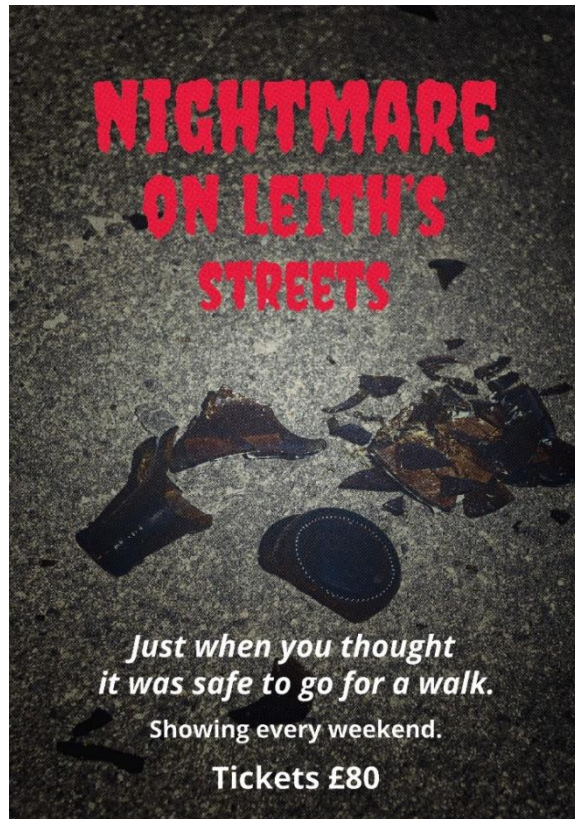


The solution: Anti-litter messages that mimic the style of gig, cinema and theatre posters.

Posters that mimic gig and theatre flyers



Posters that mimic gig and theatre flyers (cont.)



Cinemas

The problem: People – whole families of them - happily drop litter when they go to the pictures. They drop it inside the cinema where cinema staff have to clean it up and outside the cinema too.

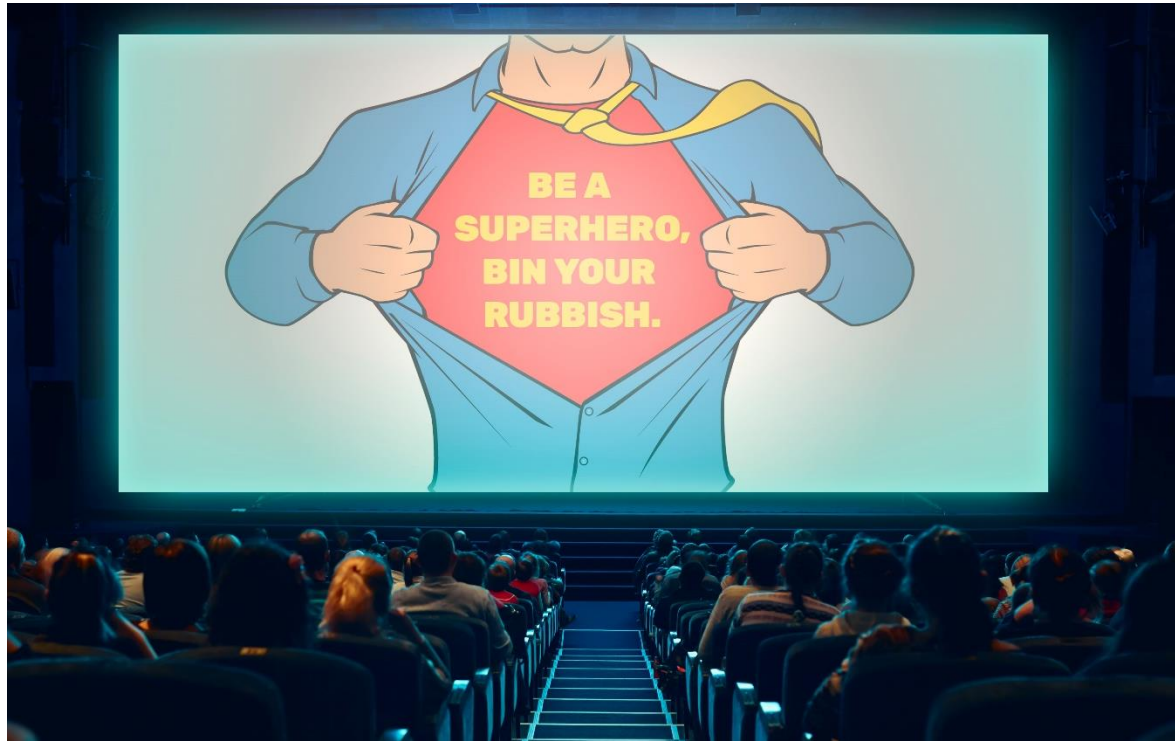
The solution: Pavement stickers, foyer posters and on-screen messages and ticket machines.



Pavement stickers, foyer posters and on-screen messages for cinemas



Pavement stickers, foyer posters and on-screen messages for cinemas (cont.)



Benches

The problem: People will happily sit down in public spaces, using the benches provided. The trouble is they don't always use the bins provided.



The solution: Alternative bench plaques, street stencils and vinyl pavement stickers.



Brass plaques for benches



Please bin your litter.
(Unless you like rats
around your ankles.)

Treat this place like
your own home.
Use the bins.

That thing
with 'LITTER' on it.
That's a bin.

What would your
Mum say if she saw you
dropping litter?

Stencils next to benches

You can adjust the copy to suit whichever part of town it's appearing in.

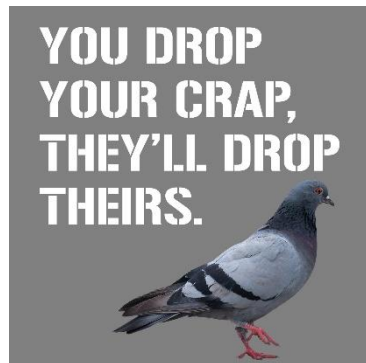


**BE NICE.
USE THE BINS.**

**WE LOVE
LEITH.
WE HATE
LITTER.
USE THE BINS.**

**DON'T
MESS
WITH
GORGIE.
USE THE BINS.**

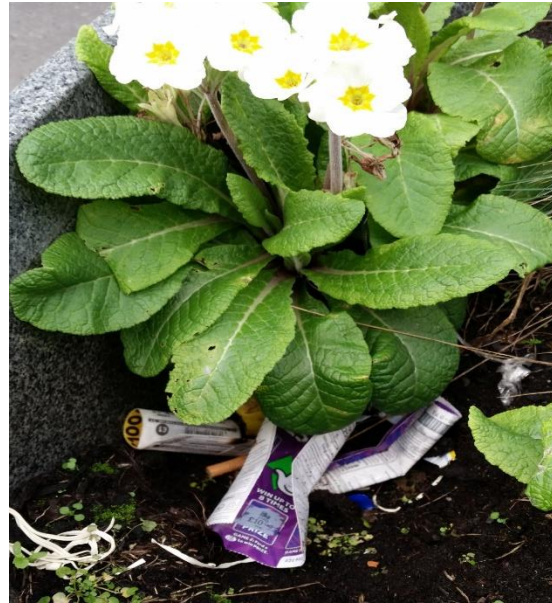
Pavement stickers next to benches



Street planters

The problem: Town planners and councils install beautiful flower-tubs and planters to make the place look nice. Unfortunately, the flowers and foliage become a convenient place for people to hide their rubbish.

The solution: Deterrent stickers for street planters and flower-tubs.



Stickers for street planters



I'M FOR
FLOWERS,
NOT FAG
PACKETS.

DON'T PLANT
YOUR
RUBBISH
HERE.

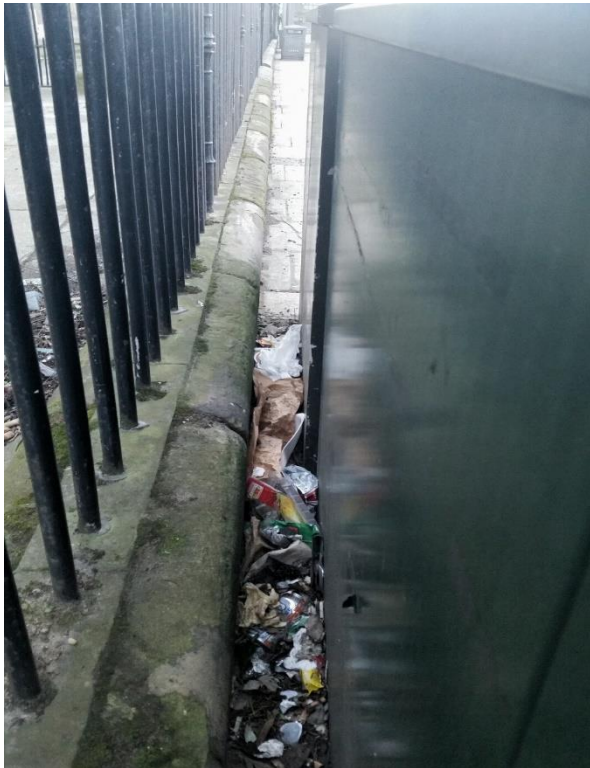
YOUR BUTTS
KILL
OUR BUDS.

YOU
LITTER,
WE DIE.

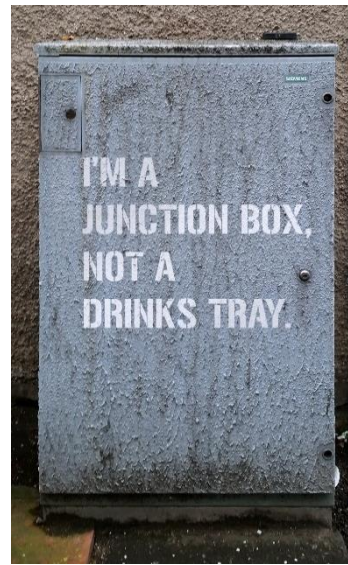
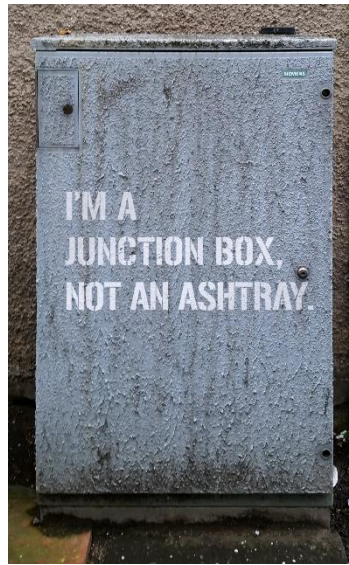
Junction boxes

The problem: People who don't dispose of their litter responsibly feel a little bit guilty and can't resist the urge to hide it. If you look behind almost any junction box in your town centre, you'll find a stash of hidden litter. Outdoor drinkers also use junction boxes as bar counters and leave their empties there.

The solution: Deterrent messages stenciled or stickered onto junction boxes.



Stencils or stickers for junction boxes



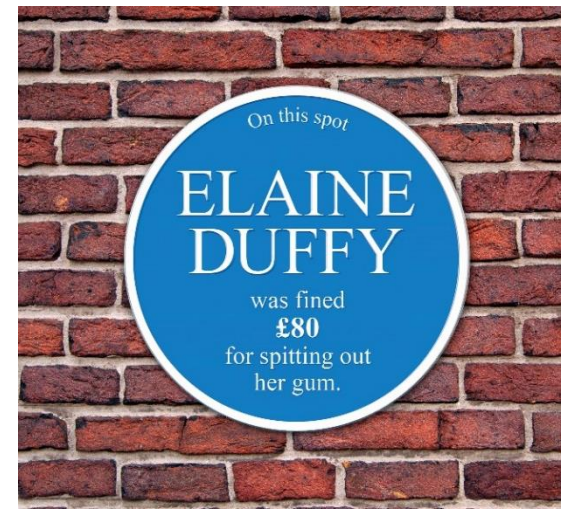
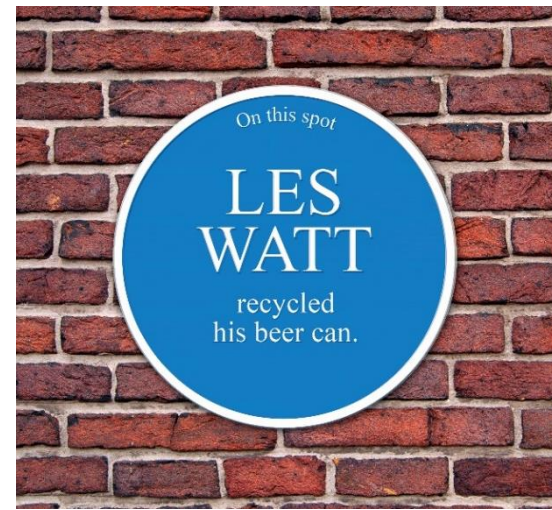
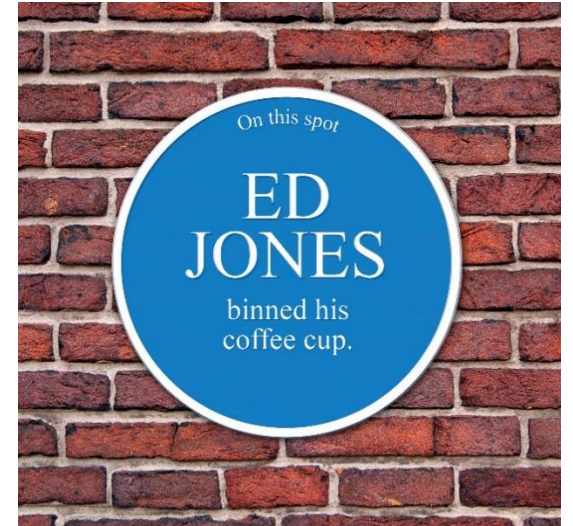
Litter hotspots next to walls

The problem: anywhere in a town centre can suddenly become a hotspot for litter so we need a flexible way to apply messages whenever this happens.

The solution: imitation blue wall plaques commemorating good and bad littering behaviour.



Blue 'memorial' plaques



Lottery scratchcards

The problem: Anecdotal research conducted with council street-cleaners, suggests that the third most common item of litter (after cigarette butts and chewing gum) is the lottery scratchcard. Customers come outside, scratch their card, see they've won nothing and drop it on the pavement or, worse, tear it into pieces and drop them on the pavement.

The solution: Deterrent shop-window stickers that mimic the style of lottery point-of-sale.



Window stickers for lottery point-of-sale



Food stores

The problem: People continue to drop their snack and soft drink packaging on the ground, moments after eating and drinking.

The solution: Window-stickers mimicking snack and soft drink packaging that carry deterrent messages, using a humorous tone of voice.



Window stickers for food stores



Shopping malls

The problem: Wherever there is heavy footfall there is litter. Shopping malls suffer badly from this despite the presence of litter bins.

The solution: Use simple A-frame boards that mimic 'retail' language, deliberately targeting women who form the majority of shoppers.



A-boards for shopping malls



Construction sites

The problem: Litter accumulates at roadworks and construction sites. Either the workmen drop it themselves on their outdoor lunch and snack breaks or the sight of a hole in the ground is just too tempting for passers-by not to throw their rubbish into it.



The solution: Deterrent signage on road signs or scaffolding banners.



Scaffolding banners & construction signs



Urban waterways

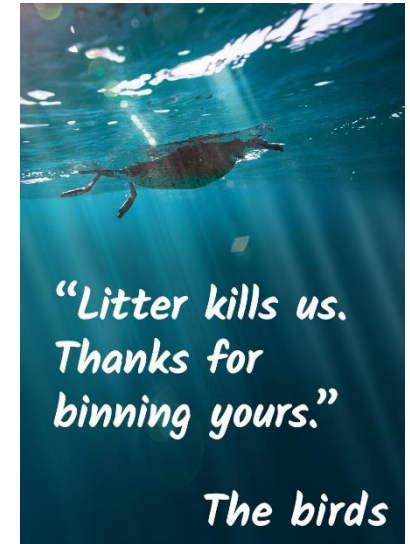
The problem: Rubbish that is thrown or otherwise finds its way into urban rivers and estuaries can seriously injure or kill the local wildlife, in particular the birds who live, feed and raise their young there.



The solution: Riverside signage purporting to come from the birds themselves, reminding people how harmful their litter can be.



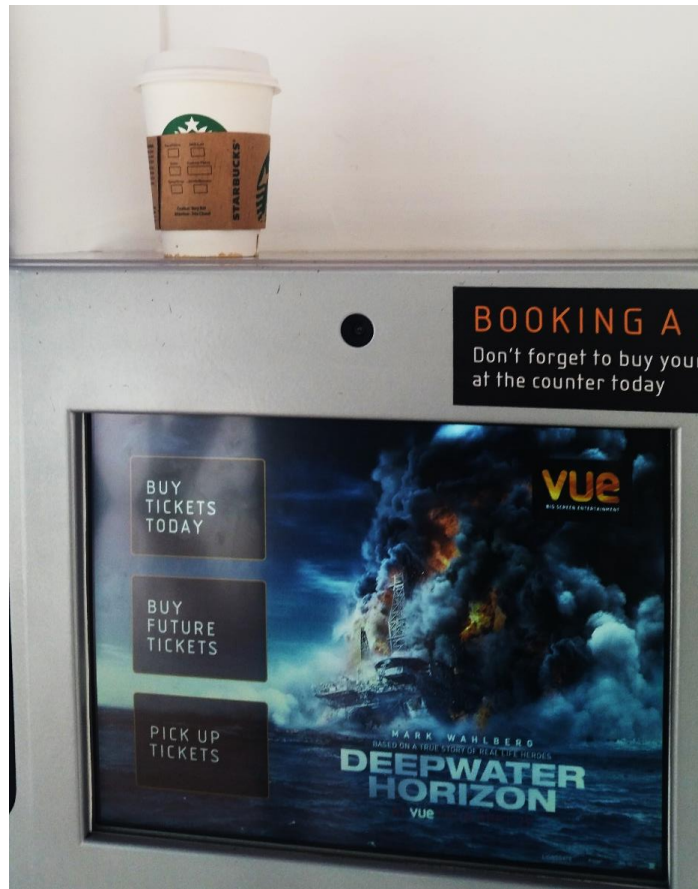
Waterside signage



Wall-mounted cabinets

The problem: Wall-mounted cabinets such as phone charging boxes and ticket dispensers get used as shelves for people to leave behind their empty coffee-cups or snack wrappers.

The solution: Deterrent on-screen messages.



On-screen messages on phone charging boxes



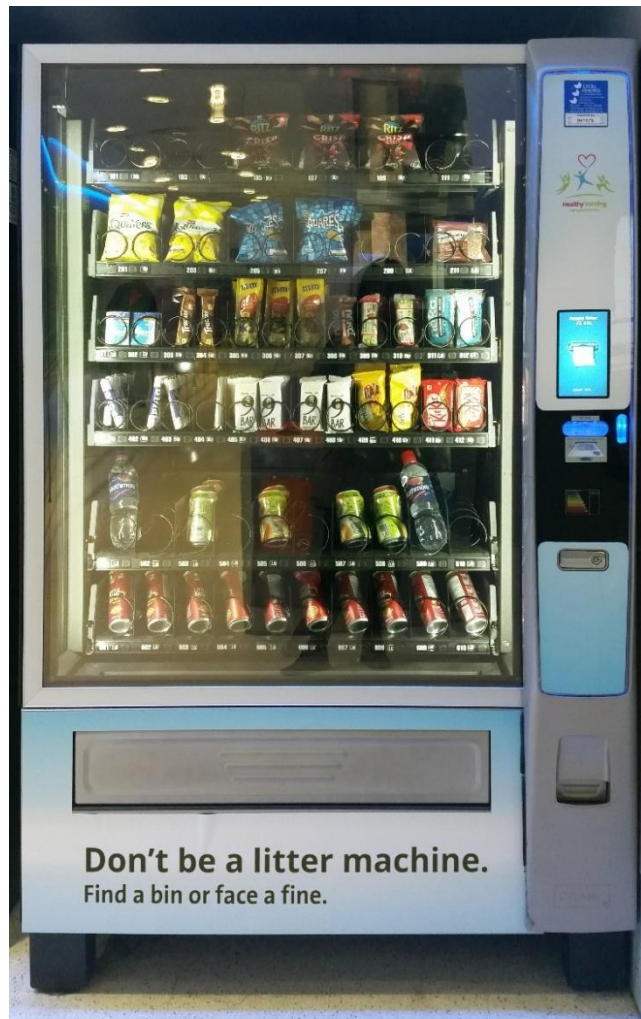
Vending machines

The problem: When people buy snacks and soft drinks from vending machines, their rubbish often ends up on the ground.

The solution: Deterrent messages on vending machines.



Sticker on vending machines



Cash machines

The problem: When people get cash out of an ATM, they often ask for a paper statement as well. These scraps of paper get dropped on the ground next to the ATM and blown all over the place.



The solution: Deterrent messages on the digital screen.

Cash machine messages on digital screens



PUT YOUR RECEIPT IN YOUR POCKET, NOT ON THE PAVEMENT.

PLEASE DON'T DROP YOUR RECEIPT.

DON'T ASK FOR A RECEIPT UNLESS YOU'RE GOING TO KEEP IT.

II. Transport Hubs

Overview

Litter builds up quickly wherever people gather to make journeys on their daily commute or leisure trips. Bicycle racks, railway stations, bus stations, bus shelters and taxi ranks are all magnets for rubbish and mess.



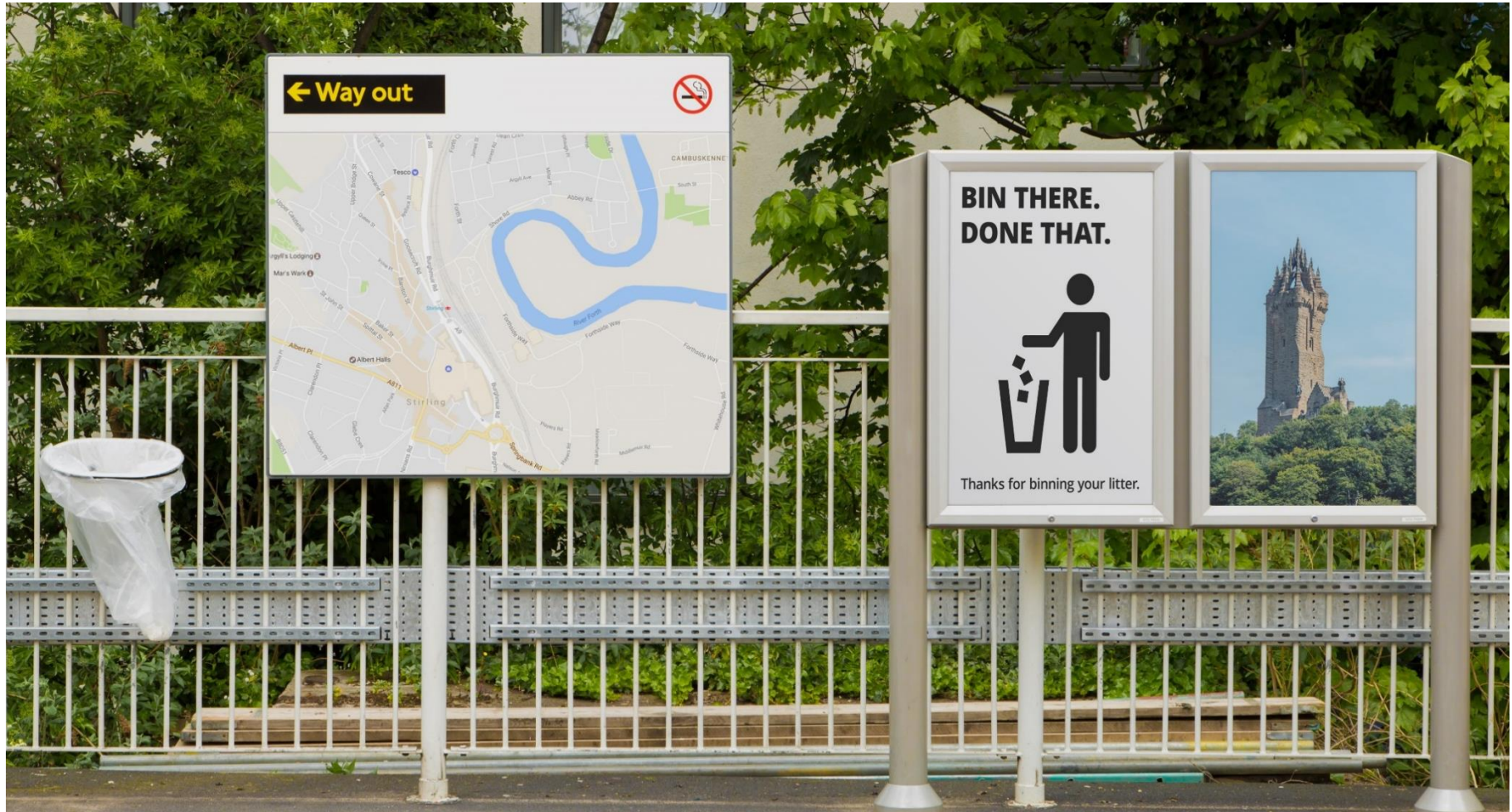
Train stations

The problem: People waiting for trains throw litter on the tracks and on the platforms.

The solution: Deterrent messages and positive messages aimed at people who have disposed of their litter responsibly as well as A-frame cleaning signs.



Train station posters



Train station posters (cont.)

**BIN THERE.
DONE THAT.**



Thanks for using our
recycling bins.

**BIN THERE.
DONE THAT.**



Thanks for using our recycling bins
on Platform 2, 4, 11, 15 & 16.

Train station posters (cont.)

**TRAVEL
BROADENS
THE MIND.
LITTER
DRIVES US
ALL NUTS.**

Bin your litter or face a fine.

**BIN VOYAGE.
Wherever
you're going,
your litter goes
in the bin.**

Bin your litter or face a fine.

A-frame cleaning sign



Bus stations

The problem: Bus stations get heavy footfall. They also sell food and drink. That means litter, even if there are bins provided.

The solution: Existing bus station poster sites carrying deterrent messages.



Bus station posters



Bus shelters

The problem: People waiting at bus-stops drop a lot of litter, sometimes because there's no bin, other times despite the bin.

The solution: Deterrent messages on vinyls and bus shelter posters. Some bus stops have bins and others don't so we've created messages for both.



Bus shelter posters & stickers



Kerbside parking & car parks

The problem: Motorists generate a lot of litter. One particularly unpleasant habit of theirs is to park, gather up all the rubbish inside their car and then empty it out onto the ground for somebody else to pick up. In side-streets off main roads where there is plenty of free kerbside car-parking, rubbish can build up in the gutters for months.

The solution: Deterrent messages on ticket machines and kerbside stencils.



Parking meter sticker



Parking your car,
£2.40.
Parking your rubbish,

£80.

Kerbside stencil



Taxi ranks

The problem: Litter's a real problem at taxi ranks, especially on a weekend when people are standing waiting with a drink or some fast food in their hands.

The solution: Deterrent signs placed next to taxi rank signs.



Taxi rank sign



Bicycle racks

The problem: Bicycle racks attract a lot of cigarette butts.

The solution: Deterrent messages stenciled on the ground next to the rack.



Bicycle rack stencils

