

Context Specific Litter Interventions:

Overview of Materials

Introduction

Litter and flytipping clear-up, enforcement and education costs Scotland £53 million every year, with further indirect costs estimated at £25 million. The Scottish Government launched the country's first national litter and flytipping strategy, 'Towards a Litter Free Scotland', on 12th June 2014. The strategy's focus is on the prevention of litter and flytipping by encouraging personal responsibility and therefore reducing the need for clean-up or enforcement.

Communications has a key role to play in engaging and motivating the public to change their behaviour through effective and accessible messaging. Research conducted by Zero Waste Scotland suggests littering behaviour is affected by a number of factors including location, amenity, time of day, social situation, audience and perception of individual litter types.

Zero Waste Scotland has therefore developed a series of context-specific communication materials, based on available evidence and consumer testing, that will resonate best with the relevant target audiences in different contexts to encourage behaviour change. The different locations to which these contexts apply include beaches and riversides, town centres, residential areas, transport, parks, schools, and sporting facilities.

This toolkit shows the range of communication materials and messages developed for each context, which can be tailored to the issues in your area and the target audience(s). It is important to note that, as the materials and messages have been created to have the maximum impact on litter prevention based on specific contexts and audiences, **there is no overarching branding or style in use**. This is intended to give flexibility to allow stakeholders to apply the messaging to their own brands and styles. On all of this work your logo can be incorporated, along with that of any partners.

The files for these materials can be found on the [Zero Waste Scotland Partners site](#). If you have any questions on the use of these materials or want to discuss their potential use in your area, please contact the Litter and Flytipping Team at flytipping@zerowastescotland.org.uk

How to use these materials

The artwork in this toolkit will have the greatest impact when they are made as context specific as possible and used as part of a wider, but targeted campaign. We have provided everything you'll need to personalise the materials to suit your situation.

Before you start:

- Ensure that you have a good understanding of who and what you are targeting.
- If possible, survey the area in advance so that you have a baseline from which you can monitor any impact that your intervention has had.

Gain maximum impact:

- Plan in advance with dates for actions.
- Don't just use one 'medium'. To gain maximum coverage and impact, use a variety, over a period of time, such as a launch with local press coverage, regular social media posts, website advertising, alongside traditional media such as posters and banners, and alternatives such as beer mats and outsized cut out shapes.
- Think about timing. Be aware of other campaigns events that are happening. Avoid events that might dilute the effect of your work, or, you could piggyback on a complimentary event (for example, a festival) and use their publicity to shine a light on what you want to target. If you have one, use your in-house communications team to give you advice on how this might be done.
- Work with local businesses and social/sports establishments within the target area to gain their support.

Afterwards:

- Try to monitor the effects of your work so that you can reach a conclusion. If possible, share good news, using some of the media mentioned above, so that others can learn from you, and further good work can be carried out in the future.
- Don't just leave artwork to fade, or become litter itself, ensure that you maintain it, remove it or replace it with something else.

All the artwork files are available to download from the [Zero Waste Scotland Partners site](#).

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1 Beaches

1. Beaches

Audience

This is aimed particularly at young people, families with young children and dog walkers.

Messaging

Large quantities of litter on a beach are often felt to be more upsetting than the same litter in other environments because of the impact on the natural environment¹.

Our research shows that age has a big impact on likelihood of dropping litter. There are a few specific prompts that particularly motivate younger respondents.

One of these is the effect on wildlife. Young people care about animals and their wellbeing so at beaches frequented by young people, messages about not harming wildlife / marine life would prove motivating. Parents felt that messages about animal welfare would work especially well for their children.

Dog walkers are similarly motivated by messages about not causing harm to animals.

Previous research shows that people find broken glass, when it's littered, a particularly shocking and upsetting form of litter because of the hazard it poses².

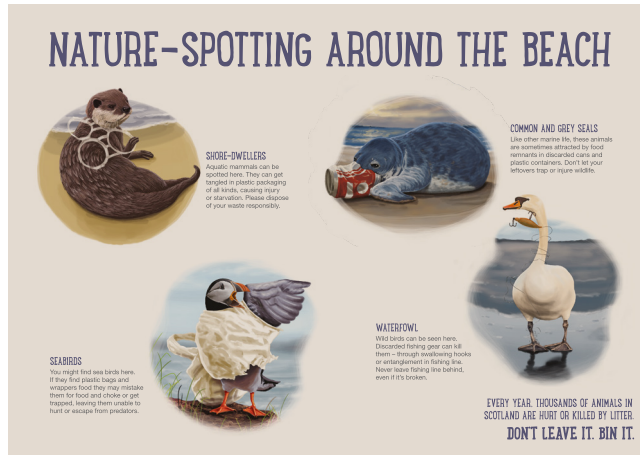
Families and young people are especially motivated by the idea of not causing harm to young children by dropping (broken) glass on beaches.

Older people are often more motivated by community pride; a desire to maintain the appearance of local beauty spots. So highlighting the fact that litter is an eyesore is key for this audience.

1 Litter Insights, Brook Lyndhurst, March 2015

2 Litter Insights, Brook Lyndhurst, March 2015

Beaches



A number of illustrations are available showing different animals and the impact

litter has on them, to help represent your local area. You could arrange for a designer to produce further illustrations or images with other animals of your choice.

How could this be used?



Examples

- Produce a standalone piece of signage - this could be at the entrances to beaches, car parks, walking routes, toilet blocks or next to existing information/interpretation boards.
- Produce posters to appear on noticeboards around the beach or in local beachside cafes, bars or restaurants nearby. These can also be sized to fit into local advertising spaces such as bus stops.
- Produce stickers - elements of this work can be used on lamp posts, benches or bins.
- Produce banners to hang on fences.
- Produce bin or bench wraps.
- Create maintenance/refuse collection vehicle livery.
- Add images to tabards for community clean ups.
- Use the single illustrations to create social media posts.

Beaches



How could this be used?



Examples

- Create large bottle-shaped cut outs to wrap round e.g. lamp posts or trees. These could be temporary for a festival, concert or to target a hot spot.
- Create posters for noticeboards which can also be distributed to nearby cafes and shops.
- Produce a bespoke sign which will be seen by people as they enter the beach.
- Produce bottle-shaped stickers to be placed on bins or benches around the beach.
- Produce a banner to hang on a fence.
- Create a social media post, either directly with the artwork, taking a photo of the artwork in situ, or as part of a stunt.

This artwork is designed to highlight the harm that broken glass can do. Each bottle could also be adapted accordingly to highlight the dangers to children or animals.

Beaches



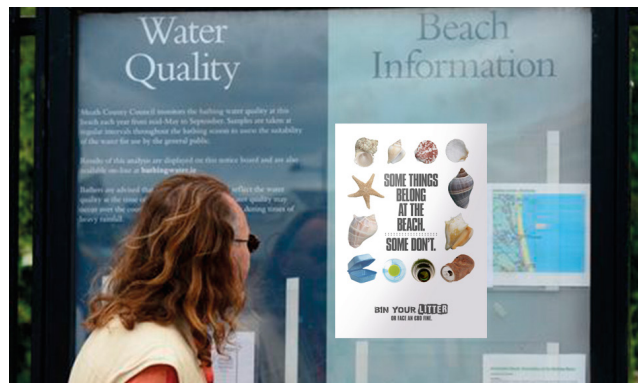
This is designed to demonstrate the range of litter items that are left on the beach and illustrate the point that they shouldn't be there.



These are designed to encourage local pride in the area and can be adapted to carry the name of your local beach.

If using this messaging, ensure there is a bin or bottle bank nearby.

How could this be used?



Examples

- Create posters for beachside shops and cafes.
- Produce posters to appear on noticeboards around the beach area.
- These can also be sized to fit into local advertising spaces such as bus stops.
- Elements of the shells artwork could be produced as as small stickers on bins or benches, or as bin wraps, or badges created and distributed to local shops and cafe staff.

2 Parks

2. Parks

Audience

Families, young children, teenagers, dog walkers and older people.

Messaging

Research shows that litter is felt to be a particular irritation in parks as it's unsightly and spoils enjoyment of the local area and the leisure experience¹.

Our research shows that age has a big impact on likelihood of dropping litter. There are a few specific prompts that motivate younger respondents.

One of these is the effect on wildlife. Young people care about animals and their wellbeing, so messages in parks about not harming wildlife would work well. Dog walkers agreed that messages about animal welfare would work well for their children. Parents and dog walkers also agreed that this messaging would be effective for them.

We know that people find littered broken glass especially shocking and upsetting because of the risk it poses².

Young people and those with young children are most likely to be deterred from dropping bottles or glass in the parks by the thought that the glass could harm young children.

One animal that appears in a park can be a particular asset in our battle against litter: the rat. The idea that litter attracts vermin was particularly

repellent to teenagers and unpleasant food for thought for most research respondents.

The idea of looking after parks as a well-kept space for people to enjoy is motivating for older people and those with high levels of community pride.

Research suggests that people underestimate the impact of food items, assuming that they quickly biodegrade. As such these items are often not considered litter. Research respondents were particularly surprised with the time taken for fruit skins and peel to biodegrade³.

Highlighting the fact that banana skins take years to break down makes people think twice.

The £80 fine can also motivate people not to litter. Few research respondents had seen a fine enforced in practice and older respondents were least likely to believe that they would be fined but messages about the fine will help to cement the idea that littering is unacceptable.

1 Litter Insights, Brook Lyndhurst, March 2015

2 Litter Insights, Brook Lyndhurst, March 2015

3 Litter Insights, Brook Lyndhurst, March 2015

Parks



How could this be used?



Examples

- Produce a standalone piece of signage - this could be at the entrances to parks, walking routes, toilet blocks or next to existing information boards.
- Produce posters to appear on noticeboards around the park area or nearby cafes. These can also be sized to fit into local advertising spaces such as bus stops.
- Produce stickers - elements of this work can be used on lamp posts, benches or bins.
- Produce banners to hang on fences.
- Produce bin or bench wraps.
- Create maintenance/refuse collection vehicle livery.
- Add images to tabards for community clean ups.
- Use the single illustrations to create social media posts.

A number of illustrations are available showing different animals and the impact litter has on them, to help represent your local area. You could arrange for a designer to produce further illustrations or images with other animals of your choice.

Parks



How could this be used?



Examples

- Create large bottle-shaped cut outs to wrap round e.g. lamp posts or trees. These could be temporary for a fete, concert or to target a hot spot.
- Create posters for park noticeboards which can be distributed to cafes or shops in and around the park.
- Produce a bespoke sign which will be seen by people as they enter the park.
- Produce bottle-shaped stickers to be placed on bins or benches around the park.
- Produce a banner to hang on a fence in the park.
- Create a social media post, either directly with the artwork, taking a photo of the artwork in situ, or as part of a stunt.

This artwork is designed to highlight the harm that broken glass can do. Each bottle could also be adapted accordingly to highlight the dangers to children or animals.

Parks



How could this be used?



Examples

- Produce a bespoke sign which will be seen by people as they enter the park
- Run posters on park noticeboards, attach them to lamp posts or distribute them to cafes or shops in and around the park. These can also be displayed on toilet doors in the public park toilets.
- Produce stickers to be placed on bins, benches or fences around the park.
- Spray cleanable stencils onto the paths, or against walls of buildings, in the parks.
- Produce a banner to hang on a fence in the park.
- Create eye catching social media posts

This artwork is designed to suggest that littering in the park attracts rats, a message that resonated with all research respondents of all ages.

Parks



How could this be used?



Examples

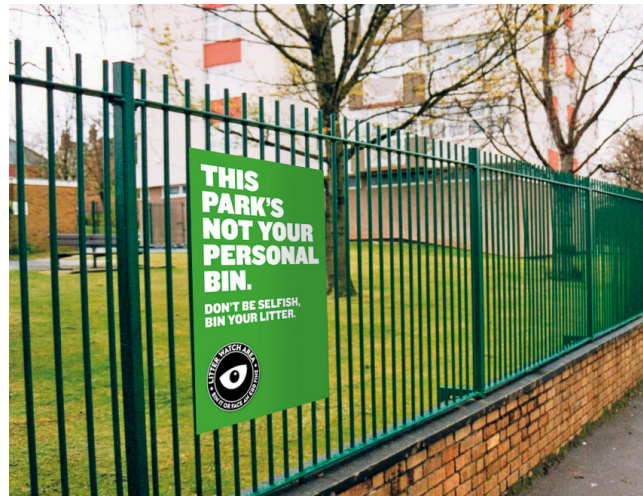
- Produce posters and encourage nearby food retailers and cafes or takeaways to display them. These can also be sized to fit into local advertising spaces such as bus stops, the entrances to parks, walking routes, toilet blocks or next to existing information boards.
- Create stickers that retailers could place on fruit that they sell, or place them on benches or picnic tables around the park.
- Produce outsized cut outs to attach to walls and fences.
- Create maintenance/refuse collection vehicle livery.
- Add images to tabards for community clean ups.
- Create colourful social media posts.

This artwork is designed to remind people that even biodegradable items are litter, and that they don't just disappear.

Parks



How could this be used?



Examples

- Create posters for park noticeboards, attach them to lamp posts or distribute them to cafes or shops in and around the park. These can also be displayed on toilet doors in the public park toilets.
- Produce stickers to be placed on bins or benches around the park.
- Produce a banner to hang on a fence in the park.
- Create maintenance/refuse collection vehicle livery from the logo.
- Create stencils from the logo and spray on paths and walls.
- Adapt the logo for use on tabards for community clean ups.
- Use the logo on community newsletters and other material relating to litter locally.
- Create social media posts using the logo.

This artwork is designed to promote a sense of pride in the local area, and suggest a penalty if you are caught littering. They are intentionally bright to stand out wherever they are placed and can be adapted to reference your local area or park.

Work can be adapted to include your logo and reference your local area.

3 Riverside & Canal Walks

3. Riverside & Canal Walks

Audience

Wide range of people including families, young children, teenagers, commuters, dog walkers and older people.

Messaging

Litter, particularly when dropped in large amounts in countryside locations, is felt to be a real irritant¹. Particular risk factors prove motivating to particular audiences.

Young people and dog walkers care a great deal about animals and their wellbeing, so messages about not harming wildlife would work well with these audiences.

Families, picnickers and young people are motivated by the idea of not harming young children by dropping (broken) glass.

The idea of preserving waterway or countryside locations as a well-kept space for people to enjoy is motivating for older people. Younger people tended to give less thought to how litter in these locations might get cleared up – so cared less about littering in these areas.

As these environments can be hidden from sight, it's important that we encourage people to remember that this is not an out of the way spot to discard unwanted items. We are relying less on social pressure here and more on individual responsibility. Identifying the particular local area by name appeals to the desire to look after the natural environment and local beauty spots.

Riverside & Canal Walks

How could this be used?

Examples



- Produce a standalone piece of signage - this could be at the entrances to walking routes, toilet blocks or next to existing information boards.
- Create bespoke signage to appear at points along the riverside and canal paths or in restaurants/shops that people pass as they travel.
- Distribute posters to outdoor shops, cycling shops and fishing shops in the local area.
- Produce stickers - elements of this work can be used on lamp posts, benches or bins.
- Produce banners to hang on fences.
- Produce bin or bench wraps.
- Create maintenance/refuse collection vehicle livery.
- Add images to tabards for community clean ups.
- Use the single illustrations to create social media posts.

A number of illustrations are available showing different animals and the impact litter has on them, to ensure they represent your local area. These could be replaced with bespoke illustrations with animals of your choice, if required.

Riverside & Canal Walks



This is designed to highlight the danger to children but could be adapted to further highlight the danger to animals.

How could this be used?



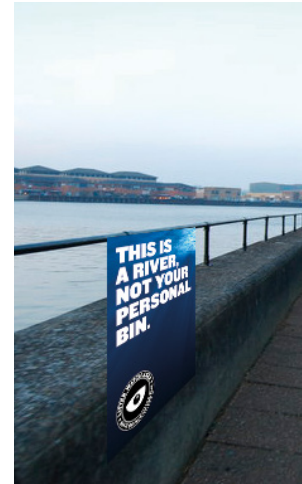
Examples

- Create large bottle-shaped cut outs to wrap round e.g. lamp posts or trees. These could be temporary for an event or to target a hot spot.
- Create posters to appear on noticeboards along the route or restaurants/shops that people pass as they travel.
- Distribute posters to outdoor shops, cycling shops and fishing shops in the local area.
- Produce bottle-shaped stickers to be placed on bins, benches or fences along a route.
- Produce a banner to hang on a fence on the route.
- Create a social media post, either directly with the artwork, taking a photo of the artwork in situ, or as part of a stunt.

Riverside & Canal Walks



How could this be used?



Examples

- Create posters for noticeboards or attach them to lamp posts along the walking route.
- Distribute posters to outdoor shops, cycling shops and fishing shops in the local area.
- Produce stickers, for example of the logo, for lamp posts, benches or bins.
- Produce a banner to hang on a fence along the route.
- Produce bin or bench wraps
- Create maintenance/refuse collection vehicle livery from the logo.
- Create stencils from the logo and spray on paths and walls.
- Add images to tabards for community clean ups.
- Use the logo on community newsletters and other material relating to litter locally.
- Create social media posts using the logo.

These are designed to stand out wherever they are placed and can be adapted to carry the name of your local river or canal.

On all of this work your logo can be incorporated along with any partners.

4 Leisure Centres & Sports Pitches

4. Leisure Centres & Sports Pitches

Audience

Sports teams, individual facilities users and other visitors.

Messaging

Messaging about litter in these environments needs to be tailored to the mind-set of the person using that facility.

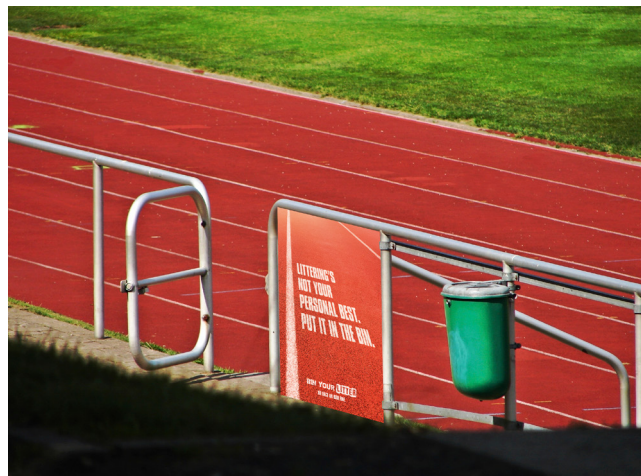
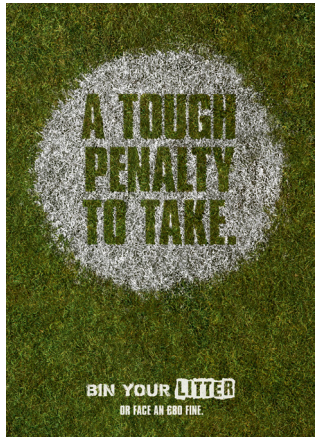
This is an environment where people are potentially pushing themselves to be their best and are used to the rules associated with playing a game. Using this state of mind as a reference point allows for powerful messaging around litter.

We can also contrast the exertion involved in exercise with the tiny effort involved in putting commonly littered items into the bins such as soft drink bottles and the packaging from snacks.

People also often consume fruit before or during exercise, so we have two messages that focus on littering fruit waste (banana and orange skins). They tend to assume that because fruit peel is biodegradable, it's a more acceptable form of litter¹. Research respondents were surprised by the length of time that these take to decompose and this information acts as a disincentive to litter. While these areas are likely to be cleaned or serviced regularly, challenging this perception proved motivating to research respondents.

Leisure Centres & Sports Pitches

How could this be used?



Examples

- Create banners and attach to fences around football pitches, tennis courts and basketball courts.
- Create posters and put on sport centre noticeboards, in cafeterias or on the back of toilet/changing room doors. These can be sized to fit into local advertising spaces such as a bus stop outside a sport centre, pitch advertising boards or on the walls behind bins.
- Adapt posters for electronic screens around the sport centre.
- Incorporate messaging on booking forms and till receipts.
- Produce stickers to appear on bins and benches around the pitches/courts.
- Add elements to tabards for community clean ups.
- Add elements to staff uniforms.
- Create maintenance/refuse collection vehicle livery.
- Include as part of information leaflets such as fitness session timetables or membership brochures.
- Create social media posts.

This artwork uses the sports environment to motivate people to do the right thing.

Leisure Centres & Sports Pitches



How could this be used?



Examples

- Create banners and attach to fences around football pitches, tennis courts and basketball courts.
- Create posters and put on sport centre noticeboards, in cafeterias (selling fruit to take away). These can be sized to fit into local advertising spaces such as a bus stop outside a sport centre, pitch advertising boards or on the walls behind bins.
- Produce stickers to appear on bins and benches around the pitches/courts.
- Produce outsized cut outs to attach to walls and fences around pitches/courts.
- Create maintenance/refuse collection vehicle livery.
- Create colourful social media posts.

This artwork is designed to remind people that even biodegradable items are litter, and that they won't just disappear.

Leisure Centres & Sports Pitches

Just Bin It – Posters



Just Bin It – Vinyls



How could this be used?



Examples

- Create banners and attach to fences around football pitches, tennis courts and basketball courts.
- Create posters and put on sport centre noticeboards, in cafeterias or on the back of toilet/changing room doors
- These can be sized to fit into local advertising spaces such as a bus stop outside a sport centre, pitch advertising boards or on the walls behind bins.
- Adapt posters for electronic screens around the sport centre.
- Incorporate messaging on booking forms and till receipts.
- Produce stickers to appear on bins and benches around the pitches/courts.
- Produce vinyls to appear on the walls around bins attracting attention to them, or create painted stencils on paths to and from courts.
- Add elements to tabards for community clean ups.
- Add elements to staff uniforms.
- Create maintenance/refuse collection vehicle livery.
- Include as part of information leaflets such as session timetables or membership brochures.
- Create social media posts.

This artwork uses the sports environment to motivate people to do the right thing.

5 Town Centres & Shopping Precincts

5. Town Centres & Shopping Precincts

Audience

Pretty much anyone who passes through a town, city or travels by car or is on 'foot', such as commuters to and from work, local workers who are shopping or buying food during the working week, people on weekend shopping trips or people on a night out.

Messaging

Research tells us that most people find food and drink related litter in town or city centres one of the most offensive and upsetting forms of litter¹.

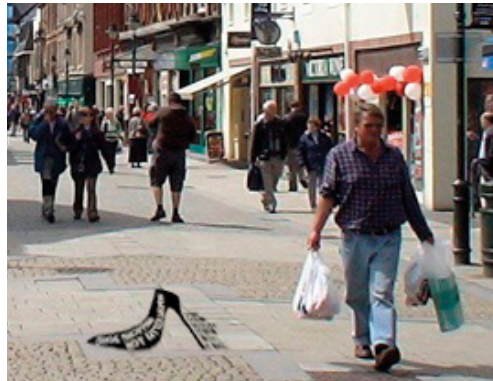
Unsurprisingly then, messages inviting people to look after their local area/community by not dropping litter were popular across the research sample.

Research indicated that people are willing to accept that town centres and shopping precincts require regular cleaning and are more likely to be patrolled. Therefore, the potential to be seen littering and fined £80 was a powerful message. Given that a key reason people visit these areas is to shop, there is the opportunity to spend the £80 on themselves rather than paying a fine.

¹ 106 out of 107 respondents felt that dropping fast food related litter in town or city centres is a problem. Litter Insights, Brook Lyndhurst, March 2015

Town Centres & Shopping Precincts

How could this be used?



Examples

- Produce floor vinyls which could appear inside shops/shopping centres.
- Produce stickers and ask local shops to display them in their stores or for placement on lamp posts.
- Create stencils for outdoor use in shopping precincts.
- Produce posters for local noticeboards, bus shelters, placement on bins or in local shops.
- Create a social media post

This artwork is designed to remind people of what they could spend their money on instead of an £80 fine. The £80 fine text can be removed where required, e.g. for indoor areas.

Town Centres & Shopping Precincts



How could this be used?



Examples

- Run 6-sheet posters in the main shopping areas – ask local shops to display.
- Produce stickers to appear on bins, lamp posts and benches.
- The £80 price tag can also be used independently as a poster, floor vinyl, sticker.
- Create bin/bench wraps from elements of the artwork.
- Create maintenance/refuse collection vehicle livery. (keeping test consistent).
- Create social media posts.



This artwork is designed to remind people that these relatively cheap items to buy aren't worth an £80 fine.

Town Centres & Shopping Precincts



How could this be used?



Examples

- Distribute posters to shops in the local area.
- Produce stickers, for example of the logo, for lamp posts, benches or bins.
- Produce bin or bench wraps.
- Create maintenance/refuse collection vehicle livery from the logo.
- Create stencils from the logo and spray on pavements and walls.
- Use the logo on community newsletters and other material relating to litter locally such as local Business Improvement Districts.
- Create social media posts using the logo.

This artwork is bright and colourful to stand out, with the logo suggesting someone may be watching, to discourage conscious littering.

6 Residential

6. Residential

Audience

Local residents, local business owners and passers-by.

Messaging

Looking after your local area – and in particular, your own street – is motivating territory for most people. Tackling this litter is seen as a high priority¹. Where they might shrug off responsibility for shared spaces on their doorstep, they tend to feel a personal incentive to keep their neighbourhood as litter free as possible.

The £80 fine is also perceived to be a fairly substantial deterrent.

The visibility of littering is at its most powerful in residential areas. When people are littering, they often try and conceal their behaviour. So the message that you're more likely to get spotted littering in a residential area is a compelling one.

Residential

How could this be used?

Examples

**IT'S OUR STREET,
NOT A SKIP.**

Bin your litter or face an £80 fine.

**IT'S STREET NAME,
NOT A BOTTLE BANK.**

Bin your litter or face an £80 fine.



- Create posters and signage for bins, benches and lamp posts or any other suitable location in the local area.
- Produce stickers to appear on bins or benches or attach posters to lamp posts.
- Produce a mock road sign and attach it somewhere in the location.
- Provide artwork to Neighbourhood Watch schemes.

This artwork is designed to instil responsibility for the local neighbourhood.

Residential



How could this be used?



Examples

- Create posters and signage for bins, benches and lamp posts or any other suitable location in the local area.
- Produce stickers to appear on bins or benches or attach posters to lamp posts.
- Produce a mock road sign and attach it somewhere in the location.
- Provide artwork to Neighbourhood Watch schemes.
- Vehicle livery for street sweeping and waste collection vehicles.

Litterwatch artwork

This message is particularly powerful here given its connotations with Neighbourhood Watch. These could be distributed to local residents and local shops to display in windows.

Work can be adapted to include your logo and reference your local area.

7 Schools

7. Schools

Audience

Primary and secondary-age schoolchildren.

Messaging

The streets in the vicinity of schools (routes to and from school as well as from school to local food shops) are particularly strongly associated with school-related litter in the minds of the general public¹.

We know that young people are resistant to anti-litter messaging, so we've drawn on what we know to be the most effective cues to disrupt their behaviour in this context.

Young people are particularly motivated and influenced by social pressure and the views of their peers. Therefore any suggestion that they are behaving selfishly was felt by research respondents to be an effective means of achieving behaviour change amongst schoolchildren.

This age group are particularly influenced by social pressures/the views of their peers. So work which identifies people who litter as selfish (felt to be a thoroughly undesirable character trait) will often motivate them into thinking again.

When people are littering, they often try and conceal their behaviour. Teenagers are particularly prone to doing this. The message that, even if you try to litter covertly, you're likely to get spotted by a teacher, or other passing adults, is a compelling one.

Teenagers, particularly females, were also ghoulishly interested in and repulsed by the idea of litter attracting rats. So messages featuring rats as the deterrent are likely to be effective with this audience.

We have included materials using this imagery for use by stakeholders. However, we would urge caution in deciding where materials are placed on school routes, seeking relevant permission where necessary to avoid conflict with local homeowners.

Schools



How could this be used?



Examples

- Speak to schools about putting them as posters on their noticeboards in school or outside.
- Create banners to be attached to school fences.
- Create simple stickers on bins or street furniture or to appear in local shops.
- Create posters for placement on lampposts on main routes to school and local shops.
- Create large posters to appear in school bus shelters or the shelters of buses known to be used by schoolchildren.
- Create social media posts which can be targeted at this audience.
- Create digital banners for use on school intranet.
- Use on electronic displays in schools.
- Create email signatures for use on school emails.

This colourful artwork is designed to use peer pressure to encourage the use of bins.

Schools



How could this be used?



Examples

- Encourage schools to display posters and discuss the issue with schoolchildren.
- Create banners attach to school fences or used as simple stickers on bins or street furniture.
- Stencils can appear on the school playground.
- Create vinyls to appear on the floor at the exit of the school building.
- Create social media posts which can be targeted at this audience.
- Create digital banners for use on school intranet.
- Use on electronic displays in schools.
- Create email signatures for use on school emails.

This artwork is designed to suggest that littering in the playgrounds can attract rats.

8 Pubs, Clubs etc

8. Pubs, Clubs etc

Audience

Pub, club and restaurant goers and staff.

Messaging

Research shows that cigarette butts are a source of particular irritation when littered in town or city centres. They were felt to be a less 'visible' form of litter, so might be missed by street cleaning teams. Plus they take a long time to biodegrade and are toxic.

Promoting the fixed penalty fine attached to littering was felt to be particularly appropriate in this context as the most effective deterrent available¹.

The fact that cigarette butts take up to ten years to decompose was considered shocking and often, 'new' news to smokers.

The 'fake' pub signage is designed for use outside pubs and bars. Mimicking the familiar appearance of traditional pub signage, it provides an interesting new way to convey our message. The signage artwork could also be used in other places that smokers might congregate, such as bus shelters.

Producing stencils and placing them directly outside the doorways of pubs, restaurants and clubs was a popular idea across the research. Even non-smoking teenagers liked the idea and felt it could be used effectively about other litter items in other locations such as parks and city / town centres.

The 'wet effect' stencil was especially well received. It was felt that this took full advantage of the local (rainy) climate in a surprising and beneficial way.

The language used across this concept is tailored to the environment and the audience. By and large, smokers recognise that they shouldn't drop cigarette butts and are happy that a less tolerant tone is used in communications to convey that.

¹ 85 out of 107 people questioned felt litter from cigarette butts and cartons were a fairly to very big problem in urban centres. Litter Insights, Brook Lyndhurst, March 2015

Pubs, Clubs etc

How could this be used?

Examples



- Posters could be on the back door of their toilet doors as a reminder to smokers.
- A standalone piece of signage, for example an A board, could be produced which could sit outside the premises in the area where smokers loiter.
- Posters could be placed on walls or fences of beer gardens
- Beer mats could be produced.
- Stickers can be placed next to cigarette bins to highlight them.
- Stickers could be placed on cigarette vending machines



Work can be adapted to include your logo and reference your local area. A message regarding the £80 fine could be added.

Pubs, Clubs etc

**NOBODY LIKES
A WET BUTT.**

BIN YOUR CIGARETTE ENDS PLEASE.

**IT'S OUR
PUB DOOR.
NOT YOUR
ASHTRAY.**

BIN IT OR FACE AN £80 FINE.

How could this be used?



Dry stencils

These are stencils which can be sprayed and seen in any weather.

Wet stencils

Using 'Never Wet' spray you can create graffiti that only becomes visible when it rains. The spray simply repels the rain and moisture, leaving a clear message about littering.

Examples

- This could be applied outside the doorways of pubs, clubs and restaurants in your local area.
- These stencils could also be produced using normal stencil application procedures.
- Alternative text could be "Nobody likes a wet butt, whatever the weather." or any of the messages on the next page.

9 Transport

9. Transport

Audience

Public transport users, drivers and their passengers.

Messaging

Public Transport

Research suggests that teenagers and other public transport users have few qualms about leaving litter on the bus / train. They see cleaning it up as the responsibility of the transport operator. It's clear that messaging about not dropping litter could make a real difference in these locations.

Exploring messages to encourage people not to drop litter proved an interesting exercise. A message that pointed out that litter wasn't the responsibility of the transport operator met with disbelief.

However, the fact that transport could be delayed as a result of littering is a surprising fact to many. Young people were more interested than average in this messaging.

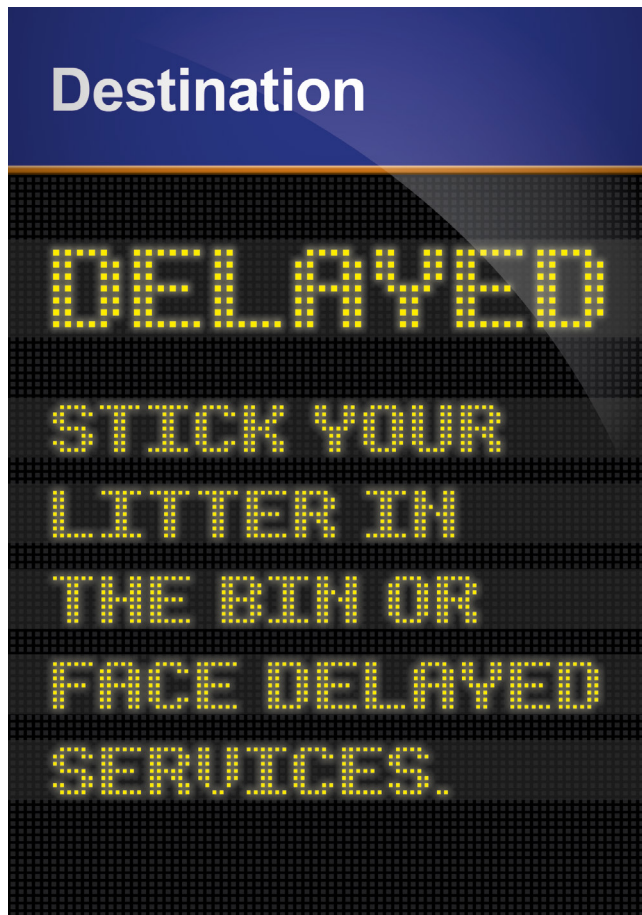
Private Transport

Items associated with food and drink on the move are felt to be the principle sources of litter in lay-bys and roadsides. This type of litter is perceived to be lazy, disgusting or disrespectful. It's perceived to cause particular problems when an accumulation of litter normalises it and littering becomes a self-perpetuating problem.

Drive-throughs, car parks and lay-bys present particular problems, as respondents often feel it's more socially acceptable to drop litter in these areas as the staff of that establishment or the road maintenance workers will clear it up¹.

The petrol pump nozzles and bin stickers act as simple reminders to empty litter into nearby bins rather than onto the car park. Reminding visitors about the legal consequences of littering provides further support.

Public Transport



How could this be used?



Examples

- Ask stations to incorporate messaging into their announcement boards.
- Run posters on sites at service stations or in the toilets at stop off areas.
- Resize the artwork for placement on ticket stubs and receipts.
- Run as a press ad in magazines or publications produced by the transport operators.
- Posts could be used in paid for advertising spaces on trains.
- Create stickers on the bins on-board trains and buses.

This artwork appeals to the busy travellers that don't want to contribute to delays.

Private Transport

How could this be used?

Examples



- Run posters on sites at service stations or in the toilets at stop off areas.
- Resize the artwork for placement on receipts.
- Create stickers to appear on bins and petrol pumps.

This artwork reminds travellers of the potential cost of littering low value items.

Transport

How could this be used?

Examples



- Produce signage for pump nozzles
- Produce stickers to appear on bins and service station windows

This unusual setting for litter messaging reminds travellers to dispose of litter while they are in a location with available bins.

Transport

THIS IS
A LAY-BY,
NOT YOUR
PERSONAL
BIN.



How could this be used?



Examples

- Run posters on sites at service stations or in the toilets at stop off areas.
- Create stickers to appear on bins and petrol pumps.
- Create 6 sheet artwork to appear on roadsides.
- Appear on road service vehicles or street sweepers.
- Create bespoke signage for lay-bys or parking areas.
- These could also appear as roadside billboards.

IT'S FOR
DRIVING
ON.
NOT
DUMPING
ON.



LITTERING
HERE IS
A FAST
ROUTE
TO A FINE.



This artwork is bright and colourful to stand out, with the logo suggesting someone may be watching, to discourage conscious littering.

10 Final thoughts

Final thoughts

We hope that this has given you plenty of food for thought for engaging people in your local area. We have tried to give you as much useful information as we can about what messages work best in which locations with which audiences. Research suggests that littering behaviour is best tackled in a very specific manner, taking account of the location, audience, litter issues and land-use.

It is therefore hoped that a wide range of organisations in the public, private and third sectors will find materials which can help tackle the littering behaviour they experience.

The templates for all materials are freely available on the [Zero Waste Scotland Partners website](#) for all organisations to download, amend and use as they wish to tackle littering in their area.

The artwork is best used in conjunction with a wider campaign and clean up/enforcement activity, to gain maximum results.

- The examples in each section are suggestions only and the artwork can be used to create additional innovative communication materials.
- The templates can be adapted to incorporate local branding to ensure they speak to the audience in your area.
- Permission may require to be gained before placement of artwork in certain locations.

If you feel the materials could be improved, that additional designs are required to effectively tackle the litter problem in your area please contact us: flytipping@zerowastescotland.org.uk