



**HOW TO...**  
**ASK CITIZENS**  
...TO KEEP OUR SHARED  
SPACES CLEAN!



**A BEST-  
PRACTICE  
GUIDE**



With the financial support of the  
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**CLEAN EUROPE NETWORK**



# ABOUT THIS GUIDE

Over the years, Clean Europe Network members have discovered in their efforts to promote clean urban and rural environments that there are many types of campaigns and other communication efforts that can lead to positive (and sometimes negative) results. This guide was produced in order to allow anyone interested in litter prevention communications to learn from the previous experiences of the Network's members and leverage limited resources to achieve measurable positive results.

In this guide you will learn how Vacances Propres increased waste collection by 80% in 25 French ports in 2013, how Indevuilbak works to keep litter on the agenda in Flanders, how Keep Denmark Tidy works to leverage partnerships, how Keep Sweden Tidy actively participates in public debates, how Nederland Schoon and other Clean Europe Network members develop concrete practical solutions to fight the immediate threat of litter, and much more.

# HOW TO USE THIS GUIDE

This guide was developed to help anyone wanting to set up communications programmes to encourage citizens to keep public areas clean.

Sections 1 and 2 of the guide provide some background on the scale of the problem and the stakeholders involved.

Sections 3 and 4 explain key aspects of communicating about litter prevention and key ingredient for successful campaigns to tackle the litter problem.

Relevant case studies about real life programmes run by Clean Europe Network members are referred to throughout the guide and can be found in section 5.

## ACKNOWLEDGEMENTS

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Special thanks to Gregory Ruessmann for researching and compiling this Guide and to Emmanuel Maes of Fuel Design, Brussels for layout and graphic design.



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## FOREWORD

*If you are involved in litter prevention, you are very likely to have come across the national organisations which make up the Clean Europe Network. In 2013, thirteen of Europe's leading litter prevention organisations joined forces to create a European network which could work together, and help others, in the fight against litter. These objectives were endorsed in March 2013 by the European Commissioner for the Environment in the first ever Clean Europe Charter.*

*The Clean Europe Network is about bringing people together to share litter prevention experiences and expertise and to develop common tools that can be of use to all, including best-practice guides on litter prevention. These guides (available in multiple languages) allow anyone interested in litter prevention to use the same tools and techniques that have proved successful in other parts of Europe.*

*The first two of these guides focus on Litter Prevention Communications and Business Engagement. These two topics were chosen because sustainable litter prevention depends on positive engagement and collaboration with both citizens and businesses.*

*As leader of one of Europe's most successful litter prevention organisations, and in my capacity as President of the Clean Europe Network, I can vouch for the value of these first attempts by the Clean Europe Network to use the members' combined knowledge and expertise for the benefit of every citizen across Europe.*

**Derek A. Robertson**  
*President, Clean Europe Network  
CEO, Keep Scotland Beautiful*

December 2014

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# 1

## THE LITTER CHALLENGE

Litter has probably always existed, but its current proportions can be linked to the rise of consumerism in the second half of the 20<sup>th</sup> century. With the rise of our very mobile societies and out-of-home consumption, litter has found its way into nearly all environments.

Where litter clean-up and prevention uses taxpayers' money, the litter challenge can also present a financial challenge. It also has economic, environmental and health and safety implications. This section looks at the different costs of litter in more depth.

The cost of litter is to a large extent a direct result of people's behaviour, so the key to litter prevention is a combination of good communication and a better understanding of human behaviour.



## 1.1 ENVIRONMENTAL COSTS

The environmental impact of litter is probably the most publicised. In all its shapes and forms, litter poses direct contamination threats to many natural environments and ecosystems.

It poses a direct threat to all forms of wildlife which are attracted to litter and can be killed or injured by the bags, wrappers, cans, cigarette butts, foods and other forms of litter discarded by humans.

### KEY FACTS

#### LAND LITTER

Each year, around half a tonne of litter ends up on every kilometre of road.

#### MARINE LITTER

80% of marine litter comes from land.



Sources: <http://www.marinepollution.com/somdages.php>, [Vacances Propres](#)

## 1.2 SOCIAL COSTS

### GENERAL WELL-BEING

Experience shows that litter has a direct social cost. Littered environments make people feel unsafe and are associated with higher rates of anti-social behaviour and criminality.

The cleanliness of an environment affects community spirit, trust in local authorities and personal well-being. It also affects people's level of respect – for themselves and for others.

Experiments show that people feel less guilty about throwing litter in an already littered environment than they would in a clean environment. Hence, the importance of keeping an environment perfectly clean!

### MENTAL WELL-BEING

The presence of litter can have a negative impact on personal well-being. The natural desire to avoid litter, and the fact that the more littered an area is the more crime takes place, can prey on people's minds.

### PHYSICAL WELL-BEING

Litter can also have a physical impact. As litter finds its way into different environments, it contaminates the food we eat and can contribute to the spread of diseases. In the past few decades, for example, communities across Europe have become much less tolerant of dog fouling as a result of increased awareness of the risk it poses in spreading diseases such as salmonella.

## 1.3 FINANCIAL & ECONOMIC COSTS

### CLEAN-UP COSTS

The financial cost of cleaning up litter is very high. In England, for example, public authorities spend £1 billion every year on cleaning streets and public spaces. Conservative estimates put this figure at around €10 to €13 billion per year for the EU (excluding the marine environment). This cost does not take account of the financial impact of litter on the private sector (e.g. lost revenues) and the environment.

### LOST OPPORTUNITY COSTS

Money spent on cleaning up litter cannot be spent in other areas such as infrastructure, education and job creation. The cost of these lost opportunities is even worse given the ease with which litter can be avoided.

### CLEANER IS CHEAPER

Litter-free environments have a positive impact. Cleanliness encourages cleanliness and litter attracts more litter. So, the cleaner an environment, the less needs to be spent on cleaning it up.

### THE CIRCULAR ECONOMY

Much of the material that ends up as litter can have a recycled value which is lost. As a result of these wasted opportunities, many businesses have to rely on more expensive virgin materials.

### PEOPLE SPEND LESS

Litter is not attractive. It can drive people away from places where they would spend money – city centres, leisure facilities, tourist attractions, cultural venues etc. This has an obvious negative effect on the livelihoods of employers and employees in these areas.

### NEGATIVE IMPACT ON BRANDS

Studies have shown that consumers spend less on branded products whose packaging they have seen littering the environment. (See also 'Involving Business' Best-Practice Guide.)

Sources: European Monitoring System for Land Based Litter, Clean Europe Network, 2014

### KEY FACTS

The total cost of litter cleansing in Europe on the land is estimated to be in the range of **€10 TO €13 BILLION PER YEAR**, at an average cost in excess of €20 per person (per year).



# 2

## THE STAKEHOLDERS IN CLEAN ENVIRONMENTS

In the context of litter prevention, there are four main types of stakeholders: non-governmental organisations, businesses, public authorities and the general public.



## 2.1 NON-GOVERNMENTAL ORGANISATIONS

Non-governmental organisations (NGOs) are independent organisations whose primary motive is to deal with urgent issues of general concern to society. NGOs' core mission is not the pursuit of profit, but they need to raise funds to be able to achieve their objectives. Litter prevention NGOs work to draw society's attention to the problem of litter and to provide concrete solutions. This means not only doing something tangible in the short term, but also trying to eradicate the problem by raising common awareness. Due to their commitment to improving society, NGOs are generally well perceived by citizens. With their involvement in certain key issues, NGOs are well positioned to talk to businesses and to policy-makers. NGOs can also work to bring government and businesses closer to civil society. Furthermore, NGOs can be a source of useful expertise.



## 2.2 BUSINESSES

Businesses have an intrinsic interest in litter prevention as litter can be a direct source of lost revenues. Studies have shown that consumers are willing to spend an additional 2-4% on brands they have not identified as litter. (More info in the Clean Europe Network's best-practice guide on involving businesses).

Big-brand businesses have a considerable capacity to reach a wide audience and their marketing strategies can have far-reaching impacts in creating new needs and defining trends. In the fight against litter prevention, businesses have a key role to play. They can potentially convey positive, litter prevention messages to millions of customers.

Small, local businesses can also contribute to the fight against litter through their close relationship with clients. They often collaborate with NGOs via their national trade associations. For example, the Scottish Grocers Federation encourages its members to donate the carrier bag levy they collect to Keep Scotland Beautiful in order to support its anti-litter initiatives.

## 2.3 PUBLIC AUTHORITIES

One of the responsibilities of public authorities is to collect waste and prevent litter. This includes providing bins to homes, businesses and in public places. In search of cost-effective ways to reach their overall objectives, public authorities need to invest in infrastructure and maintenance, as well as in communications encouraging citizens to contribute to the effort to keep the community in good shape.



## 2.4 CITIZENS/LITTERERS

The problem of litter concerns us all and we are all responsible for keeping our communities clean. As well as being the source of the problem, litterers can also be part of the solution. The greatest tool citizens have at their disposal to fight litter is leadership. By showing others a good example, people can positively influence the behaviour of others. The key is also for the other stakeholders to help citizens achieve this.



# 3

## WHERE CHALLENGES ARISE

Wherever humans go, litter follows. Because litter is a possibility in just about any circumstance, the list of situations in which it can arise is endless. While some communications campaigns have tried to tackle litter in general, others have found the approach of targeting specific situations easier to achieve. There are many contexts which are particularly vulnerable to litter. Focusing litter prevention efforts on these situations can be a good place to start.



## 3.1 MOTORWAYS

Motorists often eat, drink, smoke and even tidy their car interiors while driving. Surveys show that motorists will often litter the roads they travel on because they would rather not litter their own cars.

**CASE STUDY 5.13**  
**"VISIBLE GIANT BINS IN PARKING LOTS"**  
Nederland Schoon  
see p. 41



**CASE STUDY 5.7**  
**"THE TRASHLANE"**  
Keep Denmark Tidy  
see p. 35



**KEY FACTS**

Each year the roads of Europe are covered with an estimated **6 MILLION TONNES OF LITTER**.  
Surface of Europe [10,180,000 km<sup>2</sup>] x average road density in Europe [120 km/100 km<sup>2</sup>] x estimated average amount of litter per km per year [500 Kg/km]



## 3.2 PUBLIC TRANSPORT

### NEWSPAPERS

The wide availability of free newspapers on public transport results in many being left behind on the on the platform or in the train when travellers reach their destination. Travellers may justify this to themselves by thinking that the next person will want to pick the newspaper up and read it. In practice, it is litter!

### CROWD MOVEMENTS

Litter can prove a big challenge for public transport operators because of the huge numbers of people using the system and leaving their litter behind.

### COMMUTING

The advantage of public transport systems is that most of the time they are used on a recurring basis – people commuting, etc. Since they will be returning, travellers can more easily be convinced to take care of their travelling environments.

**KEY FACTS**

A 2012 Keep Britain Tidy poll indicated that **38% OF PEOPLE** consider that a newspaper left on a train is not litter.



## 3.3 PUBLIC RECREATIONAL SPACES AND COMMERCIAL AREAS

### I'M TAKING A BREAK, SO ARE MY GOOD HABITS

The key problem with public recreational areas is that people are often unprepared for the possibility that they might need to dispose of something. Furthermore, once they do face the problem it is often dealt with in the quickest and easiest way rather than finding the nearest bin.

### TOO BUSY TO CARE

Commercial areas, such as city centres and other areas with high concentrations of consumer businesses, face similar challenges. As people tend to be preoccupied with going about their own business, they do not give enough attention to proper disposal of their litter.

### COMING AND GOING

Public recreational spaces and commercial areas face challenges and offer opportunities because of the number of people they attract and their potential repetitive use. These areas also need to adapt to changing visitor/customer movements.

## 3.4 NATURE

People enjoying the outdoors are often unwilling or can't be bothered to find a bin or take their litter home with them. Unfortunately, many will simply discard their cigarette butts, wrappers or other forms of litter posing a threat to wildlife and spoiling the natural environment.

In remote natural environments it is often very challenging for the relevant authorities to provide and empty traditional waste bins. This leaves the responsibility for litter prevention entirely with the public – a responsibility that many people may not be accustomed to.



## 3.5 AQUATIC ENVIRONMENTS

The problem of litter is just as prevalent at sea as on land and with today's litter-covered beaches – even on remote uninhabited islands – the problem can no longer be ignored. Litter also finds its way to the sea via streams, lakes, rivers and canals.

### DISCONNECTED

One of the main challenges of aquatic environments is that they are often completely disconnected from traditional waste disposal networks.

### IN CONSTANT MOTION

Because of the nature of water bodies, litter is quick to vanish and easier to 'forget' about than on land. Since it seems easier to get away with than on land, more people will choose the easy way out and litter.



## 3.6 SIDEWALKS

The owner of a property next to a sidewalk makes the most use of it and has the highest interest in keeping it clean. However, anyone can use it – and abuse it. Those whose interest is the lowest will often litter sidewalks as they throw away things they consume on the go – mostly cigarettes, gum and convenience packaging.



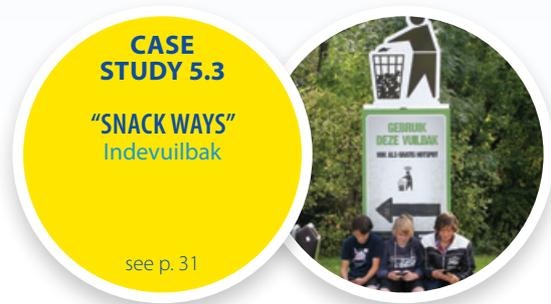
## 3.7 SCHOOLS AND SURROUNDING AREAS

### DON'T KNOW AND/OR DON'T CARE

Schools pose several challenges with regards to litter. The first is demographic and is composed of two groups: young children and adolescents. Young children are not necessarily conscious of dropping litter as they don't necessarily know what litter is. Adolescents may know what litter is, but consciously choose to litter because they have not accepted their responsibility in keeping things clean.

### SNACKS

Most snacks given to children are robustly packaged and that packaging can prove awkward for them to dispose of properly once they have finished the snack if adequate waste disposal facilities have not been installed.



## 3.8 UNIVERSITY CAMPUSES

### DENSELY POPULATED

University campuses are often in city centres which are already densely populated. And, since universities earn their living from student fees, they are financially motivated to gather as many students as they can within their facilities. As with other densely populated environments, this already constitutes a significant litter risk.

### VERY DYNAMIC ENVIRONMENTS

University campuses are very dynamic environments where students often find themselves going from one side of their campus to the other for different courses or activities. This constant flow and on-the-go lifestyle is also a significant litter risk factor.



## 3.9 MASS EVENTS

### THE PERFECT STORM

Mass events, such as festivals, all have one thing in common – high litter risk. All these events create the perfect storm for litter with huge numbers of people, on-the-go consumption, high mobility, a desire to disconnect from normal behaviour, etc.

### SOMEONE ELSE WILL CLEAN-UP AFTER ME

People attending mass events often presume that someone else is responsible for the clean-up after the event and therefore they have a 'license to litter'.



# 4

## COMMUNICATING WITH CITIZENS ABOUT KEEPING THINGS CLEAN

Having looked at ways to identify the problem and the different locations in which litter arises, it is now possible to look at potential litter prevention solutions. The kind of solution that may be used depends on available resources and objectives. Some solutions require many more resources than others and their impact in time can also vary greatly.

When it comes to communicating about litter prevention, it is also very important to understand the different motivations and incentives which can affect the target audience. Finally, and just as important, is the delivery. A campaign is nothing without its content, but the form in which it is delivered is crucial in achieving intended results.

This section looks at all the elements which need to be taken into account when developing litter prevention communications solutions.



**“LITTER IS A THING OF THE PAST.”**

**“Thanks to you, this neighbourhood stays clean.”**

## 4.1 THE TARGET GROUPS

The population can be divided into target groups to help achieve litter prevention. Populations can, and often are, targeted as a whole, but experience has shown that targeting specific groups can also be an effective way of achieving litter prevention objectives.

### A. THE GENERAL PUBLIC

Litter prevention organisations have found that everyone is a potential litterer in certain situations – even the ones who find dropping litter objectionable.



### B. SMOKERS

#### ARE CIGARETTE BUTTS LITTER?

Because cigarettes originated from natural materials and have only acquired more complex chemical structures over time, they have long been considered natural items that can simply be returned to nature. Several campaigns have highlighted that this is not true and that modern cigarettes (butts) can take as much as 20 years to biodegrade.

Regardless of the environmental impact, cigarette butts are considered litter in themselves simply because they accumulate so fast and quickly become a nuisance.

#### SMOKING HABITS

In western industrialised countries, smoking has receded in recent years but has posed an increasing litter problem. Indoor smoking regulations have forced most smokers outside – and their cigarette butts with them.



## C. MOTORISTS

More than half of motorists who eat and drink on-the-go create litter on the roads. This presents a significant added problem for roads management and is something that many litter prevention organisations focus on in one way or another. The issues are that waste disposal is not taken into consideration in the design of cars and roads and, regardless of available solutions, drivers still have the option to litter. Furthermore, their behaviour – good or bad – influences others.

### CASE STUDY 5.8

**"CLEAN ROADS NOW"**  
Keep Denmark Tidy

see p. 36



### CASE STUDY 5.7

**"THE TRASHLANE"**  
Keep Denmark Tidy

see p. 35



### CASE STUDY 5.13

**"VISIBLE GIANT BINS  
IN PARKING LOTS"**  
Nederland  
Schoon

see p. 41



## D. DOG OWNERS

### IS IT LITTER?

Whether or not dog-fouling should be considered as litter has been a matter of debate throughout Europe. Whether or not it fits into the same categories as other forms of litter is not obvious. However, everyone agrees that the dog-owner is ultimately responsible for a dog's actions, so dog-fouling should be treated as litter in the same way as human waste products are.

### LOGISTICS

Due to the huge number of dogs, dog-litter poses a logistical challenge which needs the co-operation of dog owners. As human and dog populations increase, so, too, does the logistical challenge of dealing with dog fouling.

## NOT SAFE!

Public perception has tended to be that dog fouling is a relatively short-term and inoffensive problem. In the past, dog-fouling was seen as an unavoidable, but offensive, nuisance. That perception has changed in the past few decades as evidence has shown that dog fouling can contribute to the spread of disease.



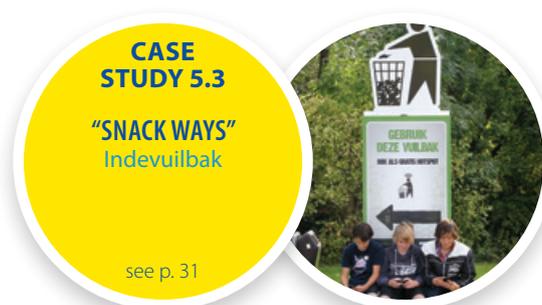
## E. STUDENTS HAVING FUN

Many students enjoy having a drink and eating out. The combination of eating and drinking on the go presents a high risk of litter. When alcohol is added to the mix, that risk is even higher. This very challenging problem is one that few litter prevention organisations choose to tackle on its own, but it has been done before.



## F. SCHOOL STUDENTS ON THE MOVE

For school students, travelling to and from school is not just a case of getting from A to B. It can involve eating, drinking and stopping here and there. The challenge in targeting students is to engage with them and encourage them to dispose of their waste in the right way.



## 4.2 THE INCENTIVES

### A. SOCIAL NORMS AND BEHAVIOUR

#### THE OBJECTIVE

Social norms are the ways in which society expects citizens to live their lives. An individual's behaviour is affected by accepted social norms and so can change as implicit or explicit norms vary or evolve.

#### CHANGING NORMS

Social norms are always changing and develop in complex ways over time. They can also be directed or guided. The changing of a social norm needs leadership in its specific field. Many litter prevention organisations have chosen to try to improve the social norms concerning tolerance of litter and the act of littering.

**CASE STUDY 5.14**  
"SUPPORTERS OF CLEAN"  
Nederland Schoon  
see p. 42



**CASE STUDY 5.1**  
"LITTER IS A THING OF THE PAST"  
Indevullbak  
see p. 29



### B. PERSONAL INCENTIVES

#### THE INDIVIDUAL

Appealing to the individual can be done in many ways, but one of the most effective is recognition. By acknowledging an individual's efforts, the person's positive behaviour is reinforced.

#### SELF-HELP

Another way to appeal to individuals is to emphasise the positive impact they can have on their own lives. By keeping their environment clean, individuals contribute to their own health and well-being and help reduce anti-social behaviour in their own neighbourhoods.

**CASE STUDY 5.1**  
"LITTER IS A THING OF THE PAST"  
Indevullbak  
see p. 29



## C. ECONOMIC INCENTIVES

### BUSINESS SENSE

Litter has many economic dimensions. One of the most obvious is the negative impact it has on businesses. Studies have shown that consumers are likely to spend between 2% and 4% less on products that they see turning up as litter. Furthermore, littered areas drive away customers and so reduce sales. (See also 'Involving Business' Best-Practice Guide.)

### PREVENTION IS CHEAPER

Another obvious economic impact is that prevention costs are manageable, while the costs of cleaning up and dealing with the effects of litter can be counted in billions, while cleansing methods used are not necessarily completely effective. In an age of budget cuts and high taxes, everyone can benefit if less has to be spent on dealing with litter.

## D. AWARENESS

### FOCUS

Sometimes people need to be reminded that they should not litter. In the course of busy lives, the issue of litter often does not cross people's minds.

### REAL IMPACT

Often, people do not realise the real impact of litter. Both children and adults do not always think that their litter can harm animals and other people. The problem can also stem from misinformation. For example, some people have ill-informed or distorted notions of biodegradability and will throw litter away believing that 'nature will take care of it'. Many litter prevention organisations have run campaigns highlighting the length of time it takes for commonly found litter to biodegrade. For example, it takes one year for a banana peel to biodegrade and, in the meantime, you have a black banana peel on your pavement!



## 4.3 TIMEFRAMES

The tendency to litter has rocketed with the advent of modern lifestyles. People are always on the move and often consuming on-the-go. Encouraging people to dispose of their waste responsibly can be done in several ways, with different timescales and different outcomes – short-lived or long-lasting.

### A. LONG TERM: EDUCATION

#### THE MOST POWERFUL WEAPON

As Nelson Mandela said in 2003: “Education is the most powerful weapon we can use to change the world.” The long-term effects of education have been known for a very long time and anyone committed to changing human behaviour should consider education. Although not strictly “education”, a good alternative is to work with leisure groups for children and youth.

Attempting to modify existing education programmes is challenging. In many countries, school curricula are rigidly prescribed by the state. This means that anyone wanting to introduce a new element into the standard curricula has to convince authorities and the wider public of the importance of the subject they want to introduce. Some countries are more flexible than others. Depending on the country, and the resources available to them, litter prevention organisations either focus strongly on educating children through school programmes or ignore that option completely.

#### THE YOUNGER THE BETTER

Many of the Clean Europe Network members who have worked through education have found that the most effective results come from educating children between the ages of 5 and 12. As anti-conformists, many teenagers are not very receptive to litter prevention education. Once they have reached adulthood, it is usually no longer possible to change their behaviour through formal education.



## B. MEDIUM TERM: SOCIAL NORMS

Other solutions need to be found to target those beyond the reach of education. A medium-term, gradual way of tackling the problem of litter is by altering social norms. By stressing the fact that littering has become socially unacceptable, individuals will eventually conform to the new norm. Efforts to change social norms must be carefully structured and backed with evidence, or else they may backfire and have the opposite of their intended effect.



## C. SHORT TERM: DISPOSAL SOLUTIONS

People don't necessarily want to litter. However, when needing to dispose of something, and having nowhere to put it, they may simply throw it away. So, one of the simplest and most immediate solutions is to provide bins etc. for people to use. However, this can take significant resources and does not necessarily guarantee positive results.



## 4.4 THE DELIVERY

### A. THE IDEAS

#### GETTING IT RIGHT

All litter prevention organisations have the same mission – a litter-free environment. To achieve this objective, the delivery is one of the most important aspects of a well-targeted campaign. It is equally important to understand what drives people to change. It is one thing to understand the problem to be tackled, where it happens and the target audience but if the campaign is not conducted in the right way it may have no impact at all or, even worse, produce the opposite result.

#### BE THERE!

Success often depends on being in the right place at the right time. In litter prevention campaigns, this means getting the message across to your audience before they are tempted to litter. This could include, for example, putting up posters in areas which are at high risk of litter, and collaborating with partners and intermediaries, including the media – the press, radio, TV, social media etc – and student bodies, community groups, local authorities etc.

**CASE STUDY 5.4**  
"WHICH SIDE OF THE FENCE ARE YOU ON?"  
Keep Britain Tidy

see p. 32



**CASE STUDY 5.9**  
"DEBATT"  
Keep Sweden Tidy

see p. 37



**CASE STUDY 5.2**  
"THE CLEANEST PARTY ZONE WINS"  
Indevuilbak

see p. 30



#### BE CREATIVE

Finding the right way to frame a message for a specific audience is no easy task, but it must be done if the message is to come across. Putting up posters is not the only way of delivering a message. Effective delivery often requires creative thinking to identify methods of communication which will capture the imagination of the target audience – as illustrated in these case studies.

**CASE STUDY 3**  
"SNACK WAYS"  
Indevuilbak

see p. 31



**CASE STUDY 6**  
"DOG FOULING ALLOWED IN MY BIN"  
Keep Denmark Tidy

see p. 34



## B. THE TOOLS

### INTERACTION

Litter prevention organisations use billboards and ads placed in public advertising spaces, but there are many other ways of reaching your audience and the more interactive, the higher the chances of success. Above all, messages must be repeated over time to be effective.

### LEADERSHIP

A very powerful way of getting your message across is through people in high-profile positions. There is no shortage of people to pick from, for example sports stars, politicians, opinion leaders, etc. For children, this also includes teachers. Everyone can be a leader and, when it comes to litter prevention, those showing the right example are the most important leaders.

**CASE STUDY 5.10**  
**"THOSE WITH THE POWER TO MAKE A DIFFERENCE"**  
 Keep Sweden Tidy  
 see p. 38



**CASE STUDY 5.9**  
**"DEBATT"**  
 Keep Sweden Tidy  
 see p. 37



### VISIBILITY

When it comes to communication campaigns, visibility is essential. If it isn't visible, it won't be seen.

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**"SUPPORTERS OF CLEAN"**  
 Nederland Schoon  
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**CASE STUDY 5.16**  
**"VACANCES PROPRES SIGNATURE BAGS"**  
 Vacances Propres  
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**CASE STUDY 5.18**  
**"ECO-SCHOOLS"**  
 Multiple Network Members  
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**CASE STUDY 5.13**  
**"VISIBLE GIANT BINS IN PARKING LOTS"**  
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**CASE STUDY 5.8**  
**"CLEAN ROADS NOW"**  
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**CASE STUDY 5.3**  
**"SNACK WAYS"**  
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# 5 CASE STUDIES



## “LITTER IS A THING OF THE PAST” INDEVUILBAK

### THE PROBLEM

#### LITTER, ESPECIALLY ON (PUBLIC) TRANSPORT NETWORKS

When people travel or move from one point to another, they lose their sense of responsibility for the environment: they're in a 'world of their own'. Furthermore, they do not want to carry their litter with them during their journeys. As a direct result, the maintenance costs of transport networks increases and anti-social behaviour also increases. This discourages people from using public transport.

The social norm in Belgium is that some people still believe it is acceptable to litter. In many cases, people do not attempt to justify this behaviour but see litter simply as a relatively minor issue. And in some cases, the attitude is 'it's not my problem!'.  
  
This case study illustrates how Indevuilbak worked to change the social norm regarding litter and, as a result, people's behaviour.

### THE TARGET GROUPS

#### EVERYONE, ESPECIALLY THE “GOOD GUYS”

As everyone uses transport networks – including motorways – Indevuilbak's campaign was targeted at everyone, but with a twist. Indevuilbak's approach was to focus in particular on those who took positive action. They did this through posters praising those who kept their areas clean and by thanking them with random acts of kindness, such as giving flowers to thank an old lady for her positive actions.

### THE DRIVERS/ INCENTIVES

#### CHANGING THE SOCIAL NORM

The objective of Indevuilbak's campaign was to establish a new social norm – 'litter a thing of the past' – and shift the population's behaviour towards that norm. In order to break established habits, Indevuilbak's strategy was to confront the population with a strong message and create a 'wake-up call'. Hopefully, this would get enough people to pass the tipping point of behaviour change.

#### POSITIVE COMMUNICATION

The messages focused on the collective advantage to the community and used positive reinforcement – 'we all stand together'.

Messages were also framed in a positive and realistic way, avoiding being pedantic or reprimanding.

#### AWARENESS THROUGH HUMOUR

The campaign was also accompanied by humorous posters showing litter items and accompanying them with taglines marketing these items as if they were being auctioned off.

### THE TIME-FRAMES

#### MEDIUM TERM

This campaign's timeframe is medium term because of its duration and impact. The campaign ran over two summers. The objective was to change the social norm concerning litter, which can have a medium to long term impact. However, shifting a social norm does not usually happen overnight. In order to achieve long term success, efforts must be sustained over the long term as well.

### THE DELIVERY

#### ADVERTISING

Traditional channels formed a big part of the campaign. In order to maximise the campaign's impact, this included advertising in magazines and newspapers, on roadside posters and billboards, on advertising spaces around public transport stops and on public transport vehicles.

#### RANDOM ACTS OF KINDNESS

Volunteers also played a crucial part in the campaign by handing out spontaneous gifts door-to-door and organising car-washes to thank everyone for their positive action.

### GOOD TO KNOW

#### COST

The campaign's costs over one summer was around €800,000.

#### GENERAL APPROACH

The general approach at Indevuilbak is to always strive to 'keep litter on the agenda'. Litter is a recurring problem which needs constant attention.

5.2

## “THE CLEANEST PARTY ZONE WINS THE BIGGEST PARTY” INDEVUILBAK

### THE PROBLEM

#### LITTER FROM STUDENT PARTIES

For various reasons, including the influence of alcohol and carelessness, students out partying pose a significant challenge when it comes to litter. Indevuilbak’s campaign very boldly attempted to target students while they were out partying through the use of relevant incentives.

#### DEFIANCE

Students aren’t usually open to being told what to do by anyone, including litter prevention organisations.

### THE TARGET GROUPS

#### STUDENTS AND THEIR ENABLERS

Obviously the partying students themselves were the main target of this campaign. However, to be effective, this campaign extended its reach to the wider students community. This included student organisations, popular student radio stations and bands, and other sources of leadership for students.

### THE DRIVERS/ INCENTIVES

#### THE BIGGEST HOTTEST PARTY

In exchange for participating in this experiment, students were promised that whoever had the cleanest student neighbourhoods and party zones would win the biggest and hottest party.

#### MEASURABLE AND OBJECTIVE CRITERIA

In order to show the seriousness of their intentions, Indevuilbak made sure that a well-defined litter count was established over one week.

### THE TIME-FRAMES

#### SHORT TERM

This campaign ran for one week in October 2013. In that week, the cleanliness in certain cities and their student neighbourhoods vastly improved; in others less so. However, given the high turnover of students in every city, for this kind of measure to have any medium to long-term impact, it would have to be repeated regularly.

### THE DELIVERY

#### STUDENT BODIES

This campaign was mainly organised with the help of student bodies. They were contacted and through their collaboration, it was possible to get as many students as possible involved and to have cities competing between each other.

#### RADIO CHANNELS

The message and the sense of inter-city competition were also delivered through collaboration with radio channels and popular music figures. A special rap song was even created for this!

### GOOD TO KNOW

#### COST

The campaign cost around €150,000. Indevuilbak’s conclusion was that the campaign had a major (short-term) impact, but that the organisation of five student mega-parties may not have been necessary to achieve its objectives.

#### GENERAL APPROACH

As already mentioned, the general approach at Indevuilbak is to always strive to ‘keep litter on the agenda’ because litter is a recurring problem which needs constant attention. It is also because of this approach that they are willing to try such radical approaches to tackling the problem of litter.

## “SNACK WAYS”(LITTER PATHWAYS TO SCHOOLS) INDEVUILBAK

### THE PROBLEM

#### LITTER HOT SPOTS

What Indevuilbak has termed as ‘snack ways’ – footpaths taken by young people to and from schools – have been shown to attract disproportionate amounts of litter. The problem is one of awareness and context. On the one hand, children or young people are not always conscious of the need to prevent litter. On the other hand, youth lifestyles – high levels of consumption of snacks and high levels of mobility – lead to a high risk of producing litter.

#### IN DREAMLAND

On top of that, young people using the ‘snack ways’ are usually in a particular frame of mind as they have fun with friends and hang around. There is no room for litter in this frame of mind.

This case study shows how Indevuilbak was able to alter the behaviour of young people on their way to and from school.

### THE LOCATIONS

#### SCHOOLS AND SURROUNDING AREAS

The ‘snack ways’ can only be defined as the paths taken by young people to and from school. These can vary widely from roads and sidewalks to parks and the schools themselves.

### THE DRIVERS/ INCENTIVES

#### THE RIGHT MEDIUM

Young people spend a lot of time on their smartphones, often playing games. A lot of these are interactive and use networks of real-world players. This requires constant high-speed access to the Internet. Indevuilbak chose to reach out to the young people they were targeting by providing them with the perfect solution to their connectivity needs: free Wi-Fi access.

#### JUST A NUDGE

The key for Indevuilbak was to make it as easy as possible for young people to adopt the intended behaviour – putting litter in a bin. The trick was to place the attractive and visible Wi-Fi seats near bins so that they were only an arm’s length away when needed.

#### MODERN AND FUN AWARENESS

Not only did Indevuilbak enter the digital world of youth as an enabler, but it also designed a special application for youth to play with – The Paper Tossing Championship. The key was to raise awareness of the need to place litter in the bin in a fun way.

### THE TIME- FRAMES

#### SHORT TERM

This campaign ran for seven weeks across Flanders, starting in September 2012. 32 Wi-Fi towers/seats were installed for two weeks at a time in each place.

### THE DELIVERY

#### WI-FI TOWER/SEATS

This campaign boldly ventured into uncharted territory by creating a product that would facilitate litter prevention and increase awareness, while making engagement fun. Youth is a particularly hard-to-reach sector of the population and making litter prevention seem modern, and in tune with young people’s needs, was the strategy used to get them engaged.

#### SMALL SCALE

Considering the cost of delivering these Wi-Fi hotspots, this approach could only be released on a small scale basis.

### GOOD TO KNOW

#### COST

The campaign cost around €80,000.

#### EVERYONE LOVED IT

Indevuilbak’s initiative was very much appreciated, even by those who were not necessarily targeted by the campaign.

#### 14,000 DOWNLOADS

The The Paper Tossing Championship game was downloaded over 14,000 times, a testament to the success of Indevuilbak’s approach.



## “WHICH SIDE OF THE FENCE ARE YOU ON?”

### KEEP BRITAIN TIDY

#### THE PROBLEM

##### LACK OF AWARENESS OF COST

Litter clean-up costs are huge: over £1 billion per year in England. These funds need to be raised from taxpayers. If society was better aware of the cost of litter clean-up, then perhaps more focus would be put on prevention.

##### THE UNSEEN IMPACT

The fact that there are cleaners who constantly remove litter from the streets distorts behaviours and perceptions. If people think that someone else will come and pick up their litter after them, they might not think it is such a bad thing to litter in the first place. Secondly, due to the effectiveness of street cleaners, people do not have a grasp of the scale of the problem.

This case study explains how Keep Britain Tidy raised awareness of the problem and cost of litter by asking municipalities to leave their streets only half-cleaned for an entire weekend. This social experiment was used to draw attention to Keep Britain Tidy’s comprehensive report of the litter situation in England.

#### THE TARGET GROUPS

##### EVERYONE

The campaign targeted the entire population because the objective was to raise general awareness levels. The campaign worked as a call to action encouraging people to join those already part of the solution.

#### THE DRIVERS

##### ECONOMIC INCENTIVES

Keep Britain Tidy’s campaign mainly focused on the cost implications of litter. This includes not only the cost to local authorities and the taxpayer, but also the cost to businesses. In an era of austerity, the campaign’s message to local authorities was that litter clean-up costs represented huge waste and could be better spent on many more positive alternatives. Keep Britain Tidy stated, for example, that £1 billion could help pay for 301,476 children to attend primary school, 4,400 libraries, energy efficiency incentives for 333,000 homes, 2,000 km of cycle lanes and more. To businesses, the campaign highlighted the direct costs and lost opportunities caused by litter.

##### SOCIAL INCENTIVES

The campaign’s content may have been about economics, but its very name was a social call to action: are you with us (those working on litter prevention – the good guys) or are you with the others?

#### THE DELIVERY

##### LOCAL AUTHORITIES

In order to achieve the maximum impact with very little effort, Keep Britain Tidy worked with local authorities across England to get the message out. What message? Streets were left partially uncleaned – only half of a street would be cleaned for the two day duration of the campaign. This would allow passers-by to realise the contrast and the actual impact of litter.

##### THE PRESS

Keep Britain Tidy also publicised its campaign through the press. The stunt attracted significant media interest, including from the BBC’s flagship documentary programme, Panorama, the BBC’s Breakfast news programme, The Sun (the UK’s biggest tabloid newspaper) and widespread local and regional print and broadcast media.



## “WE ARE WATCHING YOU!” KEEP BRITAIN TIDY

### THE PROBLEM

#### DOG FOULING

Social acceptance of dog fouling has decreased as awareness of the risks it poses has increased. The problem of dog fouling has decreased as a result. However, dog owners still tend to take the most convenient option. Indeed, the problem of dog fouling remains important in dog fouling hotspots.

This case study shows how Keep Britain Tidy’s tried to encourage dog-owners to pick up their dog’s poo through strong communication.

### THE LOCATIONS

#### DOG FOULING HOTSPOTS

Dog fouling hotspots tend to be areas that aren’t too frequented by passers-by; parks and other types of green spaces, for example, but also sidewalks and just about any out-of-sight place.

### THE DRIVERS/ INCENTIVES

#### PEER PRESSURE

The main driver of the campaign was peer pressure. The message was “We are watching you. Clean it up.”

#### SOCIAL NORMS

Social norms were also used in the campaign’s messaging by pointing out that 9 out of 10 dog owners clean up after their dogs.

#### AWARENESS OF FINES

If that wasn’t enough, the fines attributable to dog fouling were also mentioned in the campaign posters to further incentivise dog owners.

### THE TIME- FRAMES

#### MEDIUM TERM PROJECT

The campaign or experiment ran for over one month, with strict analysis of the situation before and after the campaign was launched. Monitoring was also needed to ensure that the problem was not displaced to other locations. The campaign took three months to set up but, now that the model exists, it is easy to repeat.

#### POTENTIAL LONG-TERM IMPACT

The goal of the campaign was to improve dog owners’ long-term behaviour. Peer pressure and affirmation of the desired social norm are short-term measures which can have a long-term impact if the desired change in social norm is accepted and occurs.

### THE DELIVERY

#### POSTERS

The main element of this campaign was the visually impactful posters. Since the objective was to measure the impact these could have, they were released without any warning and press review.

#### PARTNERS

The posters were placed in strategic locations across England with the help of local authorities. The local authorities involved also helped by monitoring the campaign’s impact.

### GOOD TO KNOW

#### COST

The campaign cost £7,500 for the production of 700 posters (and staff costs).

#### IMPACT

The sites where the campaign was active saw an overall decrease in dog fouling by an average of 46%, with no displacement of the problem to other areas.

#### FUTURE ACTION

Keep Britain Tidy plans to roll out the campaign to more sites in 2015.



## “DOG FOULING ALLOWED IN MY BIN” STICKER CAMPAIGN

### KEEP DENMARK TIDY

#### THE PROBLEM

##### DOG FOULING

The particular problem of dog fouling in Denmark is that dog owners habitually pick up after their dogs, but then dispose of the bag used to collect the droppings as soon as they can, often not in bins. This result is no better – and maybe worse – than the original problem of dog fouling.

This case study demonstrates how Keep Denmark Tidy effectively allowed residents and dog-owners to collaborate to eliminate the problem of dog fouling.

#### THE TARGET GROUPS

##### DOG OWNERS

Keep Denmark Tidy’s campaign focused on the source of the problem – dog owners.

##### RESIDENTS

Keep Denmark Tidy’s campaign also focused on the ‘victims’ – those who bear the consequences of dog fouling.

#### THE DRIVERS/ INCENTIVES

##### NUDGE

Keep Denmark Tidy’s approach to the problem was to find a way to give a slight nudge to dog owners that would allow them to modify their behaviour only slightly in order to achieve the desired outcome.

##### IMMEDIATE PRACTICAL SOLUTION

As with many of Keep Denmark Tidy’s campaigns, their approach is to provide those who litter with an immediate alternative disposal solution. As a result, the potential litterers can immediately do the right thing and not have to worry about finding a solution or feel guilty that they didn’t.

#### THE TIME-FRAMES

##### SHORT TO LONG TERM

The campaign was very easy to develop and had an immediate short-term impact – dog fouling decreased dramatically. What is more, because the campaign is so easy to implement and is about collaboration between citizens, there is no theoretical time limit. It could, indeed, become part of the social norm.

#### THE DELIVERY

##### STICKERS

The key to the campaign was the stickers that were produced and given to citizens in residential areas most affected by the problem of dumped dog fouling bags. These stickers were designed to be attached to residential bins and informed dog owners passing by that the resident in question was happy for the dog owner to use their bin to dispose of the dog fouling.

##### PARTNERSHIP

Keeping true to Keep Denmark Tidy’s tradition of maximising scarce resources and working in partnerships with other organisations, this campaign was developed with the help of the Danish Kennel Club, a Danish organiser of dog beauty contests.



## THE TRASHLANE

### KEEP DENMARK TIDY

<b>THE PROBLEM</b>	<p><b>DIRTY ROADS</b> All over Europe, including in Denmark, roads and motorways are often lined with litter.</p>
<b>THE TARGET GROUPS</b>	<p><b>MOTORISTS</b> A survey by Keep Denmark tidy found 59% of Danes admitting to having thrown trash out of their car windows. Based on this report, and the amount of money spent on cleaning up the roads, a special campaign designed to help drivers dispose of their waste more responsibly was designed, featuring giant roadside waste funnels.</p>
<b>THE DRIVERS/ INCENTIVES</b>	<p><b>CONVENIENCE</b> A lot of drivers eat and drink in their vehicles. Drivers could choose keep their waste in their vehicles, but that can be inconvenient – bad smells, untidiness etc. Rather than have the waste stay in their car or truck, most drivers choose to litter the roads instead. The objective of the campaign was to give drivers a more convenient means of disposal.</p> <p><b>FUN</b> Part of the innovative approach was to make the experience fun. By making the experience game-like (introducing simple and visually appealing calls to action and designs), drivers would be enticed to participate.</p>
<b>THE TIME-FRAMES</b>	<p><b>SHORT TERM</b> The Trashlane ran for a trial period of 3 months in 2011.</p> <p><b>LONG TERM</b> Disposal solutions require very short-term management, but in this case, the solution was also seen as part of a long-term road usage sustainability programme that would allow the solutions deployed to be used in the long term. As of 2014, this was still a work in progress.</p>
<b>THE DELIVERY</b>	<p><b>THE TRASHLANE</b> The solution that was rolled out by Keep Denmark Tidy was called The Trashlane. This consisted of a giant funnel-like bin in which motorists could throw their waste products. The giant road-side bin was preceded by a series of information boards letting drivers know that they could dispose of waste in 50, 15 and 5 metres. Multiple Trashlanes were deployed in strategic locations, such as highway parking lot entry or exit points, in such a way that drivers would no longer need to dispose of the waste on the highways themselves.</p> <p><b>PARTNERS</b> The Trashlane project was developed in collaboration with Goodmorning Technology in an attempt to create a litter prevention and design solution. Other partners were also involved in the production of the funnel, in the deployment of the Trashlane and in the monitoring of its impact.</p>
<b>GOOD TO KNOW</b>	<p><b>IMPACT</b> The initial 3-month long trial showed that the Trashlane led to a 75% reduction of roadside litter where it was implemented, much more than the 25% hoped for. Not only did it have an immediate visible impact, but this also meant that much less time needed to be spent cleaning the roads.</p> <p><b>TRASH TO FUEL</b> One Trashlane in use for one year can collect the equivalent of 5,475 trash bags or 5.5 tons of waste. If this waste is then incinerated, it can provide for the annual consumption of power for 4 households.</p>



## “CLEAN ROADS NOW” CAMPAIGN

### KEEP DENMARK TIDY

#### THE PROBLEM

##### LACK OF DISPOSAL SOLUTIONS

Sometimes, by providing a simple solution to an irritating “problem” (nowhere to put your rubbish when driving), behaviour can be changed. This campaign set out to make it easier for motorists to take their rubbish home and dispose of it responsibly.

#### THE TIME-FRAMES

##### SHORT TO MEDIUM TERM

Disposal solutions are short-term measures, and depending on their costs, more or less sustainable. This particular campaign focused in part on the delivery of cheap disposal solutions which, for one journey, would allow motorists to dispose of their waste in their vehicles rather than on the roads. Where these solutions were re-usable, they could prove to be medium-term.

##### LONG TERM

Changing social norms is a medium-term effort that can have a long-term impact, if successful. This is what Keep Denmark Tidy attempted to do by providing litter prevention guidance along with the disposal solutions.

#### THE DELIVERY

##### POCKET TRASH BAGS AND ASHTRAYS

The most important part of this campaign is the delivery of free pocket trash bags and ashtrays that allow people to keep their waste until they reach a bin.

##### CARDS AND BILLBOARD MESSAGING

Motorists are further encouraged not to throw their waste on the roads through accompanying billboard messaging.

##### PARTNERSHIPS AND LEADERSHIP

Keep Denmark Tidy’s campaign was made possible through collaboration with a range of partners that provided both financial assistance and helping hands. The message was also strengthened by the collaboration of the Danish Environment Minister.

#### GOOD TO KNOW

##### SCALE

In 2014, Keep Denmark Tidy partners will have handed out more than 10,000 pocket trash bags and 50,000 “3 good trash habits” cards.

##### MEDIA COVERAGE

Through the scale of the effort and through their network of partners, Keep Denmark Tidy managed to obtain the equivalent of around €1 million in media coverage for this particular campaign in 2013.



## “DEBATT” (COLLABORATION WITH NEWSPAPERS)

KEEP SWEDEN TIDY

<b>THE PROBLEM</b>	<b>GENERAL LACK OF AWARENESS/ENGAGEMENT</b> As opposed to other organisations (such as Keep Denmark Tidy) which focus on specific litter issues, Keep Sweden Tidy focuses its efforts on highlighting the problem of litter in general. In general, the source of litter doesn't receive enough attention. This is partly a problem of awareness and social norms which tolerate litter.
<b>THE TARGET GROUPS</b>	<b>KEY PLAYERS</b> In order to have an impact and make litter an issue of debate in society, Keep Sweden Tidy first targets decision makers, policy makers and other leaders.  <b>THE WIDER PUBLIC</b> Of course, since the objective is to change the behaviour of society in general, the ultimate target is everyone!
<b>THE DRIVERS/ INCENTIVES</b>	<b>ENGAGEMENT</b> When an issue becomes part of the public debate, it generates a lot of engagement. As with other changes in public attitudes, the objective is to reach a tipping point which ensures that the issue becomes a true part of the public debate.  <b>COMPETITION</b> Entering a public debate is also a way of stirring interest by provoking the reactions of people with differing views. The more people compete to give their views, the more awareness increases and the debate gains momentum.
<b>THE TIME-FRAMES</b>	<b>MEDIUM TO LONG TERM IMPACT</b> Changing social norms in the long term in order to channel greater attention towards the problem of litter is the objective. However, this approach also creates an immediate medium-term impact due to the nature of the information. Information that is simply produced for immediate consumption is easily forgotten, but debates last longer simply because they require the 'consumer' to respond.
<b>THE DELIVERY</b>	<b>OPINION ARTICLES</b> In order to increase awareness and make litter part of the debate, Keep Sweden Tidy writes opinion pieces on the topic of litter. These opinion pieces then start a conversation. As opposed to always repeating the same message to people (and possibly pushing them away from the topic), this approach actually pulls people in to share their own thoughts on the subject.  <b>NEWSPAPERS</b> Keep Sweden Tidy collaborates with newspapers in order to run its opinion pieces and start debates. In particular, Keep Sweden Tidy has worked with the Stockholm-based Dagens Nyheter, one of the oldest and most-read Swedish newspapers. This newspaper runs a daily debate section in its press and paper version which can facilitate this kind of strategic approach.  <b>CO-SIGNERS</b> In order to increase the likelihood of being published, as well as the potential impact of an opinion piece, Keep Sweden Tidy tries to get co-signers to lead the opinion piece with them. This also allows them to take on a different perspective to the problem each time.



## “THOSE WITH THE POWER TO MAKE A DIFFERENCE” KEEP SWEDEN TIDY

### THE PROBLEM

#### THE MEANS

The problem identified by Keep Sweden Tidy is that those who have the power to make a difference and positively contribute to litter prevention do not always have the means or resources to do so.

This campaign set out to empower those people that already fight litter and tackle the litter problem in general by leveraging their efforts.

### THE TARGET GROUPS

#### THOSE WHO HAVE THE POWER

The campaign targets all those who have the power to make a difference. This includes governments and local authorities, companies/organisations, schools and, importantly, individuals themselves. Individuals are targeted based on their litter profiles: both those who litter and those who do not litter can be targeted to bring about change.

### THE DRIVERS/ INCENTIVES

#### EDUCATION MATERIALS

Keep Sweden Tidy works with schools and kindergartens to provide them with litter prevention related materials. In order to be effective and make the materials as accessible as possible to teachers, Keep Sweden Tidy provides materials that are a close match to other items on school curricula.

#### POLICY GUIDANCE

What government officials and local authorities have in terms of power, they often lack in terms of experience and knowledge. Keep Sweden Tidy works with them to provide the guidance they need in order to push forward appropriate measures to address litter prevention.

#### CORPORATE SOCIAL RESPONSIBILITY

Keep Sweden Tidy's campaign also focuses on companies. Collaborations with companies are a win-win situation as they allow the companies to run responsible programmes and fulfil their corporate social responsibility commitments. And they allow Keep Sweden Tidy to increase its exposure to networks of potential donors which can help support its programmes financially.

#### AWARENESS

Keep Sweden Tidy's campaign also relies heavily on awareness-raising through traditional media to reinforce positive behaviour and empower individuals who do not litter – and so set the example – and, at the same time, to guide those who do litter in the right direction.

### THE TIME-FRAMES

#### LONG TERM

This campaign, through its breadth of scope and tools, aims to have a long-term impact. Education is an obvious field with long-term benefits, but empowering people in general is a long-term strategy that makes use of pre-existing positive trends and works to amplify them.

## PORTABLE ASHTRAYS/ CIGARETTE POLES

### NEDERLAND SCHOON

#### THE PROBLEM

##### CIGARETTE BUTTS

Smokers tend to drop their cigarette butts on the street. The two reasons for that are that cigarette butts are not always considered as litter by smokers and that appropriate means of disposal are often lacking.

##### INDOOR SMOKING BAN

The above-mentioned problem is aggravated by the indoor smoking ban that has been put in place for restaurants and bars in many countries, including the Netherlands. Many venues lack the facilities and tools to prevent litter from cigarette butts outside their establishments.

Nederland Schoon set out to tackle the problem of litter in the form of cigarette butts by providing free cigarette butt disposal tools.

#### THE LOCATIONS

##### FOLLOW THE SMOKERS

Cigarette butts can be found in all sorts of areas, including the above-mentioned establishments, but also in public transportation stops, on the roads and trails, on beaches, etc. Nederland Schoon's campaign focuses on both beaches and recreational and food service establishments.

#### THE DRIVERS/ INCENTIVES

##### AWARENESS

One way to solve the problem is to increase awareness among smokers of the damage caused by cigarette butts. Where behaviour is entrenched and facilities for proper disposal lacking, this strategy has its limits. But increasing awareness works well in combination with the provision of immediate solutions.

##### IMMEDIATE SOLUTIONS

The surest way to get immediate results is to provide smokers with a convenient way of disposing of their cigarette butts.

#### THE DELIVERY

##### PORTABLE ASHTRAYS

So-called Barkaderas, small portable ashtrays, are handed out to smokers who can then use them to dispose of their cigarette butts wherever they are. Their convenience is immediately apparent as smokers can slip them easily into their pockets and then empty them when they are close to a bin.

##### VISIBLE CIGARETTE POLES

Nederland Schoon's cigarette poles are also clearly designed for the smoker. Highly visible and compact at the same time, they send out a clear signal to smokers that cigarette butts should be disposed of properly.

#### GOOD TO KNOW

##### BARKADERA

Every year, Nederland Schoon gives away more than 5,000 Barkadera portable ashtrays around beaches.



## FESTIVAL BINS

### NEDERLAND SCHOON

#### THE PROBLEM

##### EVENTS MEAN LITTER

Events are always a source of litter. Single-day festivals create litter such as empty plastic cups, drinks bottles and other types of waste.

##### SECONDARY LITTER

Festivals that last longer are a source of 'camping-related' litter like tents and clothing, etc.

Nederland Schoon set out to make festivals clean by assisting festival organisers through the provision of effective bins and positive communications.

#### THE CONTEXT

##### DENSELY POPULATED

In densely populated gatherings where people pay for their entertainment, different social norms apply. People's behaviours reflect a diffusion of responsibility and the sense that the cost of clean-up is included in the ticket price. At events and festivals litter generates exponentially more litter. People are there to have a good time and will not spend time to search for disposal facilities in the crowds.

#### THE DRIVERS/ INCENTIVES

##### IMMEDIATE SOLUTIONS

The key to the problem is finding and providing adequate disposal facilities that people can easily use while having fun. Given the huge numbers of people attending such events, these facilities also need to be quick and easy to empty.

##### AWARENESS

A very important element in creating effective solutions is to increase awareness of the existence of these solutions.

##### POSITIVE MESSAGING

Nederland Schoon further encourages festival-goers to use its solutions with positive messaging such as 'beer tastes better at a clean festival'.

##### FREE TICKETS

In certain cases, Nederland Schoon works with special and very visible anti-litter teams. Free tickets are given to people who clean up the festival area in a very visible way.

##### SETTING THE SOCIAL NORM: CLEAN

The visibility of clean measures – the bins and the people cleaning up – serves to set the social norm and establish cleanliness as the festival's 'way of doing things'. This positive example is then more easily adopted by others.

#### THE DELIVERY

##### PARTNERSHIPS

While it is in the financial interest of festival organisers to find litter prevention solutions that keep litter to a minimum, Nederland Schoon actively seeks out these organisers to collaborate with them because successful litter prevention is not a last-minute fix. It needs careful planning.

##### VERY VISIBLE BINS

Perhaps the most noticeable impact of Nederland Schoon's work at festivals is their bins. Nederland Schoon works with partners to carefully set out the design of these bins and also to deploy enough of them strategically for maximum impact.

##### GREEN TEAMS

Nederland Schoon works with their target audience directly by incentivising festival-goers to set the example for their friends to follow.

#### GOOD TO KNOW

##### SCALE: BIG AND SMALL

Nederland Schoon's festival bins project caters for festivals of all sizes in the Netherlands. They provide their disposal solutions and work to improve litter prevention behaviour at such festivals as Mysteryland – a festival attended by 30,000 people – and Welcome To The Future, but also at smaller national events, such as Limburgs Mooiste, a cycling event in the south of the Netherlands.

## VISIBLE GIANT BINS IN PARKING LOTS

### NEDERLAND SCHOON

#### THE PROBLEM

##### HIGH RISK OF LITTER

Parking lots along highways are high risk areas when it comes to litter. They serve as break areas for hundreds of thousands of drivers per day. During these breaks, drivers spend a good part of their time eating or drinking. Eating and drinking on-the-go means consuming pre-packaged goods and the risk of packaging becoming litter is well established.

##### NO RESPONSIBILITY

The problem with parking lots on the edge of highways is that, because of their very transient nature, people feel that responsibility is hard to establish and social norms are less active and this justifies behaving less responsibly.

Nederland Schoon took on the challenge of dirty highway parking lots by making them more attractive and instill a greater sense of ownership into the drivers that take their breaks there.

#### THE LOCATION

##### MOTORWAYS

Visitors to parking lots (along Dutch motorways) only stay for a short period of time and will continue their trip usually within 30 minutes. Similarly to other public spaces and property, the fact that no one has a sense of ownership of parking lots along highways has a negative impact on people's behaviour.

#### THE DRIVERS/ INCENTIVES

##### OWNERSHIP/BELONGING

The first step taken by Nederland Schoon in addressing the problem of lack of responsibility was to instil in drivers taking a break a sense of ownership of the parking lot by giving it a make-over. The parking lot was 'pimped' to be as attractive as possible to the drivers. This included the addition of playground and fitness facilities, as well as well-designed disposal solutions. By adding value and creating a more valuable environment, Nederland Schoon worked to increase the drivers' sense of belonging to the place and in turn positively impact their behaviour.

##### IMPROVED DISPOSAL SOLUTIONS

Making the parking lots more appealing was one part, but placing attractive and convenient giant waste disposal bins worked to further entice passers-by to act responsibly and not litter.

#### THE TIME- FRAMES

##### 3 MONTH TRIAL

The solutions implemented by Nederland Schoon in this campaign were first piloted for three months in 2012, before being rolled out on a larger scale in 2013-2014.

##### MEDIUM TO LONG-TERM IMPACT

The objective of this campaign was not only to provide immediate solutions to a recurring problem, but to have a long-term impact by changing the behaviour of drivers.

#### THE DELIVERY

##### GIANT BRIGHT GREEN BELL-SHAPED BINS

Nederland Schoon commissioned a special design for the bins that would encourage their use through positive association. Using Nederland Schoon's colours – bright green and blue – these giant bell-shaped bins with peri-scope-like openings convey a sense of adventure and cleanliness that is hard to ignore.

#### GOOD TO KNOW

##### CLEAN IS SAFER

Nederland Schoon's initial pilot revealed that their bins not only helped keep parking lots cleaner, but they also led people to feel safer in these parking lots.

##### HIGHER RETENTION RATES

Observers have noticed that people tend to stay longer in parking lots where the special bins have been placed, perhaps further contributing to people's increase sense of safety.

##### SUCCESS

After initial trials, the Dutch government has come back asking for more. In 2013-2014 Nederland Schoon's giant bins covered 40% of parking lots along highways in the Netherlands.



## “SUPPORTERS OF CLEAN”

### NEDERLAND SCHOON

#### THE TARGET GROUPS

##### POTENTIAL SUPPORTERS

The objective of this campaign is to enable those who behave responsibly to set the standard for others to follow. In particular, Nederland Schoon has identified three types of positive groups that it can target – world reformers, tacklers and pragmatists. Each of these can be involved in the ‘Supporters of Clean’ movement as they already show they care by picking up litter from the streets, joining or initiating activities and by sharing.

#### THE DRIVERS/ INCENTIVES

##### CONSISTENCY

The first step is in getting people to make small voluntary commitments that are consistent with their existing behaviour. By asking them to join or sign petitions, for example, they will likely adopt the behaviour that it promotes.

##### CONSENSUS

To create a true movement, people need to see that others are behaving in a similar manner. This is incorporated in Nederland Schoon’s campaign by asking famous people to be ambassadors of the movement, by asking people to share their experiences and by giving people a sense of the magnitude of the movement.

##### LIKING

Nederland Schoon’s campaign further strengthens the movement through ‘liking’ opportunities. This includes a strong focus on making the movement fun and sexy by using appealing catch phrases and making use of role models. It also includes heavy activation through social media and content designed to be shared.

##### TIMING

Timing is key. It is all about being in the right place at the right time. Nederland Schoon incorporates this in its ‘Supporters of Clean’ campaign by activating it at the appropriate site for the season (beaches in summertime, etc.) and focusing on adapted tools.

#### THE TIME-FRAMES

##### 5 YEARS

Nederland Schoon’s ‘Supporters of Clean’ movement is a five-year campaign which started in 2012.

##### LONG TERM

The objective of the campaign is to go right to the root of the problem of litter in general by creating a movement that will push for positive behavioural change. This takes time, but it is also one of the measures that has the most lasting impact. As they say, good things take time.

#### THE DELIVERY

##### UBIQUITY

Nederland Schoon will have accomplished its overall mission the day every Dutch person has become a ‘Supporter of Clean’. In order to get there (in part), the movement has to be everywhere, encouraging everyone to join in. Nederland Schoon reaches out to potential supporters, among others, through traditional marketing channels – TV ads – as well as through social media.

##### ALL-STAR ALLIANCE

Leadership is also very important to creating a movement. For this reason, Nederland Schoon has reached out to many Dutch celebrities, including football stars, singers, etc, to become ambassadors of the ‘Supporters of Clean’ movement.

#### GOOD TO KNOW

##### 7 MILLION REACHED

Nederland Schoon’s TV ads reach 7 million people.

##### 25,000+ LIKES ON FACEBOOK

Nederland Schoon’s “Supporters of clean” movement’s social media success is evident by the huge support it has on Facebook and other social media sites.

##### NATIONAL CLEAN UP

Every year, Nederland Schoon’s “Supporters of Clean” movement runs the National Clean Up. In 2014

- 75,000 people joined in
- 3,000 clean-up kits were given to supporters
- 1,100+ activities were registered on the Supporters of Clean website
- 307 stores joined in (~1200 employees)
- 60+ primary schools joined in (5,000+ children)

The National Clean Up day also provided the equivalent of €3 million in free publicity.



## "I SAIL, I SORT" CAMPAIGN

### VACANCES PROPRES

#### THE TARGET GROUPS

##### LEISURE SEAFARERS

This campaign aimed mostly at leisure seafarers sets out to make them as responsible on sea as they are on land by providing them with the necessary tools. The campaign runs during summer time when leisure seafaring is at its peak and when people are on holiday. As such the campaign reaches entire families over multiple generations.

#### THE DRIVERS/ INCENTIVES

##### EXTENDING SOCIAL NORMS

The campaign mainly uses existing positive social norms on land and attempts to extend these to sea. The French are already very used to recycling and disposing of their waste in an organised way. Doing the same at sea should be obvious to them when the right tools are provided.

##### RECYCLING INSTRUCTIONS

Since recycling should be done everywhere, appropriate and universal (French) recycling instructions are given to seafarers as a reminder of the right action to undertake.

##### IMMEDIATE DISPOSAL SOLUTIONS

By giving seafarers the immediate tools to carry out the desired behaviour, the incentive to litter is greatly reduced.

##### CALL TO ACTION

The campaign uses three main calls to action – 'I sail, I sort. Stop Littering!', 'Nothing overboard, all my waste to the port' and 'Protect our oceans, rivers and lakes!'.

#### THE TIME-FRAMES

##### MEDIUM TERM

The campaign's objective is to increase awareness and to provide disposal solutions in the medium term. The campaign which was first launched in 2012 took place over the summer.

##### LONG TERM

The long-term objective of the campaign is to change people's behaviour in such a way that the desired behaviour is adopted by default. Vacances Propres is committed to keeping its campaign going as long as possible until a longer-term solution is found.

#### THE DELIVERY

##### BAG DISTRIBUTORS

Bag distributors are placed in the marinas where leisure seafarers dock. They are conveniently located for them to help themselves before they go out to sea.

##### DIFFERENT TYPES OF BAGS

The bag distributors contain bags for non-recyclable waste. In addition, re-usable bags are handed out to seafarers for recyclable waste.

##### AWARENESS FLYERS

In combination with practical solutions, Vacances Propres also works to increase awareness levels by distributing litter prevention flyers.

##### BIG POSTERS

Finally, big posters are placed at port entries highlighting the campaign's objective and available tools. These act as a rallying point which can lead seafarers to seek out the necessary tools and activate seafarers' positive behaviour.

##### PARTNERSHIPS

Vacances Propres' campaign was run in partnership with Blue Flag – a voluntary eco-label awarded to beaches and marinas – and ELIPSO and PlasticsEurope – plastic manufacturers associations already involved with Vacances Propres.

#### GOOD TO KNOW

##### 70,000 BAGS

In 2013, 36,000 bags were taken from distributors and 34,000 re-usable bags were given out to seafarers. In addition to these, 40,000 awareness flyers were distributed. It is estimated that the campaign reached around 90,000 seafarers.

##### 25 PORTS AND MORE TO COME

Vacances Propres 'I Sail, I Sort' campaign was deployed in 25 ports in 2013. The operation was so successful that all ports involved want to continue in the future and more ports want to join in.

##### LOW COST

The campaign cost €20,000 in 2012, the first year it ran, but this cost has since been reduced to €10,000 in the following years. Unless new ports are added, this will remain the same.

## VACANCES PROPRES SIGNATURE BAGS AND POSTERS

### VACANCES PROPRES

<b>THE PROBLEM</b>	<p><b>LITTER IN NATURAL AND/OR HOLIDAY LOCATIONS</b></p> <p>Vacances Propres was created to address the problem of litter created when people are on natural sites or on holiday where the lack of waste disposal facilities and the increased numbers of people significantly increase the risk of litter ending up in the natural environment. They aim to do so through the provision of very recognisable bags and poster campaigns.</p>
<b>THE CONTEXT</b>	<p><b>BEACHES, MOUNTAINS AND OTHER HOLIDAY SPOTS</b></p> <p>Holiday locations where people go in droves for limited periods of time are often ill-prepared for the sudden influx of visitors. Despite the fact that 93% of French say they bring back their waste when no public bin is available, the reality is that remote and highly visited locations are at very high risk of litter-related damage.</p>
<b>THE DRIVERS/ INCENTIVES</b>	<p><b>DISPOSAL SOLUTIONS</b></p> <p>The focus of the campaign is to facilitate and encourage clean habits through the delivery of waste disposal bags and/or bins to cities that want to be involved in a national litter prevention campaign.</p> <p><b>CLEAR AND HUMOROUS COMMUNICATION</b></p> <p>This is done in combination with very clear communication (posters, PR, etc.) and branding. Half of the French population recognises Vacances Propres' signature bags. Vacances Propres' communication often uses humorous taglines. For its Tour de France campaign, Vacances Propres uses the slogan 'C'est mon Tour, je trie'. This means 'It's my [Tour de France], I sort' but it also means 'It's my turn to sort'.</p> <p><b>CALL TO ACTION</b></p> <p>Vacances Propres logo is itself a call to action – 'put it in the bin' – but Vacances Propres always makes use of clear calls to action in its campaigns, including: their motto 'Because our environment is not a dump', as well as 'Clean Gestures [recto]... Clean Holidays [verso]' on their bags.</p>
<b>THE TIME-FRAMES</b>	<p><b>MEDIUM TO LONG TERM</b></p> <p>The campaign's objective is to increase awareness and to provide disposal solutions in the medium term. The simplicity of Vacances Propres system makes it easily adaptable for new environments. In the very long term, the objective is for litter not to exist, but in the meantime, Vacances Propres's disposal solutions are part of the long-term solution to tackling litter in natural and leisure places in partnership with cities.</p>
<b>THE DELIVERY</b>	<p><b>SIGNATURE BAGS</b></p> <p>Clearly marked bags are designed to encourage clean habits and exist in several colours, corresponding with each city's waste disposal practices – bright red or green stripes for non-recyclable waste and bright yellow strips for recyclable waste. The bags can also be customised for cities by adding their names to them.</p> <p><b>BINS DEPLOYMENT</b></p> <p>Vacances Propres' also offers the deployment of bins to cities. These are also designed with education in mind – one picture for each type of waste accepted and a 'thank you'.</p> <p><b>NATION-WIDE POSTER CAMPAIGN</b></p> <p>Every year, Vacances Propres increases awareness throughout the entire French population with clear campaigns highlighting the benefits of a clean environment and using its motto "Because our environment is not a dump".</p>
<b>GOOD TO KNOW</b>	<p><b>50% RECOGNITION</b></p> <p>Vacances Propres communication efforts over its more than 40 years in existence have led to impressive brand recognition – one in two French people recognise the Vacances Propres brand.</p> <p><b>25,000 TONNES OF LITTER AVOIDED</b></p> <p>Every year, more than 2.5 million bags are used by over 1,000 cities, city alliances and major events (such as the Tour de France). These bags are used to collect 25,000 tonnes of waste that does not then become litter.</p>



## GUMDROP

KEEP WALES TIDY

### THE PROBLEM

#### STAINING

Wherever people walk, you can often find gum that has been dropped and has turned into a stain on the roads, sidewalks or other pedestrian areas. The problem with gum is that it has a very short user lifespan and is only very partially 'consumed'. After it has become tasteless, or even before that, it becomes a nuisance to its user who will want to get rid of it as soon as possible. Due to its sticky nature, gum is not something you want to hang on to, nor does it have any economic value to encourage people to keep it.

Keep Wales Tidy collaborated with Gumdrop in order to provide gum-chewers with an easy and fun way of disposing of their gum.

### THE LOCATIONS

#### STREETS, SIDEWALKS AND PUBLIC SPACES

The problem is particularly prevalent in spaces many people walk through. This includes commercial streets in city centres, streets and sidewalks in general, public transports stops and many other public spaces including parks, museums, and areas surrounding public buildings.

### THE DRIVERS/ INCENTIVES

#### DISPOSAL SOLUTIONS

The main driver is the delivery of a practical gum disposal solution.

#### CLEAR COMMUNICATION & AWARENESS

Users are encouraged to use the disposal solution due to its striking bright pink appearance and awareness of the need to dispose properly of gum.

### THE TIME- FRAMES

#### LONG TERM

Disposal solutions are usually short-term because of the constant need for upkeep. In this case, however, Gumdrop's core message is about recycling and, by raising awareness, it is able to have a long-term impact on preventing gum-related litter.

### THE DELIVERY

#### BRIGHT PINK "GUMDROPS"

The actual Gumdrops are bright pink rubber balls that are made of recycled gum. A small opening allows gum-chewers to drop their used gum inside. Once Gumdrops are full, they are taken away to serve as the base for other products, including more Gumdrops.

#### RECYCLING INSTRUCTIONS

The Gumdrops are accompanied by messages informing potential users of the purpose of the Gumdrop.

### GOOD TO KNOW

#### CAPACITY

Gumdrops have a diameter of 48cm and can hold up to 500 pieces of gum. It takes 70 pieces of gum to make a Gumdrop.

#### ON-THE-GO

Gumdrops also come in a smaller format that can be carried around and can hold up to 24 pieces of gum.

## ECO-SCHOOLS

AN TAISCE, KEEP BRITAIN TIDY, KEEP NORTHERN IRELAND BEAUTIFUL, KEEP SCOTLAND BEAUTIFUL,  
KEEP SWEDEN TIDY, KEEP WALES TIDY

<b>THE PROBLEM</b>	<p><b>BEHAVIOUR AND MENTALITY</b></p> <p>Litter is a behavioural problem which the Eco-Schools programme sets out to tackle through education. In particular, the Eco-Schools model works to turn youth into responsible citizens and increase awareness of environmental issues from an early age.</p>
<b>THE TARGET GROUPS</b>	<p><b>YOUTH</b></p> <p>Eco-Schools focuses on youth – it works in schools. The reason is simple – it is at a young age that environmental education has the potentially greatest impact. Because everyone has to go to school, by reaching students the Eco-Schools programmes achieve very high penetration rates across the population.</p> <p><b>ADULTS</b></p> <p>Adults are not targeted by the Eco-Schools programme, but the involvement of youth has an indirect effect on all the adults that are involved in their lives and through the programme.</p>
<b>THE DRIVERS/ INCENTIVES</b>	<p><b>DIRECT IMPACT</b></p> <p>The Eco-Schools programme has a direct impact on the quality of the environment of the participating schools.</p> <p><b>ENGAGEMENT</b></p> <p>Due to the many forms of partnerships and involvement it encourages – for example, the Eco-Schools programme fosters the involvement of local communities – students become naturally engaged.</p> <p><b>AWARENESS</b></p> <p>By increasing environmental awareness, the Eco-Schools programme naturally encourages young people to think about the impact of their behaviour and to choose responsible behaviour.</p> <p><b>COST SAVINGS</b></p> <p>Due to the kind of behaviour the Eco-Schools programme promotes, participating schools can see their costs decrease directly as a result.</p> <p><b>REPUTATION</b></p> <p>Due to the high reputation the programme has gained over the years, schools have every reason to participate in order to benefit from the positive association.</p>
<b>THE TIME-FRAMES</b>	<p><b>LONG TERM</b></p> <p>Education is the ultimate tool for a long- term impact. It takes time – several years – to educate someone, but the impact of education lasts even longer – a lifetime.</p>
<b>THE DELIVERY</b>	<p><b>7 STEPS</b></p> <p>The Eco-Schools programme is a seven step programme that can be followed by any school. The seven steps work to engage and make students responsible for a review of their schools' environmental impact and an action plan to improve it. The Eco-Schools programme is also designed to be integrated in most other fields of study, including mathematics, social sciences, art, technology and many more.</p> <p><b>EVALUATION</b></p> <p>In order to encourage schools and make sure that the programme is applied as it should be, the entire implementation of a programme is assessed in each participating school after a few years. Successful Eco-Schools are awarded a Green Flag as a testament to their achievement.</p>
<b>GOOD TO KNOW</b>	<p><b>20 YEARS OF EDUCATION</b></p> <p>The Eco-Schools programme was born 20 years ago. In 1994, the programme was first launched in Denmark, Germany, Greece and in the UK. It has since been successfully replicated across the globe.</p> <p>For more information regarding specific case studies, please contact the responsible organisation. The following people and organisations collaborated to create this guide.</p>



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