



Chartered Institute of Environmental
Health

16 October 2007

Environmental Litter – how to reduce

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Business Linking Clearer Thinking

getting from A to B?



Agenda

- street litter – in general terms
- smoking related litter
- behavioural change
- a highly successful case study



Street litter – in general terms

- clean streets rated as one of the top three factors making somewhere a good place to live, above education and public transport – 2004, BVPI User Satisfaction Survey
- ***“more and more councils recognise the importance of a clean and tidy destination in making happier residents, attracting more visitors and boosting trade and tourism”*** – September 2007, Steve Wright, Chair British Cleaning Council
- media commentators – Jeremy Paxman, Bill Bryson, Jeff Randall

Street litter



- economic, environmental and social costs
- chewing gum in 95% of all sites surveyed in town centres, SRL in 80% of all sites surveyed, confectionery related litter 67% and drinks' related litter 65%
- local authorities in England spending £300-500m to cleanup
- half general population admit to dropping litter

Smoking related litter (SRL)

- the most prevalent - makes up 40% of litter on our streets
- unintended consequence of a well-intended health initiative
 - 43% rise in England since 1 July 2007
 - 98% of councils report a problem
 - £200m pa to clear up
- vies with chewing gum as most unsightly
- it's "attractive" – to other litter



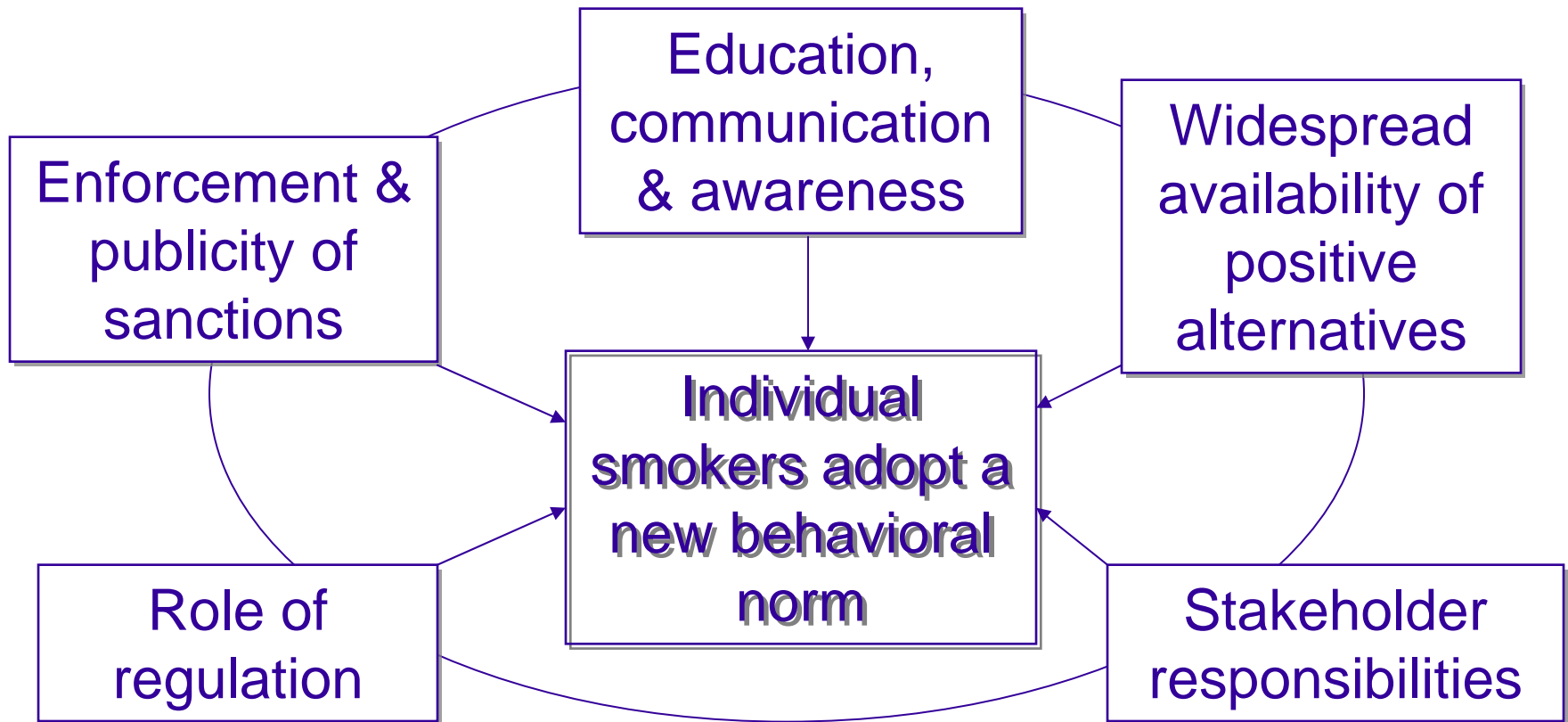
Smoking related litter – our approach

- ✓ it's a problem
- ✓ the problem increases with smoking bans
- ✓ only smokers can, ultimately, reduce cigarette litter (nb personal responsibility)
- ✓ therefore behavioural change is needed

Behavioural change

- to change adult behaviour, two key elements are required
 - education, communication & awareness (applying classical punishment and reward paradigms)
 - widespread availability of positive alternatives
- integration is critical
- ***“Behavioural change isn’t achieved by telling people what to do. It is achieved by exposing them to enough cases of the desired behaviour so that a new norm is created.”*** – 2007, Harvard Medical School

Behavioural change applied to reducing SRL



A highly successful case study – SRL: Colchester Borough Council & BUTTsOUT

- March 2006 – a campaign devised in conjunction with BUTTsOUT and coinciding with ENCAMS national campaign
- utilising learnings from +500 campaigns in 15 countries
- focus being to gain support from entire community



**Education
and
Communication**



**Disposal &
enforcement**



**Colchester City Council
Integrated BUTTsOUT
Campaign**



**98% of local businesses
participated and
established retail outlets
selling BUTTsOUT**

86.6% reduction



**Radio
Newspapers
Community involvement
CUFC
Zoo**

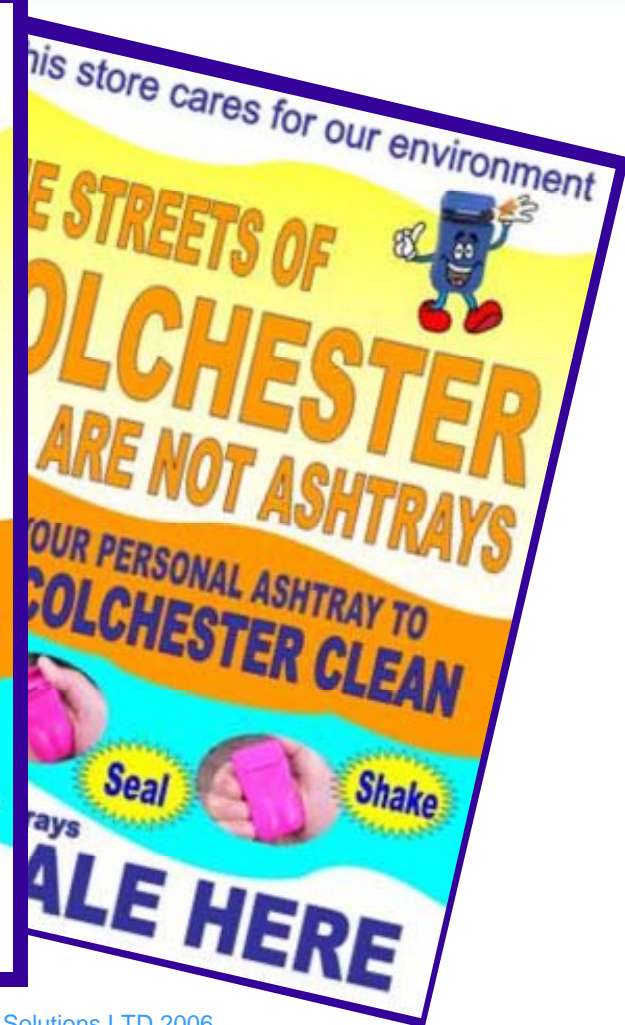
Integrated

Campaign

Information packs



Posters



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Activities



Results

86.6%

Cf.

35%

ENCAMS

40%

Keep America Beautiful

thank you

- for any further questions/information
CSR Solutions
 - info@csrsolutions.co.uk
 - 0844 544 9601
- for local authorities
 - www.buttsout.co.uk
- for SRL
 - www.ashcan.co.uk
 - www.nocigbuttsorgum.com
 - www.buttsout.biz
 - www.theflatmate.com

Materials / References

- ENCAMS/Keep Britain Tidy – www.encams.org
- Personal Responsibility and Changing Behaviour; the state of knowledge and its implications for public policy - February 2004, David Halpern and Clive Bates, Prime Minister's Strategy Unit
- Behaviour Change Forum - www.sustainable-development.gov.uk
- Campaign to Protect Rural England – www.cpre.org.uk
- CSR Solutions' - www.csrsolutions.co.uk nb submission to DEFRA, May 2007
- Colchester case study
 - www.colchester.gov.uk
 - www.buttsout.net
- SRL
 - Chartered Institute of Environmental Health – www.cieh.org
 - Chartered Institution of Wastes Management – www.ciwmm.co.uk



Appendices

Charles Hamshaw-Thomas/CSR Solutions

- 17 years' experience across a range of industry sectors and functions – business development, company secretarial, corporate affairs and legal
- CSR Solutions – helping companies and other organisations develop CSR led business development and marketing solutions
- “putting together business sense and common sense”

Behavioural change

- insights on behavioural change and personal responsibility are key to the formulation of government regulation – see references
- while behaviour of itself may be a complex issue - determined by so many factors and in many cases deeply rooted – the methodology to effect change is straightforward
- ***“Behavioural change isn’t achieved by telling people what to do. It is achieved by exposing them to enough cases of the desired behaviour so that a new norm is created.”*** – 2007, Harvard Medical School

Education, communication & awareness

- showing consumers the impact of their behaviour eg. seat belt campaigns with graphic images / shocking statistics
- showing consumers the immediate negative consequences of their behaviour or at least a high probability of sanctions or punishment eg. widespread police presence to deliver random breath tests
- punishment can often create change quickly but not necessarily enduring change, so some 'reward' is needed which can be as simple as social praise

Widespread availability of positive alternatives

- providing facilities/viable alternatives
eg. drink driving – effective public transport or designated driver options
SRL – an infrastructure of bins (binfrastructure)
- **positive** – enabling users/consumers to feel good about their new behaviour nb research on gum littering and associated guilt
- no amount of persuasion or threat will achieve change if an alternative is not readily available eg recent Government survey re climate change and the use of cars
- “***education without adequate disposal solutions = educated litterers***” – 2005, Dr V Murdoch

Integration is critical

- in two respects
 - the elements required for change
 - amongst stakeholders
- ***“Information does not necessarily lead to increased awareness, and increased awareness does not necessarily lead to action.”*** 2003, Demos & Green Alliance
- ***“Campaigns for sustainable behaviour change should employ a range of tools, including policy instruments, infrastructure provision and information provision.”*** 2004, Andrew Darnton (Research and Analysis), research commissioned by Defra

Responsibilities and working together

- the role of different stakeholders and respective responsibilities – social responsibility (ie Govt), corporate responsibility and individual responsibility
- $2+2= 5$
- goal being a ‘whole of community’ approach –but at worst an alliance of key stakeholders

Regulation/incentives

- Govt's pivotal role – supporting new behavioural norms and nurturing conditions to enable behavioural change
- an integral part of the change process – prompting and validating
- tailored for the audiences – eg use of economic incentives more effective for businesses than individuals: **“different tactics are needed for different categories of litterers”** June 2007, Emma Brennan, ENCAMS
- BUT
 - consider the circumstances/the effects eg environmental levies
 - must be introduced at right time, workable and part of an integrated approach

Enforcement and cleaning

- Enforcement
 - an integral part of the change process
 - legitimised by availability of alternatives
 - differing views as to the make-up of “carrot and stick”
- Cleaning
 - £400m pa
 - clean and litter free streets make people think twice about dropping litter – see ENCAMS research
 - an integral part of the change process

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