

How to influence Litterers – (on one side of A4).

These are the actionable points Colin Townend could find in this publication:-

http://www.keepbritaintidy.org/sites/default/files/resource/15913_Journal%20of%20Litter%20and%20Environmental%20Quality_v7-online%20%281%29.pdf Page 21.

Approximately only 15% of littering is thought to be due to lack of bins or the presence of pre-existing litter making it seem OK; but 85% is down to personal qualities. Young people litter most.

Rather than targeting those who drop the most litter, (who are also the most entrenched) we are recommended to target occasional litterers, who are more readily influenced. The theory being that by 'converting' more individuals, a tipping point can be reached where littering will become a socially unacceptable minority activity, and people will seek to join the majority.

Facilitation

To make it easy to do the right thing, litter bins should be visible, in the right place, easy to use, fun to use, and possibly rewarding - See [Keep Britain Tidy's 'Bin for Good' strategy](#) where bin use triggers charitable donation by the council.

Motivation – Show the Disadvantages

Small fines, rarely imposed, trivialise the problem.

Sizeable fines that ARE imposed make the issue important.

People are more readily persuaded by images of individual wildlife damaged by litter, than by statistics. This is demonstrated by the Blue Planet effect. As Stalin famously said, "The death of a single Russian soldier is a tragedy. A million deaths is a statistic" (Time, 1943).

Posters showing individual cases of affected wildlife are therefore most effective.

People behave better when they are being watched, even when the watcher is a picture of staring eyes placed on a litter bin or a wall. Such a poster reduced average dog fouling rates by 46% .

Motivation – Show the Benefits

Solo litter pickers achieve more than just removing litter; If the area is kept free of litter, and people are seen cleaning up litter, it signals "littering is not OK" and makes re-littering less likely.

People are social animals and mimic what others do, especially what is done by people they like, aspire to or respect. This is especially true of young people, who are still shaping their identities, and among the heaviest litterers. So it is important to recruit appropriate 'Likeable' ambassadors to demonstrate the desired behaviour on social media. You can see this used by [Sky #Pass on Plastic](#)

People respond well to positive feedback. Financial rewards for good behaviour are costly (to a council) and no more effective than 'social' rewards; Use social media to acknowledge 'altruistic work' on litter by individuals.

Local Pride

If residents clear their own neighbourhood of litter, either as a group activity, or as individuals on a "one item of litter per day" strategy, it engenders community spirit and friendships; ownership of their neighbourhood; and signals that picking up litter is a good thing to do.

We can appeal to litterers to protect/improve 'their' neighbourhood. The uplift in morale in under-privileged areas can be swift, and cheap to implement.

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