

19/05/16



Tackling litter through targeted messaging

Context-specific communications toolkit

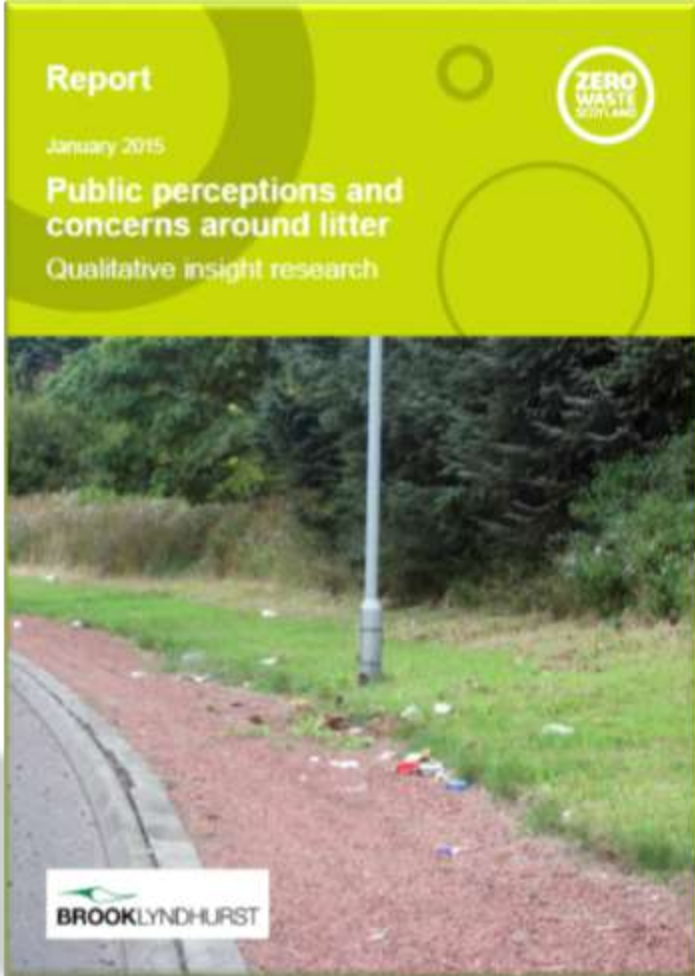
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National Litter Strategy





Myth or fact?

Men litter more than women

BUTT HEAD



DON'T BE ONE.
PUT YOUR USED
CIGARETTES IN THE BIN.



**ZERO
WASTE
SCOTLAND**

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

BIN IT OR FACE AN £80 FINE.

Myth or fact?

**Young people litter because
they are lazy**



Myth or fact?

**People are more likely to litter
in a dirty area**

**THIS IS
PRINCES
STREET.**

**NOT YOUR
PERSONAL
BIN.**



Myth or fact?

**Litter matters more in scenic
places**

**THIS
IS A
BEACH,
NOT A
BOTTLE
BANK.**

BIN YOUR LITTER
OR FACE AN £80 FINE.



**THIS
IS THE
UNION
CANAL,
NOT A
SKIP.**



Myth or fact?

Some littering is excusable



Myth or fact?

Finning is the answer



Myth or fact?

People can challenge littering



**NOT YOUR STREET?
IT'S NOT A SKIP
EITHER.**



Using the toolkit

- 9 contexts developed to date
- Materials and guidance freely available online
- Unbranded / adaptable to your own priorities
- Future development





Thank you.

zerowastescotland.org.uk/TargetedMessaging

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