

Litter Messaging and Behaviour Change



What Drives Behaviour Change?

The three key drivers of behaviour change are capability and motivation, which are internal conditions, and opportunity, which is an external condition.

They are interlinked and can influence each other.

In other words...apply pressure, or make it easier!

For example...



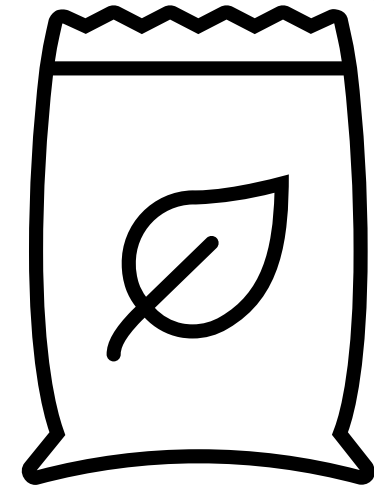
We want people to switch from disposable coffee cups to reusable cups

1. Capability – can they afford to buy a reusable cup?
2. Motivation – is there an incentive to bring their cup?
3. Opportunity – will cafes accept reusable cups?

So...

We need to make it as easy and accessible as possible for people to make simple changes.

A Behaviour Change Success Story: Plastic Bags



- ✓ Led by central government legislation – applies to everyone
- ✓ Delivered by businesses – accessible to all people
- ✓ Opportunity to save 10p – motivation to change
- Plastic bag usage down 97% since 2015
- Average person in England now buys around three single-use carrier bags a year from the main supermarkets, compared with around 140 in 2014.
- Charge increased to 10p in 2022 – led to further decrease.

Tools for Behaviour change messaging



Affect: Our emotional associations can powerfully shape our actions



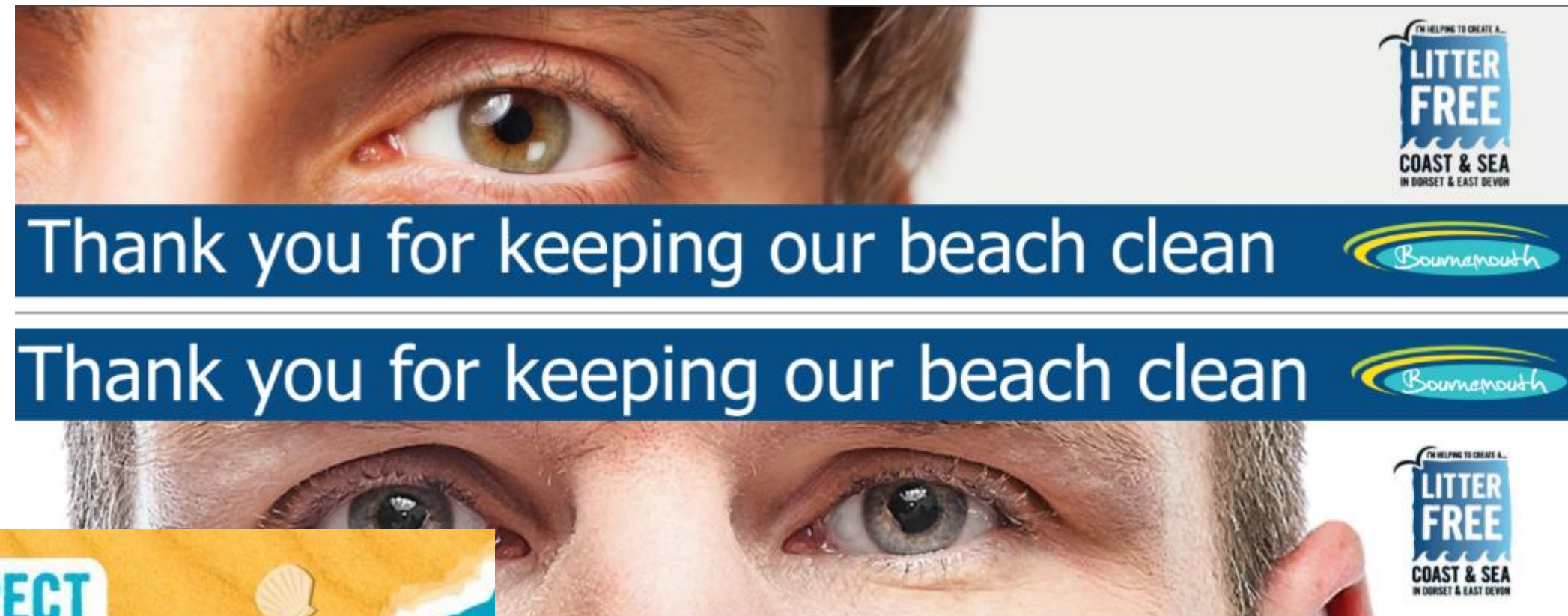
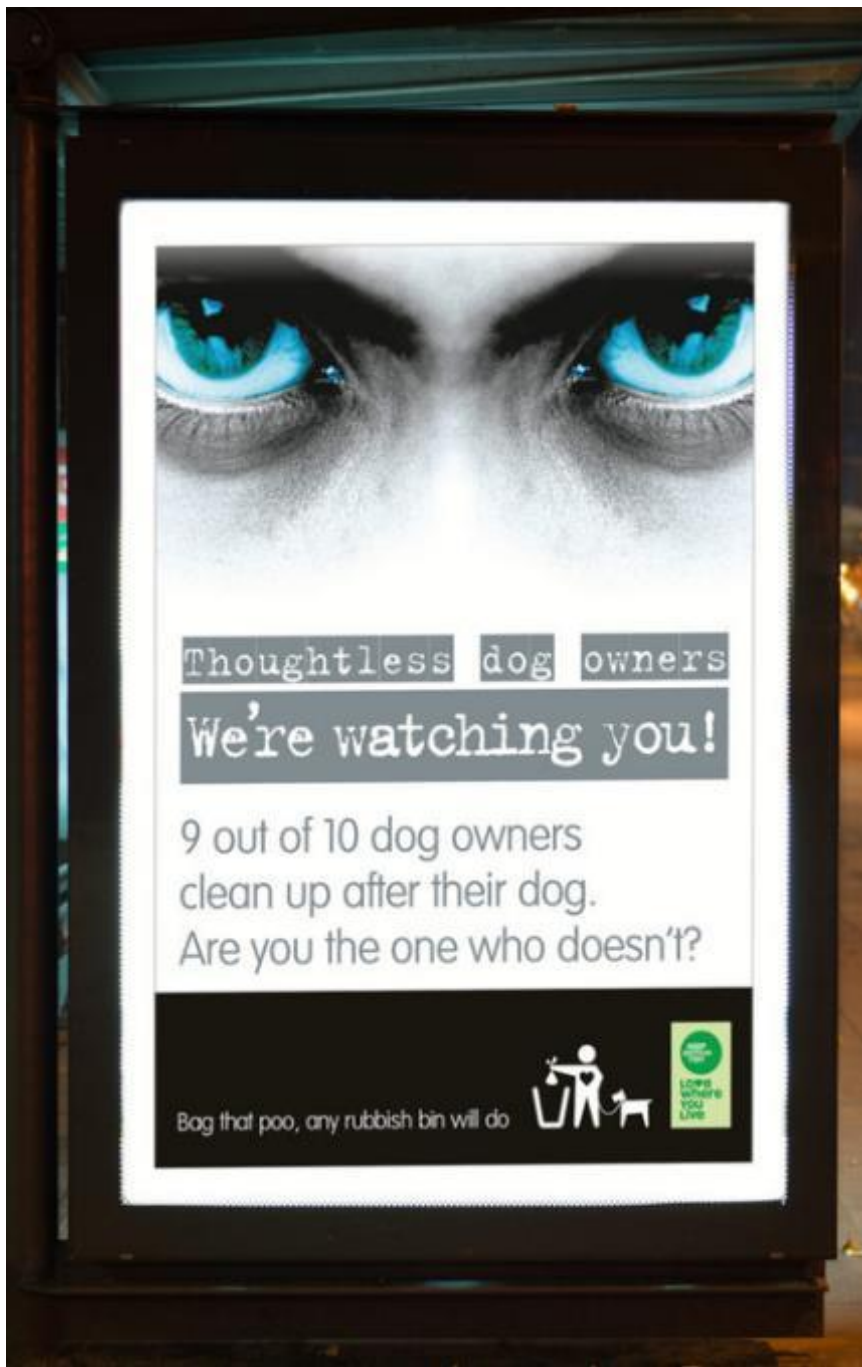
Prompts / Nudging: Giving people reminders at the right time can help them take action



Personalisation: We are more likely to respond to information which is tailored to us



Priming: Our acts are often influenced by sub-conscious cues



Saliience : Our attention is drawn to what is novel and seems relevant to us



Social norms : We tend to behave the way we think most others do, and want to follow the majority



SLAM DUNK THE JUNK

LYME REGIS IS A LITTER FREE BEACH

MOST PEOPLE THAT VISIT WILL USE A BIN OR TAKE THEIR RUBBISH HOME. WILL YOU? THANK YOU.

LITTER FREE COAST & SEA

LITTER FREE DORSET LAND, COAST & SEA

Framing: The way we interpret information depends on how it is presented

Why the Guardian is changing the language it uses about the environment

From now, house style guide recommends terms such as 'climate crisis' and 'global heating'



Competition / Reward: If we are offered incentives we are more likely to change our behaviour



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In Summary:

- **Identify the behaviour change you want and make it as easy as possible for people to do it**

- Bin Your Butts – here's a portable ashtray!

- **Keep your message clear and simple**

- E.g. Dogs on leads in this area... Dogs can be off lead in this area...

- **Appeal to their emotions:**

- Make them feel part of something – pride of place
- Make them laugh – keep it light!

- **People respond better to positive messaging**

- Thank you for..." instead of "Please don't..."

- **Give people a reason to make the change**

- save money / win a prize / keep Dorset beautiful!