

KESAB & Square Holes

'Littering Behaviour'

The Issue

Client Problem: Need to encourage people to use the bins provided.

Research Objective: Reveal insights and attitudes to litter amongst South Australians to inform future KESAB communications

1. Identify profile of litterers
2. Reveal insights into current littering behaviours amongst South Australians
3. Discover reasons why South Australian's litter
4. Understand influencers for behavioural change
5. Study environments that encourage littering and those that discourage
6. Highlight types of litter and incidence rates [ie: cigarettes at break times]
7. Map previous insights to current observations with a focus on behavioural change

The Solution

Research Methodology Overview

1. Stakeholder Interviews

Depth interviews with stakeholders from the fast food industry in Adelaide City Council were undertaken by Square Holes in order to understand issues from the industry angle regarding littering in Adelaide CBD.

2. Ethnography

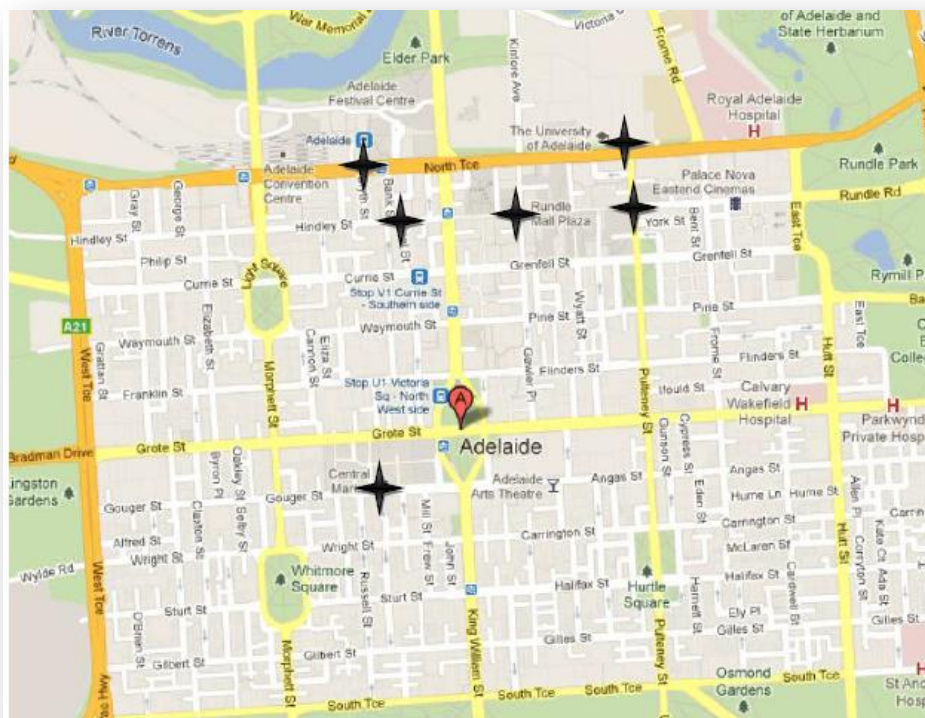
To uncover insights and behaviours in relation to littering, Square Holes conducted an ethnographic and photographic study of urban littering black spots defined by the Adelaide City Council.

3. Depth Interviews

Ten depth interviews were conducted to gain insight into the mindset, attitudes, behaviours and expectations of litterers who frequent Adelaide City Council. Criteria for these interviews include litterers who frequent ACC; under 55 years old; skew towards males under 30s; and skew towards low-mid SES.

4. Online Survey

An online survey with litterers in metropolitan Adelaide was conducted with a sample size of 205 respondents. The data was weighted to the metropolitan Adelaide population according to the recent Census. The survey was designed to quantify issues arising from the qualitative research and identify strategies for future marketing communications.



The Result

Key Insights & Recommendations

Overall, litterers in metropolitan Adelaide do **have a social conscience**, where a majority of people understand that littering is wrong – this is less so among the target audiences [males under 30 / lower SES]. However, there are common justifications that individuals use to override the laziness of littering in an urban space such as Adelaide CBD.

- ⇒ **“No available bins”** – if there are no bins in the exact vicinity at the time of desired rubbish disposal the government is often blamed for not providing enough bins – from the ethnography this is typically an excuse that the bins are too far away or not visible at a glance.

Increase visibility of existing bins rather than implementing more resources.

- ⇒ **“Someone else will pick it up”** – particularly in the CBD or at events, litterers often rely on council workers to clean up litter in the streets.

Increase awareness of council services relating to rubbish disposal and clean up.

Engage with the target audience.

Focus the campaign on...

- **Males under 30**
- **Lower SES**

“Seeing other litter around neutralises it and you think someone is going to clean it up and you will get away with it”
[M<30, high SES]

Tweak for night versus day.

Tweak the campaign strategy for night versus day to attract different mindsets. **Night Owls** [who go to pubs/bars/clubs in the city on a typical Friday/Saturday night] are more likely to litter in the city as they are out to have fun at night, drinking with friends. **Social responsibility becomes a lower priority when drinking** and there is less risk of social stigma when littering in the darkness. The campaign should be bigger and brighter at night to appeal to this unique audience. Litter is at its worst in the CBD between the hours of midnight and 6am.

“I’ve seen a lot of dirty places around the world, so Adelaide is pretty clean, except on a Friday or Saturday night in Rundle or Hindley Street”
[M< 30, high SES]

Be brave and creative in the marketing strategy

- As littering is often subconscious or a low priority issue, marketing communications need to hit the audience on the spot **at the scene of the crime**.
- **Use guerrilla or experiential marketing** in the CBD's black spots to target culprits before littering occurs.
- **Bring existing bins to life** to encourage use of already sufficient infrastructure.

Keep the marketing message relevant to the audience

DON'T:

- **Accuse** them.
"If you litter you're lazy"
- **Insult** them.
"Smart people put their litter in the bin"
- Be **authoritative**.
"Don't litter!"

DO:

- Use **social enforcement** rather than monetary enforcement – let them take pride in SA. Litterers will only litter inconspicuously to **avoid social stigma**.
- **Show how littering affects them, their family and friends directly** [e.g. disease, filth]. What would happen if there were no council services?



The key outcomes that contributed value to the organisation

From the outcomes of the research, KESAB developed a toolbox for a campaign to initiate in Adelaide City Council and to ultimately be rolled out in other Australian cities at a later date.

CAMPAIGN OBJECTIVE: Encourage use of litter bins.

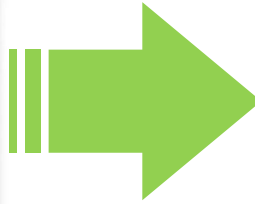
The campaign is targeting litterers at the scene of the crime or ideally a moment before they are about to litter. The campaign 'footprint' makes wide use of 'conventional' media problematical.

The City's litter bins and footpath signs allow 'at the scene of crime' messaging - so much more effective. 'HI-VIS' litter bins render a complex message on bins unnecessary. By virtue of their bright colours, they will largely tell their own story. Emphasis on sequences of footpath signs, in all cases leading to litter bins. The footpath 'stories' in clusters over all the precincts. The bins themselves will carry a very simple sign - in harmony with the footpath signs.

The only 'conventional media' proposed in addition to the bins and footpath signs will be the big screen in conjunction with Litter 48 and signs on trams running directly through the city.



1. Make the bins visible so they want to be used.



- Respondents tell us there are insufficient litter bins. A regularly heard excuse.
- This proposal makes the litter bins impossible to ignore.
- Fits with KESAB's stated objective of encouraging use of litter bins.
- A low cost option.
- Opportunity to measure and compare litter bin use in both types of area before and during the campaign.
- Potential for useful media coverage.
- It will show that the City is serious about reducing the litter problem.

2. Litter 48: time lapse video of a street without council clean up services for 48 hrs.

- The media are briefed of this in advance.
- Two or three sites filmed with static cameras. A time lapse movie is made of the litter building up and it is given to the news services and run on the big screen in the City's main mall.
- The same movie is posted on YouTube. It has the potential to 'go viral'.
- Litter 48 takes place immediately before the broader campaign.
- It is very hard to get litter on the radar of most people.
- Litter 48 has the potential to generate high level publicity in Adelaide and beyond.
- The publicity value will almost certainly exceed the cost of running Litter 48.
- It will be clear demonstration of the problem and a clear demonstration of the good work ACC does every day in keeping the city clean
- It will bring attention to the issue of litter immediately leading up to our 'High-vis bins'.
- Its cost will be modest, involving the cost of managing the media, making the time lapse film, running it on the big screen and exploiting digital media.

3. Branding on trams constantly running directly through the city.

