



CAN YOU 'NUDGE' PEOPLE TO  
RECYCLE MORE?







**FOOD**



**FASHION**



**HOMES**



**NEIGHBOURHOODS**





## LIKE WHAT?

**How can you stop young men on a night out dropping litter?**

- Let's talk about sport – keeping it topical and fun.
- What behaviour change techniques can we use – nudge?
- Let's make the design strong, compelling and modern.





**Gain  
insight**



**Use proven  
behaviour  
change  
techniques**



**Learn fast –  
fail cheap**



**Share results  
(good and bad)**



**Spread impact**



# COFFEE CUP CHAINS

## Making coffee cups recyclable

- Collaborated to deliver cup recycling campaigns in Manchester and London. Six million cups recycled.
- Three mills can now recycle coffee cups.
- Costa providing £70 per tonne to recycling industry for collected cups.
- Starbucks introduced the 'Latte Levy' across all UK stores.





# CAMPAIGNS

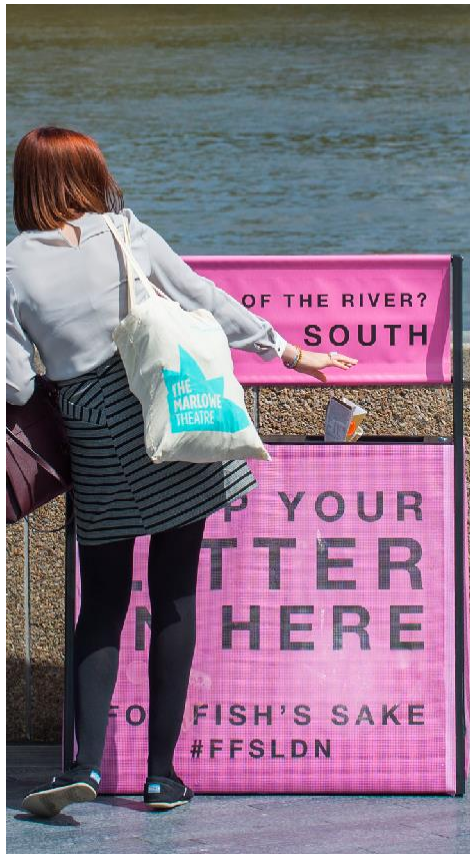
# STREETS AHEAD





## CAMPAIGNS

# For Fish's Sake #FFS





# CAMPAIGNS

## DRIVE DOWN LITTER





# # LEEDS BY EXAMPLE

## Coalition campaign in Leeds

- Campaign exploring ways to boost recycling on the go in Leeds.
- A branded campaign engaging local and national stakeholders.
- Coalition of 25 companies coming together to fund a measured trial.
- Will launch and test the new OPRL App.
- Will assess impact of Recycling Reward Machines.





# CAMPAIGNS

## LEEDS BY EXAMPLE





# CAMPAIGNS

## LEEDS BY EXAMPLE





# CAMPAIGNS

## LEEDS BY EXAMPLE





# BUXTON WATER

## Proving plastic bottles have a value

- Collected 8,000 discarded bottles from the Ride Event in Green Park.
- Bottles used to make a boat from 99% recycled plastic.
- Boat is moored in Docklands taking children and businesses plastic fishing.
- Second Boat launched in September.







# COMMUNITY FRIDGES

## Hyper local

- A network 50 Community Fridges in the UK in the next twelve months.
- Enable community groups to easily share learning and experiences.
- A collaborative approach involving a wide range of retailers.
- Fridges are saving on average 0.5 tonnes of perishable food a month.





A person wearing a purple long-sleeved shirt, black trousers, and a grey backpack is standing with their back to the camera. They are looking at a pink sign that is part of a larger display. The sign is mounted on a stone wall overlooking a river. In the background, a blue and white boat is visible on the water. The scene is outdoors on a sunny day.

# THANK YOU

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BEST SIDE OF THE RIVER?  
NORTH SOUTH

DROP YOUR  
LITTER  
IN HERE

OR FISH'S SAKE  
#FFSLDN