



Can you nudge people
to be more sustainable?



24
HOUR

FITNESS





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.





PUMPKIN RESCUE

Let's squash food waste:

- **18,000 tonnes** of pumpkin wasted every Halloween
- 5th year of the campaign – 'eat your pumpkin'
- **2016: 126 events** across the UK. Potential reach of **77.3 million**
- Continued impact: so far, **24 groups** running social media campaigns or events this October



IKEA LIVE LAGOM

The customer as the messenger

- LAGOM created to boost sales of sustainable products and increase awareness of co-workers and customers.
- Built on deep customer insight through home visits and store tours.
- A new Live LAGOM catalogue was created.
- Participants incentivised to purchase sustainable products and tell their stories via social media.



IMPACT OF LIVE LAGOM



2,600 engaged
co-workers and customers, with a social media reach of 21.5 million.



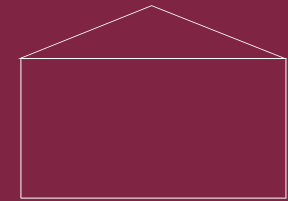
Financial and environmental savings
demonstrated by University of Surrey research.



Perceptions of affordability shifted from 25% to **62%.**



28% increase in sales of focussed products.



Visitation by Live LAGOM participants to stores increased by 29% compared to an increase of 16% from control group.





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.



GIFT A BUNDLE

- Gifting beautiful outgrown baby clothing to families who need them.
- Gifts from a mother to another on Mothers Day.
- Run in partnership with mothercare.
- Delivered in 43 stores and has collected **52,000 items of clothing helping 6,000 families.**



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.



RECYCLING ON THE GO

Coalition campaign in Leeds

- Campaign will explore 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 Deposit Return Machines.





Plastic Fishing

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.



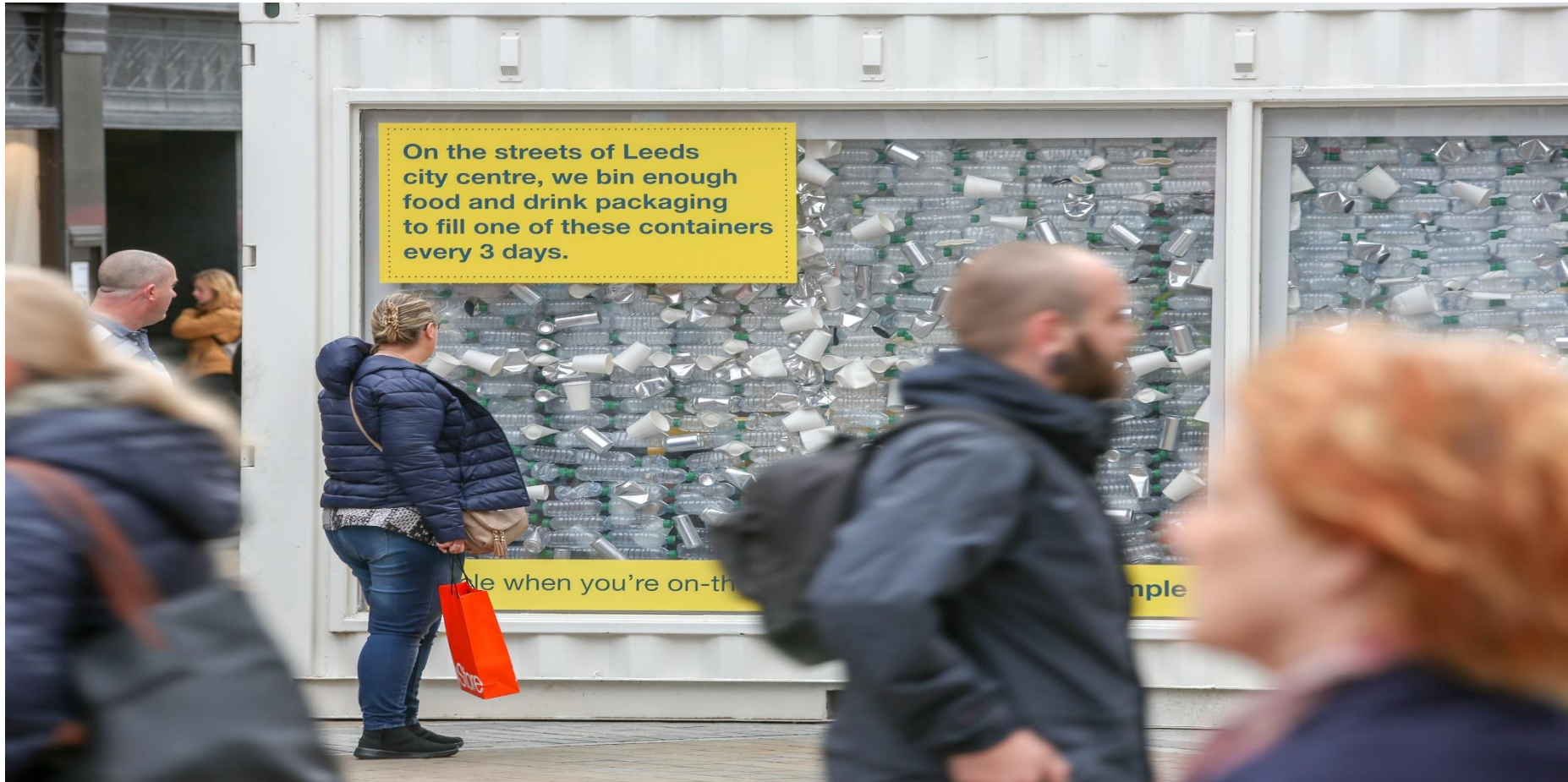
Pride of place

LOVE YOUR FOREST



Pride of place

LEEDS BY EXAMPLE



Pride of place

STREETS AHEAD



Pride of place

FOR FISH'S SAKE



Rewards

DRIVE DOWN LITTER



Rewards

LEEDS BY EXAMPLE





THANK YOU

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