



CREATING BEHAVIOUR CHANGE
THROUGH COLLABORATION

SILVIA KERSTE



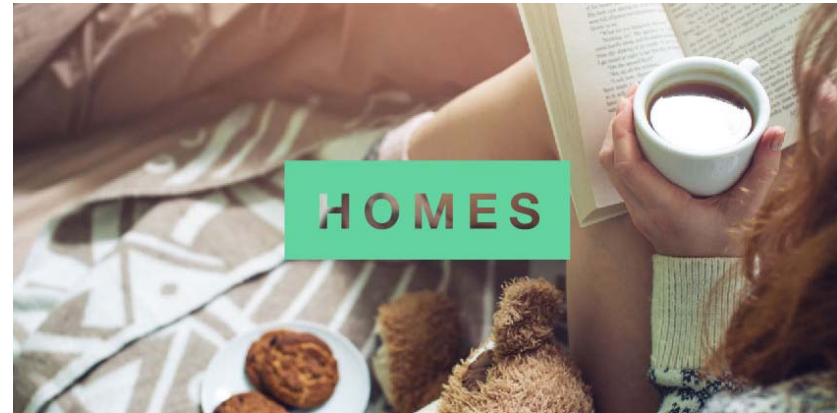
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HUBBUB

A fresh approach



FOOD



HOMES



NEIGHBOURHOODS



FASHION

3

OUR CLIENTS & PARTNERS



Some of our recent clients & partners:



City of Westminster



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BEHAVIOUR CHANGE

IS COMPLEX



5

OUR APPROACH

A CHARITY WITH A DIFFERENCE



- Gain insights
- Topical
- Visualisation
- Playful
- Build community
- Collaborative
- Driven by social media



BALLOT BINS

Gain insights

Who's dropping cigarette butts?



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BALLOT BINS - SOUTHEND

Topical



CASE STUDY: STREETS AHEAD



STREETS AHEAD

Gain insights

- online survey filled in by over 1600 locals.
- interviews with 300+ people in streets.
- observations of 1000+ people at 6 sites in city
- Use of existing data



STREETS AHEAD

Gain insights

- 35% of fish off the British coast have plastic in their gut
- 4 tonnes of rubbish are cleared from beaches daily in summer
- 8 out of 10 Brighton residents are fed up
- 88% of people think there should be stricter fines to those who litter.



CAMPAIGN DEVELOPMENT



Based on Brighton's vibrant, bright and colourful character, we came up with the campaign brand:

#StreetsAhead

- Broad enough to be linked to litter as well as fly-tipping.
- Describes the city's culture and identity.
- Links to the **progressive identity** of the city.
- Creates a **community-feeling**.

Brighton & Hove
#StreetsAhead

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#StreetsAhead

CHANGING BEHAVIOUR



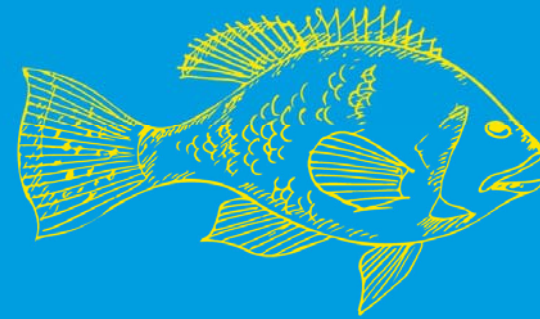
KEY BEHAVIOUR MESSAGE:

- Use the bin, not the pebbles, not the gutter, not the pavement
- If you see some litter and you're near a bin – pick it up
- If the bin is full, find another one or take your litter home

MAIN COPY:

- *For Fishes Sake, Bin Your Litter!*

For Fish's Sake,
Bin Your Litter



Brighton & Hove
#StreetsAhead

EVALUATION FRAMEWORK



1. Reduce litter and fly-tipping
2. Grow capacity of Cityclean staff
3. Increase number of litter-reduction activities by community organisations.
4. Increase commitment of local business community to keep the streets clean.
5. Grow the council's reputation as an innovator reducing litter



LITTER INSTALLATION

Visualisation



TRASH CONVERTERS

Playful



SILENT DISCO BEACH CLEAN

Building Community



STAFF ENGAGEMENT

Building community



BUSINESS ENGAGEMENT

Collaboration



SOCIAL MEDIA



To get the campaign messages across online Hubbub created a Resource Pack for the council including:

- Social media calendar with Tweets & posts for the first- campaign month
- GIF's
- Light & bright photography
- Funny films
- Social media cards with key messaging

BHCC_Cityclean @RecyclingRefuse · Aug 26
Each week in summer we clear 28 tonnes of #litter from our beaches - the weight of 4 bottlenose whales. For Fish's Sake: don't drop litter!

BHCC_Cityclean @RecyclingRefuse · Aug 25
80% of you are fed up with the amount of litter in Brighton & Hove, that's why we're launching #StreetsAhead

BHCC_Cityclean @RecyclingRefuse · Aug 29
28 tonnes of #litter is cleared from Brighton & Hove beaches weekly, that's equal to 4 bottlenose whales. For Fish's Sake: don't drop litter

SOCIAL MEDIA



Vicky Karidopoulou and 2 others liked

Amy Gibson @AmyGibsonEvents · Aug 25


ONE HUNDRED PEOPLE cleaned Brighton beach this evening!! They collected TWO HUNDRED KILOS of rubbish!! #streetsahead #pier2pierbeachclean



6 27


Brighton Every Day @BN1EveryDay · Aug 25

Did someone say Bank Holiday Weekend? If you hit the beach make sure you're kind to it! 🌊 #Brighton #StreetsAhead #BrightonEveryDay



RefillBrighton @RefillBrighton · Aug 28

What a beautiful Bank Holiday weekend! Refill team members were on the beach with @hubbuk promoting #StreetsAhead #pier2pierbeachclean



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Latest TV



Evening news - 25 August 2017

ITV Meridian



Evening news - 27 August 2017

Coverage Summary



Broadcast



Print

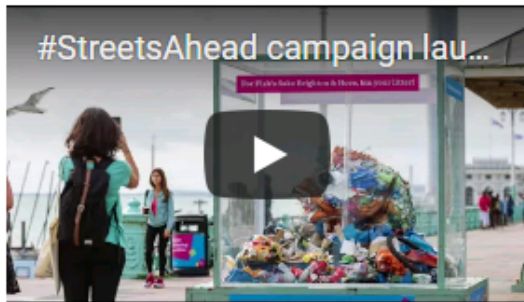


Online



Trade

BBC Sussex



Breakfast show - 25 August 2017

Juice 107.2



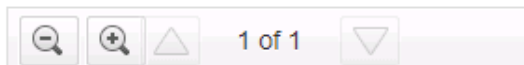
News bulletins - 26 August 2017

Online Coverage

PEBBLE MAGAZINE



Coverage Log



Print Coverage

Clean up our city

HIGHLIGHTS SO FAR



- over **20 community groups** engaged, over **20 local businesses** engaged
- **1,319 people** engaged in activities in the first two weekends
- 20 pieces of positive press coverage, **reach over 3.7 million**
- Cityclean's post engagement on **Facebook up 841%** after the launch weekend
- **249 people & partners** promoting the campaign including Komedia Brighton, Juice 107.2, Cool Brighton, i360, Palace Pier, Brighton Gin, Cllr Warren Morgan and Cllr Emma Daniel



NEXT PHASES



OPTIONS FOR COLLABORATION



- Run seasonal campaigns like Travellers Check and Pumpkin Rescue – Resource packs
- Learn from our future food waste and litter campaigns
– Hubbub newsletter
- Buy a Ballot Bin – ballotbin.org.uk
- Use videos, infographics and vlogs for free
– YouTube channel
- Work with us to develop local campaigns –
Get in touch silvia@hubbub.org.uk



THANK YOU

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