

Soft drinks littering

Understanding and influencing
young adult litterers



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Executive Summary

In 2014, Keep Britain Tidy partnered with Coca-Cola Enterprises on a project to better understand soft drinks littering behaviours. The research took an innovative approach by conducting behavioural observations in the field to capture what actually happens when people dispose of their litter and the context in which this takes place.

The observations identified that most littering of soft drinks appears to come from young adults aged 16 to 25. Based on this insight, we then conducted in-depth focus groups with people who were of this age group and who claimed that they regularly littered soft drinks. The focus groups allowed us to develop a better understanding of how environmental cues, social cues, personal norms and object design influence soft drinks disposal behaviours for this age group. This research has also been instrumental in developing Keep Britain Tidy's approach to understanding behaviours through observations in the field, allowing us to gain new insights into disposal behaviours and develop targeted interventions more effectively.



Campaigns and education play a limited role



The nature of objects can influence behaviours



Social influences are important



The environment is also influential



Differences exist between object types

Understanding young adults soft-drinks littering behaviours



Headline results

Young adults often litter soft drinks

Our observations in the field found that many people who litter soft drinks are young adults, between 16 and 25 years old. Whilst other people also litter soft drinks, we focused on this age range as they appear to be playing a significant role in this issue. Additionally, our research suggests that people's personal obligation to find a bin for their litter strengthens with age.

It should be noted that this demographic group is very broad in nature. For example, it includes young students still living at home and young adult parents, working and living independently so drivers influencing their behaviours may be varied. A large proportion of the young adults who participated in our focus groups were college or university students who were living out of home. These participants identified that in themselves and amongst their peers there was a significant change in attitudes and behaviours from the early to later teenage years, with littering seen as a 'cool' thing to do in the younger years and less acceptable under most circumstances from around the age of 16. However, increased maturity does not prevent young adults from littering soft drinks altogether, as participants admitted that they did this on a regular basis.



Campaigns and education play a limited role

All young adult soft drinks litterers that we talked to were aware that littering is wrong. Most would never litter in front of their parents, on a first date, or in front of a younger sibling for exactly this reason. The same people, however, would litter in other circumstances on a regular basis. This suggests educational campaigns and messages may have limited success in changing behaviours and other techniques or approaches should be used to build on these, for example by appealing to the social influences and values of young adults.

The focus group participants said that they were unlikely to take notice of council campaigns and felt deeply sceptical about the motives behind environmental messaging from businesses and celebrities. Participants felt that they were more likely to listen to celebrities if they had a genuine link to, or history of campaigning on, the issue at hand. For example, several participants mentioned David Attenborough in relation to environmental campaigns and Emma Watson in relation to feminism campaigns.



The nature of objects can influence behaviours

This research found that the specific nature and the function of the object, in this case a soft drinks can or bottle, is likely to have an influence on whether it is littered. For example, the focus group participants said that because they could reseal a soft drink bottle and store it on their person for later use, they were less likely to litter it compared to a can which may leak residue if stored in the same way. Glass bottles were seen as the least acceptable soft drinks item to litter due to the danger it could pose for other people should the glass break. Therefore focusing on a single object, a bottle or a can, is extremely useful when designing effective solutions, and we have provided a number of suggestions for this in the main body of the report on page 13.



Social influences are important

The research found that people are more likely to litter when they are in a group of people they know who are of a similar age. All behavioural observations conducted showed littering of soft drinks taking place explicitly (rather than discretely) when the litterers were with friends, suggesting that litterers of this age group seek peer approval through their littering behaviours. Additionally, testing during the focus groups found that participants were more likely to say that littering under different scenarios was acceptable when speaking out in front of the group compared to when they were asked to respond privately.

The young adults we spoke with felt it was deeply unacceptable to litter in front of parents, especially their mothers, and children. Additionally, they were less likely to litter in front of strangers for fear of being negatively perceived by them or 'told off'. Conversely, littering in front of friends and especially whilst drunk was seen as more acceptable. However most participants felt uncomfortable about littering in front of the opposite sex and said that they would avoid littering on a first date or if they were trying to impress someone. These findings suggest that interventions that leverage feelings of disapproval by peers and strangers could be effective in discouraging littering. A number of suggestions for doing this are provided on page 13.



The environment or place is also influential

Finally our research suggests that the environment also plays a role in influencing behaviours in many situations for young adult soft drinks litterers, though social factors were more dominant. For example, closely linked to social drivers, our young adult soft drinks litterers are highly influenced by seeing litter already on the ground. Additionally, bin provision, salience, design and cleanliness are all likely to play a role. Participants generally felt that it was most unacceptable to litter in parks due to the presence of bins, wildlife and children. Conversely, littering at festivals, cinemas, shopping centres and tube/train stations was seen as completely acceptable, as participants felt that it was more likely to be cleaned up on a regular basis, while a lack of bins at some of these locations was also used to justify this behaviour. Suggestions for addressing the environmental influences on people's littering behaviour are provided on page 15.



Can different types of litter be addressed together?

Our research suggests some similarities can be found between the drivers of soft drinks littering and those leading to the littering of other types of food and drinks packaging. This suggests that for some areas there may be common solutions to tackle soft drinks alongside other food and drinks littering. For example, many young adults may purchase and need to dispose of a drink at the same time as food, such as crisps, confectionary and take-away meals. It should be remembered, however, that complex differences do exist between object types and the context in which they are bought, so it is important to examine the social, environmental and personal norms and object design drivers at play in every situation to assess whether a targeted approach might be more appropriate.

Introduction

Keep Britain Tidy has been working in partnership with Coca-Cola Enterprises for the past year to better understand soft drinks littering. The research took a new approach towards understanding littering behaviours by including behavioural observations within the research design. This enabled Keep Britain Tidy to observe littering in the field and better understand the drivers and context that influences whether littering is likely to take place.

The aim of the research was to establish who are the most prevalent litterers of soft drink containers and understand the drivers that influence their littering behaviour.

Littering takes place in many different contexts and for many different reasons. The personal attitudes of an individual, the objects they are carrying, the environment they are in and the people they are with are all examples of the diverse drivers that could influence behaviours and the most successful solutions are designed with these in mind.

For a long time research to understand littering has relied too much on methods like litter counts, surveys and focus groups. These are all important but miss out on actually witnessing littering behaviours taking place. This research has helped Keep Britain Tidy and Coca-Cola Enterprises develop a new approach that includes using trained researchers to observe littering directly and the behavioural context in which littering takes place.

The research focused on 'Other retail and commercial areas' i.e. small shopping parades. This land use type was chosen based on results from the 2013 LEQSE survey, which found that soft drinks litter was present on 57% of 'Other retail and commercial areas' (compared to 52% of all land use types surveyed).

The research consisted of three stages, which form the structure of this report:

- 1. Understanding who is littering soft drinks and their littering behaviours**
- 2. Furthering this understanding with our target group of soft drinks litterers to identify what factors are influencing littering**
- 3. Exploring how this insight could be used to develop solutions to prevent littering of soft drinks.**

This report summarises the research undertaken. More detailed reports on stages one and two are also available.

Stage 1: Field Results - understanding who is littering and the context of their littering behaviours

Methodology

This stage focused on field observations of littering to begin to provide evidence and understanding as to who tends to litter soft drinks and the reasons why.

Two small shopping area sites were chosen on the Aigburth Road in Liverpool matching the description of 'other retail and commercial areas' provided in the Local Environmental Quality Survey for England. There are a number of shops and offices at the site including shops and/or cafes selling soft drinks. Bins were present in both sites. One site had a bus stop whilst the other one had a small parking area.

A multi-model research approach was used consisting of the following:

- 1. On-site experimentation** – the activities below were divided into two weeks. In week 1 no changes to the site took place. At the start of week 2 both sites were cleansed to a high level and an extra litter bin was added. This was to test the impact of 'beautification' and 'disposal convenience' on littering/binning behaviours.
- 2. Observations** – the two sites were discretely observed for six hours on at least three days each week for littering and wider disposal behaviours (e.g. in bins).
- 3. Intercepts** – across the two weeks 49 on-street interviews were undertaken with people observed in the research sites. Interviewees were also invited to participate in a follow-up group interview.
- 4. Group interviews** – two group interviews were held with four and ten participants each—one before the introduction of 'beautification' and 'disposal convenience' and one after. The vast majority of participants (all but one) in the group interviews claimed not to drop litter.

We commissioned The Hunting Dynasty to deliver the research in Stage One.

Results

1. On-site experimentation

The research found that cleaner streets and more bins together did reduce general littering, in line with other research. However, cleaner streets and more bins did not appear to reduce soft drinks littering, although the sample size observed was very small (only one incident of soft drinks littering was observed in week 1 and two incidences in week 2).

No clear differences were seen between the 'normal' week and the 'experimentation' week in soft drinks littering behaviours (or attitudes expressed in the intercept interviews). Therefore results from the observations, intercepts and group interviews have been combined from both weeks in the following sections.

2. Observations

It is clear that relatively few soft drinks were actually littered at both study sites – 17% of soft drinks were littered as a proportion of overall deposits (littered and binned). Apart from snack packs (e.g. crisp or biscuit packaging), soft drinks had the highest ratio of correctly binned to incorrectly littered items. Where littering of soft drinks was observed it took place exclusively amongst 16-24 year olds.

Soft drinks littering occurred exclusively on foot. Those littering were mostly empty-handed so littering is likely to be deliberate and not a result of carrying too many things at the same time and dropping something accidentally.

All incidences of soft drinks littering occurred when the litterer was in a group of people they knew and of a similar age (i.e. in front of friends rather than children or parents).

Soft drinks littering occurred in highly conspicuous places, such as on the footway or on street furniture. There was no attempt to hide or no sign of feeling guilty about littering. Soft drinks littering behaviours were observed to be more conspicuous than any other littering behaviours, other than cigarettes (which by their nature are treated differently to other types of litter). It was felt that the litterers may be trying to advertise their littering behaviour.

These findings point towards the soft drinks litterer looking for peer approval through littering behaviours.

3. Intercepts

The on-street interviews (intercepts) found high levels of declared general littering from the 49 people stopped on the street. In fact the declared rate of soft drinks littering was higher than our observed rate.

It was felt these might be some reasons why the declared rate was higher than the observed:

- It was a truer reading of littering, meaning some declared littering was happening outside of our daily observation hours, and those intercepted felt little guilt or shame in admitting it.
- Intercepts were perhaps primed because we asked 'Can you remember what you didn't put in the bin?' they were naming items that were the easier-to-recall type of 'littering events' such as bright, bulky, noisy, soft drinks items.
- The question focused on 'littering here in the past month'. It can be difficult to remember all events that took place within a month and perhaps people were 'remembering' events beyond the month.

People who were interviewed and had a weaker personal obligation (or drive) to find a bin littered more frequently, but not by much on average. We found personal obligation to find a bin (i.e. care to not to litter or guilt when littering) strengthens with age.

Littering increased on-site at certain times of day corresponding with school break times and after school. It was observed that age dropped, and personal obligations to find a bin weakened during these periods. Our younger soft drinks litterers appear to have a weaker personal obligation to find a bin. Declared reasons for littering were 'laziness' and/or 'inconvenience'. People with low personal obligations to not litter often feel little guilt over their litter actions.

All soft drinks litterers were using the site to travel to and from work or school, and half lived more than a mile away from the site. This compounds a lack of guilt or personal obligation as the act of

littering occurring is 'not my problem' as its not on my doorstep. The group interviews also found a natural divide existed between people who lived in the neighbourhood and those who visit or pass through but live elsewhere.

Positively, however almost all respondents felt a clean street was important.

4. Group interviews

It should be acknowledged that participants that attended the group interviews did not identify themselves as litterers. There were, however, two interesting points discussed worth acknowledging.

When asked 'what is littered?' soft drinks was the most frequent response given – the same as cigarette litter and fast-food packaging combined. Therefore whilst we observed a low rate of littering of soft drinks, public perception is the reverse. This is likely to be the result of a high salience and ease of recall from the size, bright, attractive packaging and well-known brand recollection of soft drinks. Soft drinks (alongside fast food packaging) are likely to be seen as 'beacons of litter'. This perception of the extent at which soft drinks are littered could lead to more littering behaviours as people are likely to feel littering soft drinks is the social norm.

Participants also discussed bin design. They felt that we 'drop' litter – in our minds and with our hands – into a bin, or on a path. The act of 'posting litter' through an aperture was seen as 'alien' and a potential barrier to using bins, especially those with small apertures. Open bins or bins with large spaces to semi-drop litter into were favoured as were clean, bright, salient bins.

Recommendations

This stage of the research concluded that there was something driving young adults to litter which may not be common among the rest of the population – a strong, peer group led, 'celebrity-consumer' lifestyle to which they aspire. However due to a small sample size for soft drinks littering observations there are some clear gaps in our understanding, stage two aimed to fill these gaps.

Stage 2: Building our understanding further

Stage one successfully identified that young adults (aged 16-25) were a key demographic that littered soft drinks on a regular basis and that 'social drivers' were likely to play an important role in influencing their littering behaviours.

However, further research was required to clarify some gaps in the evidence. For example the group interviews held did not capture our targeted demographic of young adult litterers and the overall sample size of soft drinks littering behaviours observed was relatively small.

Therefore Keep Britain Tidy and Coca-Cola Enterprises took the decision to better understand our target demographic of young adult litterers before beginning to design solutions to prevent littering. Extended focus groups were conducted for this purpose.

The research objectives of Stage two were to:

- 1. better understand the behavioural drivers of young adults (16-25 year olds) which influence soft drinks littering, and**
- 2. begin to identify what measures are likely to be most effective in changing behaviours of young adults who drop litter (reported in stage three).**

Methodology

The research consisted of two extended focus groups with our target demographic of 16-25 year old soft drinks litterers to better understand littering attitudes and behaviours. The focus groups were held in Liverpool and London and participants underwent a screening process to ensure they were regular soft drinks litterers.

The focus groups were structured around five topics:

- 1. Personal influences** - the attitudes, norms and values of the individual on soft drinks littering
- 2. Object influences** - the influences of the object that could be littered on soft drinks littering
- 3. Social influences** - the influences of who you are with on soft drinks littering
- 4. Environmental influences** - the influences of the environment or place on soft drinks littering
- 5. Testing potential solutions** to reduce soft drinks littering (reported in Stage three)

Results

Personal influences

Personal attitudes differed widely amongst participants reflecting the diversity of people within the target group of young adult soft drinks litterers. Some participants felt guilty whenever they littered, whereas for others littering was just part of life and were inclined to litter largely free from guilt in many circumstances. Although they have admitted to littering none of the participants appeared to be completely shameless in their littering habits.

Most participants didn't appear to be bothered about seeing litter and felt that certain littering situations were not littering. For example putting cigarettes down the drain or leaving items on walls or benches rather than on the ground.

At the start of the focus group sessions, we tested personal norms or attitudes in relation to littering acceptability using an approach originally tested by Schwartz (2009)¹ and found a mixed response from participants. Interestingly, we repeated this task in groups towards the end of the sessions. This gave us an opportunity to explore if personal attitudes shifted in response to peer pressure and answering in front of others. As expected on three out of four scenarios acceptability to litter increased in a group environment. This supports evidence in stage 1 that suggests littering in front of peers may be more acceptable than when alone for this age group.

Participants also had differing attitudes towards what was acceptable to litter. Generally soft drinks were at the less acceptable end of the spectrum.

Finally young adults were thought to litter far more frequently under the influence of alcohol. Our young adult participants felt people care less about things when drunk whilst feeling simultaneously more confidence in themselves. This leads to less guilt and an increased feeling that they will be able to get away with rebellious acts such as littering or other anti-social behaviour.

Object influences

The design and type of objects or packaging can also play a crucial role in influencing littering behaviours. For soft drinks there are differences between cans and bottled soft drinks, for example. Participants agreed that bottles are sealable and therefore reusable. You can keep a bottle in your bag and for many people this offered better value for money. For others, however, the preference was for cans, as cans were perceived to taste better, were colder and were nicer to drink from. The exception is water that almost always comes in a bottle. Some participants also preferred cans as they were cheaper. A typical can is 330ml in comparison to a bottle at 500ml and this is also reflected in the cost.

It was perceived to be less acceptable to litter bottles as you could close them and carry them around with you in your bag. Cans were more acceptable to litter as they could not be closed. Glass bottles were also seen as unacceptable to litter because of the characteristics of the material, a littered glass bottle could break representing a danger for other people.

Social influences

Participants identified a broad range of influences in their day-to-day lives including friends, Facebook and social media, parents and work colleagues. There was also some agreement that media and celebrities played an important role although participants felt that people younger than them were more likely to be influenced by celebrities.

Participants said that people they like and trust influence them more. These are people they would ask advice from including friends, their boyfriend or girlfriend, a teacher, and people they share the same values with. There was also a perception that who you are influenced by changes between school and university or work.

Participants were unlikely to be influenced or listen to the council and were sceptical about listening to businesses.

1. Schwartz, 2009. Littering Behavior in America, Results of a National Study.

When it came to littering it was found to be deeply unacceptable in front of parents, especially mum, and children. Participants found it more acceptable to litter alongside friends, whilst alone and especially whilst drunk.

Most participants littered in front of friends on a regular basis. The main reason for not littering or littering in front of others seems to be the prospect of being judged by friends both positively or negatively. They know it's wrong but will do it anyway depending on how they think others will judge them.

Participants were least likely to litter when meeting someone new for the first time, on a first date, for example. Furthermore there was indication that both men and women are less likely to litter in a mixed group in comparison to when its just one sex.

Some participants also felt guilty littering in front of people and tended to litter discretely and when alone. Many participants felt wary of strangers, especially out of fear of embarrassment from being observed negatively or approached and 'told off'.

There was a feeling that if a celebrity ambassador was associated with a litter campaign they would be seen as doing it for the money and/or profile. Participants felt that to have influence the celebrity needed to have a link or be involved more deeply with the issue rather than just promoting it.

Environmental influences

There were some interesting comments made about the influence of the environment on littering behaviours although generally it was felt that social factors were more dominant.

Littering close to home was seen as unacceptable. Littering however was seen as more acceptable at university or in town as they feel it is already dirty and they are more anonymous. Students, for example agreed that they were more likely to litter in the city where they attend university compared to their home town where they tend to know more people.

There were mixed views about littering in town centres. Many felt it was more acceptable as they were aware they were cleaned on a regular basis. Others were less likely to litter because there are usually lots of people around and there would be a greater risk of getting caught.

Participants generally felt it was unacceptable to litter in parks. The abundance of bins, wildlife and especially children playing all contributed towards these feelings. There were mixed opinions about the acceptability of littering in the countryside. Some felt that as there were often very few people around and no bins present littering was acceptable. Most people however, especially those that grew up in more rural environments, felt litter was bad for farming and animals and were deeply against littering in the countryside.

At festivals, cinemas and on the tube it was seen as completely acceptable to litter. Participants found it more acceptable to litter when they know it will be cleaned up like in a station, shopping centre or music festival, especially when there are no bins available.

It is well documented that litter breeds litter and the participants mentioned this right from the beginning of the discussion. If the area is already dirty participants were less likely to feel bad about littering. Some participants even considered it to be acceptable to litter if you see street cleaners although this was not a universally held view. Many participants felt that it was a good thing that the councils could provide jobs to cleaners however critically no one used this to justify their littering behaviours.

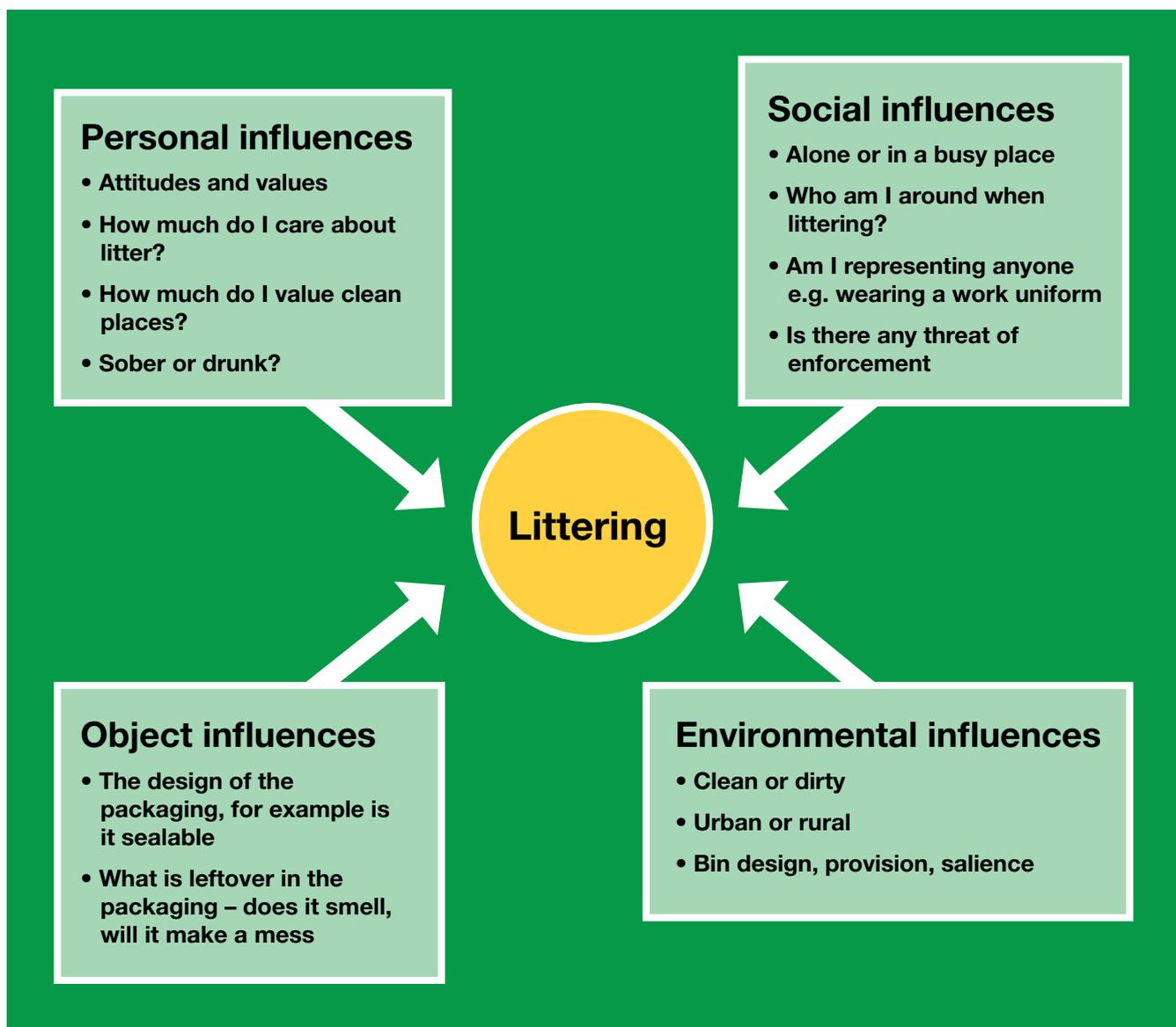
Stage 3: Using behavioural insights to design behaviour change solutions

In this section we aim to:

1. summarise the research outlined above to understand what influences littering of soft drinks by young adult litterers, and
2. begin to suggest approaches that could be used to reduce soft drinks littering.

Summarising our findings

Our soft drinks littering research described four types of influences that may have an impact on whether or not soft drinks are littered. These are outlined in the diagram below:



The research above suggests some factors are more influential than others for soft drinks littering by this target age group. Our overarching findings are outlined below.

- **Campaigns and education may play a limited role**

All young adult soft drinks litterers that we talked to were aware that littering is wrong. Most would never litter in front of their parents, on a first date, or in front of a younger sibling for exactly this reason. The same people, however, would litter in other circumstances on a regular basis. This suggests educational campaigns and messages may have limited success in changing behaviours and other techniques or approaches may be required.

- **The nature of objects can influence behaviours**

This research found that the specific nature and the function of the object, in this case a soft drinks can or bottle, is likely to have an influence on whether it is littered. Therefore focusing on a single object, a bottle or a can, is extremely useful when designing effective solutions. Feedback from our young adult litterers suggests that littering of cans is more acceptable than for bottles primarily because they cannot be closed and stored on your person. Bottles on the other hand can be sealed and put in your bag to drink later on or until you have access to a bin.

- **Social influences are important**

This research found that many people who litter soft drinks are young adults between the age of 16 and 25 years old. At this age the people they are with can play an important role in influencing littering behaviour. All behavioural observations suggested littering of soft drinks takes place when with friends and littering behaviours are quite explicit in nature suggesting the need for peer approval.

- **The environment or place is also influential**

Finally our research suggests that environmental drivers also play a significant role in influencing behaviours in many situations for young adult soft drinks litterers. For example, closely linked to social drivers, our young adult soft drinks litterers are highly influenced by seeing litter already on the ground. Additionally bin provision, salience, design and cleanliness are all likely to play a role.

Moving towards solutions

In stage two we presented a variety of different solutions to young adult soft drinks litterers to seek their feedback. Reactions towards different solutions broadly reflect our findings above. Overall there was a healthy amount of scepticism for most solutions discussed especially education campaigns and packaging advice. More bins were the most popular solution although this will be difficult to achieve in practice.

Table 1 below begins to explore the findings from this research in relation to their perceived effectiveness to reduce soft drinks littering by young adult litterers based upon our the research findings of this project.

Table 1: Using behavioural insight to influence littering behaviours of soft drinks in young adult litterers

Influence	Positive Cue	Why?	Examples of interventions	Is it likely to work for young adult litterers?
Personal influences	Education and awareness raising	Values and attitudes towards caring for the planet are associated with pro-environmental behaviours	Short-term litter campaigns	Limited success
	Encourage less drinking in public spaces	Soft drinks littering is likely to increase whilst drunk as people are more confident and complacent	Alcoholic drinks are already banned on the London Underground and in many public spaces	Yes, but might only work for alcoholic drinks litter and has the potential to just create a problem elsewhere
Object influences	Encourage the sale of bottles over cans	Bottles are less acceptable to litter than cans as they can be closed and finished later or stored for when a bin is convenient	Redesign the bottle to 330ml size and price to encourage greater use, or encourage sales of bottles instead of cans in take-away meal deals.	Good potential
	Encourage products to be reused	Can be effective for certain materials, especially if there is an economic incentive to use	Starbucks reusable coffee cups are 25p cheaper than disposable cups	Possibly in certain situations
	Bottle/can reward schemes	Paying a deposit for bottles and cans in many situations is proven to work well although a national system may not be appropriate	Many festivals across the UK now offer a bottle or plastic glass deposit that can be reclaimed	Yes in certain situations where 'capture' is easy/low cost

Influence	Positive Cue	Why?	Examples of interventions	Is it likely to work for young adult litterers?
Social influences	Make it feel like you are not alone	Plays on the fact that some people feel guilty littering in front of others	Posters with 'Watching eyes' are increasingly common for a variety of issues including theft, tax dodging and dog fouling.	Potentially but only for young adult litterers who feel guilty when dropping litter
	Demonstrating the correct behaviours are social norms	People follow what others do. We can highlight positive norms to influence personal attitudes, norms and behaviours.	'We're watching you' dog fouling posters with strapline: '9 out of 10 dog walkers clean up after their dog'	Potentially although young adults appear to be very sceptical
	Enforcement	Maybe effective in certain locations or hotspots, especially when combined with a more integrated approach, e.g. a wider campaign	All councils use enforcement to varying degrees	Yes but only if visible to litterers and it can be costly
	Celebrity endorsement	Celebrities can raise the profile of an issue although less evidence on this translating to changes in behaviour and scepticism exists	Joanna Lumley and the Gurkha Justice Campaign or Emma Watson campaigning on feminism	Can be effective although more associated with traditional campaigning than behaviour change
	Pledging to do the right thing	Making a public pledge towards a particular behaviour can be a good driver to making that behaviour habitual	Often used in local campaigns on a wider variety of issues as a supporting aid towards change	Pledges may support other initiatives towards behaviour change but are unlikely to work on their own
	Positive peer pressure shifting perceived social norms	Perceiving that other people in a social group do not approve of a particular behaviour can influence others in that group to behave in a certain way in order to fit in, feel approved and accepted	Has been used to reduce alcohol consumption in universities with varying degrees of success	May be effective but the disapproval of littering by peers needs to be felt as genuine

Influence	Positive Cue	Why?	Examples of interventions	Is it likely to work for young adult litterers?
Environmental influences	Keeping places clean and tidy	Litter breeds litter, and clean inviting places send out signals for others not to litter	Street Cleansing, the Big Tidy Up, The Keep Britain Tidy Love Streets App etc	To some extent for many of our target group
	Make spaces feel more natural (or less urban)	People are more likely to litter in urban areas than those that appear looked after or more natural and wild	Community Freshview in Lambeth helps neighbours improve the appearance of their neighbourhoods through planting schemes. Planting wildflowers on roadside verges	Some evidence of this approach working although further testing for this demographic is required
	Improve bin design	Make bins more salient and use larger apertures	There is surprisingly little robust evidence around bin design and littering	Can be effective although need more evidence and testing
	More bins	Make it convenience to put litter in a bin	A study in Earls Court found removing bins did not make a significant difference to litter levels and reduced local flytipping.	Unclear as to whether more bins is an effective solution
	Better bin placement	Make it convenient to put litter in a bin	Local authorities place bins in areas of high footfall, dwell areas and areas near fast food and drink outlets.	Effective although more evidence necessary
	Keeping bins clean and tidy and Improving bin salience	People do not like using or potentially touching dirty bins	We are not aware of a robust experiment looking at bin cleanliness	May be effective
		People do not always see a bin or know where the closest bin is found	Copenhagen Green Footsteps experience also increased bin salience.	Yes, for any litterers that feel some level of guilt from littering

In conclusion

Whilst this research does not provide all of the answers, it does provide a useful framework for local practitioners across England to begin to understand soft drinks littering by young adults. It also demonstrates clearly the need to think beyond traditional awareness raising campaigns as the default approach to change behaviours in this age group.

Next steps

Keep Britain Tidy has over the past two years been setting up a new award-winning Centre for Social Innovation at the charity that was publically launched in June 2015. The Centre's objectives are to better understand littering and design solutions based on this insight. It works hand in hand with teams across Keep Britain Tidy and partners including Coca-Cola Enterprises to scale solutions where proven successful.

Keep Britain Tidy through the Centre are always looking for new project partners and funders to support our work and will be looking in 2015 for ways to take this research forward and design new solutions to reduce the littering of soft drinks in England.

The Centre for Social Innovation has also began to expand its approach to the other two focus areas of Keep Britain Tidy: preventing waste and improving local places.

To find out more visit: www.innovate.keepbritainty.org



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