

Chickerell Litter Project

Solving the litter problem by better prevention & education,
making picking up litter more manageable

Objective :To ensure everyone practices the litter codes.
By getting into the hearts & minds of people.

Litter Prevention Concept ;

**Promoting good citizenship and community spirit which
gives society the initiative to bring about a change in
behaviour culture.**

**A period of time is required to convince society that such a community
project could succeed.**

FIND A BIN & PUT IT IN CAMPAIGN 2009

Promoting good citizenship

Intervention / Explaining the consequences of dropped litter.

Promoting community spirit

Persuasion / The community communicating why it is sensible to find a
bin & put it in. Setting out litter codes for different categories.

Changing behaviour culture

Action / The community discussing amongst all residents, families
& friends that
Society expects everybody to practice the litter codes.

(sponsors)

SUCCESS OF THE CAMPAIGN

The vision that most litter offenders are decent citizens was proven to be true.

Good communication to every household, in schools & in the community encouraged community discussion. Litter offenders were automatically involved, persuading most of them not to drop litter

With over 80% less people dropping litter, substantially reduced the amount of litter on our streets. This created a sense of civic pride encouraging more people to individually pick up the remaining litter.

Who is responsible for litter --- WE ALL ARE !

The community response - residents doing a little to make a big difference.
Our Society -- sent a clear message to all residents that we really do care about
the area we live in.

A clean and tidy community is what we want and deserve.

------(children's
posters)-----