



Anti-litter Education and Awareness





Community Awareness Team

- Working with resident and community groups
- School / Summer Schemes/ Youth Group visits
- Organising Cleanups
- Anti-litter Campaign
- Public events
- Working with the business community





Advertising Campaign

Award winning advertising campaign to specifically target or most problematic litterers:

- 18-35 yr olds (64% admitting to littering)
- Smokers (60% admitting to littering and 75% of Belfast streets have smoking related litter deposited on them)
- those who chew gum (costly and time consuming to remove).

litter

get a grip

Outdoor Advertising



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Schools and Youth

- The team speak to schools, summer schemes and youth groups
- An education pack is available for both primary and post primary schools
- Captain Cleanup computer game
- Talks and fun activities.
- In 2008/9 the team spoke to 97 schools across Belfast, including 5,092 young people.



Lord Mayor's Big Cleanup

- 19 Primary Schools and nearly 1000 pupils.
- Using drama and cleanups to get anti-litter message across.
- Anti-litter and inter-generational project.
- 100% satisfaction rating from teachers.



GSI Belfast

PR Coverage

- Local and regional radio stations
- Regional newspapers
- Local papers
- Talkability on the streets
- Hundreds of gum wraps handed out.

G.S.I.
Grime Scene Investigation



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Cleanups

- The team encourage groups to take responsibility for their own community by organising community cleanups
- In 2008/09 we helped organise 87 cleanups involving 2,438 volunteers.



No Smoke Without Litter

- 71 businesses signed up to our Tidy Business Charter
- Reduced rate cigarette bins supplied.
- Enforcement linked
- Support from Belfast City Centre Management.



Brighter Belfast Environmental Awards

- Bi-annual
- 70 entries last year.
- Recognition of the contribution schools, communities, businesses and organisations make to our environment.
- £500 prize for environmental projects
- Categories: Anti-litter, RRR, Nature Conservation, Schools, Business and Judges Special Award.



Eurocities

- Eurocities Environmental Forum
- Chair of Clean Cities Group
- Greening Major Events Guide
- Our Clean Cities booklet
- European Measure of Cleanliness Index

Results and Recognition!

- 19% drop in the amount of people admitting to littering.
- Higher awareness of our services and problems associated with littering.
- Higher awareness of fines for littering
- The work of the Team has been recognised by winning a number of awards:
 - Green Apple Awards - 4 in the last 4 years
 - Pride in Place Award
 - ENCAMS – Partnership Working Award
 - William Johnston Memorial Award