

## **Litter Forum – Tuesday 10 May 2016**

### **Feedback from Litter Forum Workshops**

#### **Workshops were held on:**

- Changing Behaviour
- Producer Responsibility
- Cleansing (including Roadside Litter), Infrastructure and Enforcement

#### Delegates thought Government should:

- Show leadership on litter and be vocal about the economic consequences of litter on public services
- Have a Government brand or top-down message on litter that can feed down to others working on littering. Any national campaign should be consistent and send a positive message
- Continue to monitor litter levels and enforcement action by local authorities
- Pull together best practice
- Build a credible business case with NGOs to get industry funding i.e. provide investible opportunities for businesses
- Introduce legislation on littering from cars
- Change health and safety rules so that highways can be cleaned without closing down lanes
- See how the National Citizen Service can be utilised to spread anti-litter messages
- Ask businesses to voluntarily publish data on how much of their marketing they spend on anti-litter
- Support NGOs in scaling up what is being done by eco-schools to secondary schools.
- Ensure that producers speak to waste managers/recyclers to ensure that product/packaging materials are recyclable
- Learn from the success of the 5p charge on single use plastic bags and see how it can be spread to other types of packaging
- Create a level playing field for producers through the Strategy

- Move responsibility for clearing litter on trunk roads from local authorities to Highways England (it came up particularly strongly in both sessions)
- Involve more departments in tackling litter so it's not just Defra and DCLG. For example, DfT could ensure there's something on preventing roadside litter included in the DVLA driving test; and DfE could consider how to include litter/clean environment more prominently in school lessons.
- Send a clearer message that enforcement/fining is appropriate for acts of littering and, as long as it is carried out sensibly, encourage local authorities to enforce against littering and dog fouling.

#### Delegates thought Local Government should:

- Work with NGOs and private sector to increase civic pride – Government-branded anti-litter message can help with this.
- Use plain-clothed enforcement officers
- Better understand who is littering

#### Delegates thought Private Sector should:

- Empower people through apps and emotional rewards
- Increase the use of apps to report and spread conversation on litter in local areas
- Generally do more to communicate with consumers.
- Join up to clean in front of shops, restaurants and wider areas
- Use consistent on-pack labelling
- Reduce unnecessary packaging
- Promote new initiatives made by individual companies to reduce litter.
- Demonstrate commercial advantages of introducing new measures to reduce litter.

#### Pledges by NGOs

- Be driving force behind an emotional behaviour changing campaign
- Engage with people on litter in water
- Share survey data, tweets archive and litter directory.

- Free 50 micro bins for a local authority willing to undertake a trial
- Ensure evidence is proportionate.
- Do more to get evidence to increase understanding of product “journeys”, from point of littering to environmental receptors.

#### Pledges from private sector

- Funding for national litter branding
- Research on packaging at design stage to avoid litter
- Offer from business to engage with their consumers on link between packaging and litter
- Ensure evidence is proportionate.
- Need to robustly predict impact of new measures on litter, for example by looking at international examples.