

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 6, 2015

## Putting eyes on leaflet reduced littering



Breakthrough research from two academics in the UK finds that pictures of eyes can have a compelling effect on human behaviour.

Results from University of Newcastle's Centre for Behaviour and Evolution may hold the key to lowering the rate of littering. Professors Melissa Bateson and Daniel Nettle created two leaflets about bicycle theft, one with an image of watching eyes (left) and one with a photo of a bike lock. No mention of 'litter' in identical text under the headline, "Cycle thieves, we are watching you." The leaflet with the eyes on it was strewn by 5 per cent of people. The control leaflet of no-eyes was tossed by 16 per cent. Classic 'nudge' psychology, the test works because the eyes give a feeling of being watched and a person is then more apt to do the right thing, the researchers say. Next the team will look at whether photos of eyes on food service industry packaging will lessen fast food litter. The academics plan to test a variety of eye types and gazes in the next go-around.

### **KAB conference headliners confirmed**

Two great reasons to attend the 2016 Keep America Beautiful National Conference in Orlando, Florida, Feb. 1-3. Karen Spehr and Rob Curnow, authors of "Litter-ology", will be coming from Australia as highlights on the program. As reported in Litterland, this behavioural psychology team wrote the definitive playbook on how to address littering behaviours and achieve clean public spaces. KAB delegates will feast on the duo's insights drawn from decades in the field during a keynote address on opening day 'The Road to Litterology: Potholes, Myths and Good Intentions' and at a workshop session on Day Two, 'Measurement in Litter Prevention: Providing an Active Roadmap for Change'.

### **DID YOU KNOW?**

Manchester has been racking up real results in the name of a cleaner city centre. A focused £14.5 million sweep saw 2900 litter louts fined in the past twelve months. Council has a rubbish-busting team that roams the streets cracking down. Most of the fines are handed out at Piccadilly Gardens, Market Street and High Street.

### **HEADLINE LITTER GRABBERS (NOV 29 - DEC 6)**

Some of what made our News Reel this week

#### **Toronto review temporarily on ice (12/2)**

It was to happen this fall, but now a staff review of Toronto's littering and dumping bylaw, "Chapter 548", will take place in January and the framework is still sketchy. An official from the city's licensing commission chalked up the delay to "competing priorities."

#### **Out to create biggest UK Clean Up ever (12/5)**

Out to best Australia's national clean up participation numbers, Britain hopes to woo more than 500,000 to its cross-country Clean for The Queen event March 4-6 in honour of Elizabeth R's 90th in April. Ministers of the government launched the drive on Saturday and signalled that littering will no longer be tolerated.

#### **Waste-Free Ontario law's clock is ticking (11/24)**

The public has until Feb. 24 to comment on the Ontario government's new waste management act, Bill 151. In writing or online, quote EBR Registry No. 012-5834.

#### **The obligatory 90-day notice period began Nov. 24.**

#### **Railway company reporting improvement (12/5)**

Littering and spitting are down by half at Central Railway's suburban sites in Mumbai, say numbers comparing four months of this year with last year's, suggesting that measures spurred by the national Swacch Bharat (Clean India) mission may be working.