



CASCAIS
AMBIENTE

cascais.pt

II ENCONTRO NACIONAL LIMPEZA URBANA

Abordagens inovadoras para cidades limpas

30 MAIO 2019 Casa das Histórias
Paula Rego . Cascais

APOIO INSTITUCIONAL



SMART CITIES
CONCEBIDAS PARA O FUTURO

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE

II ENCONTRO NACIONAL

LIMPEZA URBANA

We are Scotland's Circular Economy experts;
recognised internationally for our contribution to
delivering a Zero Waste future.





CASCAIS
AMBIENTE

II ENCONTRO NACIONAL

LIMPEZA URBANA

Towards a Litter-Free Scotland: A prevention first approach to addressing litter and flytipping in Scotland





CASCAIS
AMBIENTE

II ENCONTRO NACIONAL

LIMPEZA URBANA

Part of Zero Waste Scotland's role is to support delivery of Scotland's National Litter Strategy

Facilitating change by:

- Creating and using better data;
- Developing new approaches;
- Encouraging new collaboration



CASCAIS
AMBIENTE

II ENCONTRO NACIONAL
LIMPEZA URBANA

Strategy focus:

- Personal responsibility
- Prevention of litter and flytipping entering the environment

3 key areas of intervention:

Information

Infrastructure

Enforcement



Research programme

- [Scotland's Litter Problem](#)
 - Direct Costs of Litter
 - [Indirect Costs of Litter](#)
 - [Rapid Evidence Review of Behaviours & Anti-Litter Policies](#)
- [Existing practice across Scotland – Litter Knowledge Network](#)
- [Public Perceptions and Concerns around Litter](#)
- [Litter Prevention Community Engagement: Options Paper](#)
- [Flytipping Behaviours](#)





CASCAIS
AMBIENTE

Research and evidence building:

- Understanding the problem
- Understanding the drivers
- Testing intervention
- Identifying change







II ENCONTRO NACIONAL LIMPEZA URBANA

Key Interventions:

- Communications and information

Town Centres & Shopping Precincts

How could this be used?	Examples	Examples
		<ul style="list-style-type: none"> • Produce floor vinyls which could appear inside shops/shopping centres. • Produce stickers and ask local shops to display them in their stores or for placement on lamp posts. • Create stencils for outdoor use in shopping precincts. • Produce posters for local noticeboards, bus shelters, placement on bins or in local shops. • Create a social media post
		

This artwork is designed to remind people of what they could spend their money on instead of an £80 fine. The £80 fine text can be removed where required, e.g. for indoor areas.

79

<https://www.zerowastescotland.org.uk/litter-flytipping/targeted-messaging-toolkit>

Beaches



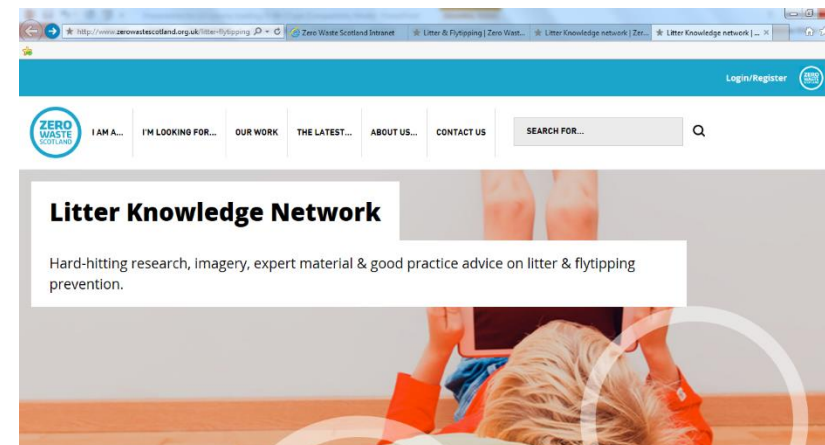
This artwork is designed to highlight the harm that broken glass can do. Each bottle could also

How could this be used?



Examples

- Create large bottle-shaped cut outs to wrap round e.g. lamp posts or trees. These could be temporary for a festival, concert or to target a hot spot.
- Create posters for noticeboards which can also be distributed to nearby cafes and shops.
- Produce a bespoke sign which will be seen by people as they enter the beach.
- Produce bottle-shaped stickers to be placed on bins or benches around the beach.
- Produce a banner to hang on a fence.
- Create a social media post, either directly with the artwork, taking a photo of the artwork in situ, or as part of a stunt.





Key Interventions:

- Education

Get #LitterLiterate Student Guide

Top Tips for using YouTube to end to littering

1. Be authentic!
Always make videos about things you are passionate about, as this will help you sound more authentic (true to yourself). Reflect on what you have learned so far about littering – what has made you feel sad/angry/disappointed/hopeful? What changes do you think would have the biggest impact in your local area? Start there.

Get #LitterLiterate Student Guide

Get #LitterLiterate Competition

Zero Waste Scotland is looking for the next generation of social media influencers to get on YouTube and convince Scotland to take personal responsibility for their actions, do the right thing with waste and Get #LitterLiterate!

How to enter

All you need to do is start making YouTube videos that educate other young people about litter prevention. Always remember to include #LitterLiterate in the video title or description, and check with your teachers before posting your video online.

2. Failure to plan = planning to fail

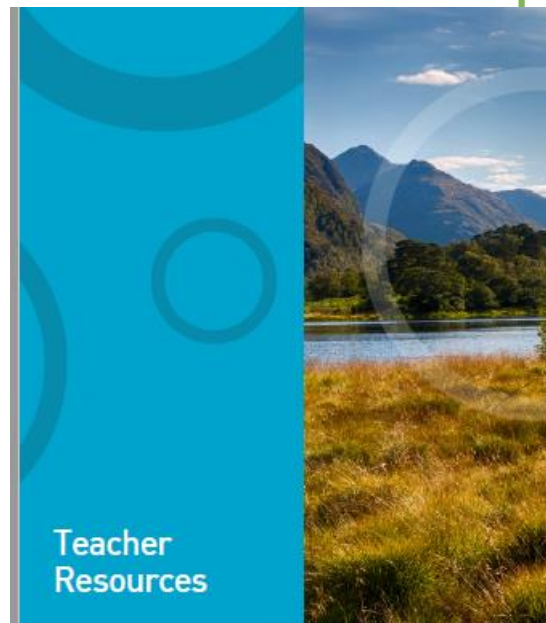
Spend time planning what you are going to say and film, so it is entertaining for your audience. Imagine you are making videos for your friends. What videos would they like? What would they share? How would you talk to them? Watch the [Get #LitterLiterate How to Vlog video](https://youtu.be/X9hj-rfAmfw) on YouTube (<https://youtu.be/X9hj-rfAmfw>) for more tips.

3. Make your videos sharable

Think creatively about how you can deliver your anti-littering message in funny, emotive, or surprising ways that will make viewers want to like, comment, subscribe and most importantly – share!

4. Engage with your audience

Invite them to like your videos, leave comments, and subscribe to your channel. Always respond to their comments.



Teacher Resources

Get #LitterLiterate



Teacher Notes

Get #LitterLiterate in Context

It's important for children and young people to learn about English, Maths, Science and a host of other academic subjects and life skills. **Be the teacher they need to be educated to litter prevention! What's the link?**

Those who are taught about the negative impacts of litter at an early age are more likely to have a responsible attitude towards this, and other environmental issues, when they're older. And putting young people in control of their learning and sharing it with their peers means the message is even more likely to get heard.

Our aim is to raise a generation for whom littering is entirely unacceptable - to create a new social norm. It's about halting littering behaviour once and for all, with young people driving this forward.

About Zero Waste Scotland

Zero Waste Scotland exists to create a society where resources are valued, and nothing is wasted. Our mission is to influence and enable change – from gathering evidence and informing policy, to motivating practical behaviour change in individuals and organisations through our programmes.

to drive change. Education – through developing materials and engaging young people directly – is one of the key areas for action and prompted the creation of the Get #LitterLiterate programme.

- **Highlight the connections** – Reports show up to 80% of ocean plastic comes from land-based sources so encouraging students to think about where the crisp packet they drop in the school grounds can end up and the effect it can have on wildlife is important.
- **Motivate students** – Encourage pupils to think globally, act locally and understand that no matter the scale of their litter prevention activities they are making a difference.

The resources will help you to:

- Empower students to initiate a **behaviour change / litter prevention movement** within your school and local community.
- Support your students to **develop the four capacities** at the heart of the Curriculum for Excellence, enabling them to become **successful learners, confident individuals, responsible citizens and effective contributors**.
- Design **coherent learning experiences** that promote **challenge and enjoyment, building skills and knowledge** based on your learners' needs and interests, and offer **students personalisation and choice** about topics that are **relevant to their lives**.

LITTER FACTSHEET

Litter factsheet for secondary school teachers

We've put together a list of useful facts you can use to plan a lesson about litter prevention. It covers all the answers to the questions in our litter quiz.

What is litter?

- Litter is rubbish in the wrong place. That means any rubbish that's not put in a bin or recycling box.
- Flytipping is the name given to large amounts of rubbish, usually dumped from a car or van.

Why do people litter?

Here are just some of the excuses people give for littering:

- "The place is already full of litter so it doesn't matter if I add a bit more"
- "Someone else will clean up after me – that's their job"
- "I can't see a bin so there's nowhere to put my rubbish except on the ground"
- "Litter isn't a big deal, it doesn't harm anyone"
- "I don't care about litter, it doesn't affect me"

How big is Scotland's litter problem?

Each year, Scotland's cleaning teams collect 15,000 tonnes of litter. That's:

- the same weight as 50 individual Kellogs.
- around 250 million items of litter.
- enough to fill 570,000 wheelie bins.
- around 50 pieces of litter for every person in Scotland (on average).
- 475 items dropped every minute (on average).

Who drops litter?

- Most litter in Scotland is dropped by pedestrians. Studies suggest that around half of all Scots have littered at least once.
- There's no specific profile for litterers as to what (where, when and how) plays a big part.

Why does it matter?

Local authorities have to spend millions cleaning it up:

- At least £66 million each year.
- Around £20.00 per taxpayer.

This money could be spent on schools, hospitals, roads and other local services.

Other negative impacts of litter include:

- It makes Scotland less attractive to tourists.
- There's a link between litter levels and crime rates.
- It can damage physical health – injury from broken glass, rusty cans and lit cigarettes. Litter on the road can cause car accidents.
- It can affect mental health.
- It can negatively impact house prices.
- Food waste can attract unwanted wildlife, such as foxes and rats.

How long does litter take to break down?

- Paper bag – up to 1 month.
- Plastic bag – up to 20 years.
- Cigarette butts – up to 12 years.
- Plastic bottle – up to 450 years to break into little pieces, never breaks down completely.
- Glass bottle – never breaks down.
- Chewing gum – never breaks down.

Many people don't realise it but fruit peel is litter. It is:

- Banana skin – up to 2 years.
- Orange peel – up to 2 years.

What happens if you get caught littering?

- You could get an £80 fine straight away.
- If you don't pay, you can be prosecuted and made to pay up to £2,500.
- If someone is caught fly-tipping, they can be fined up to £40,000.

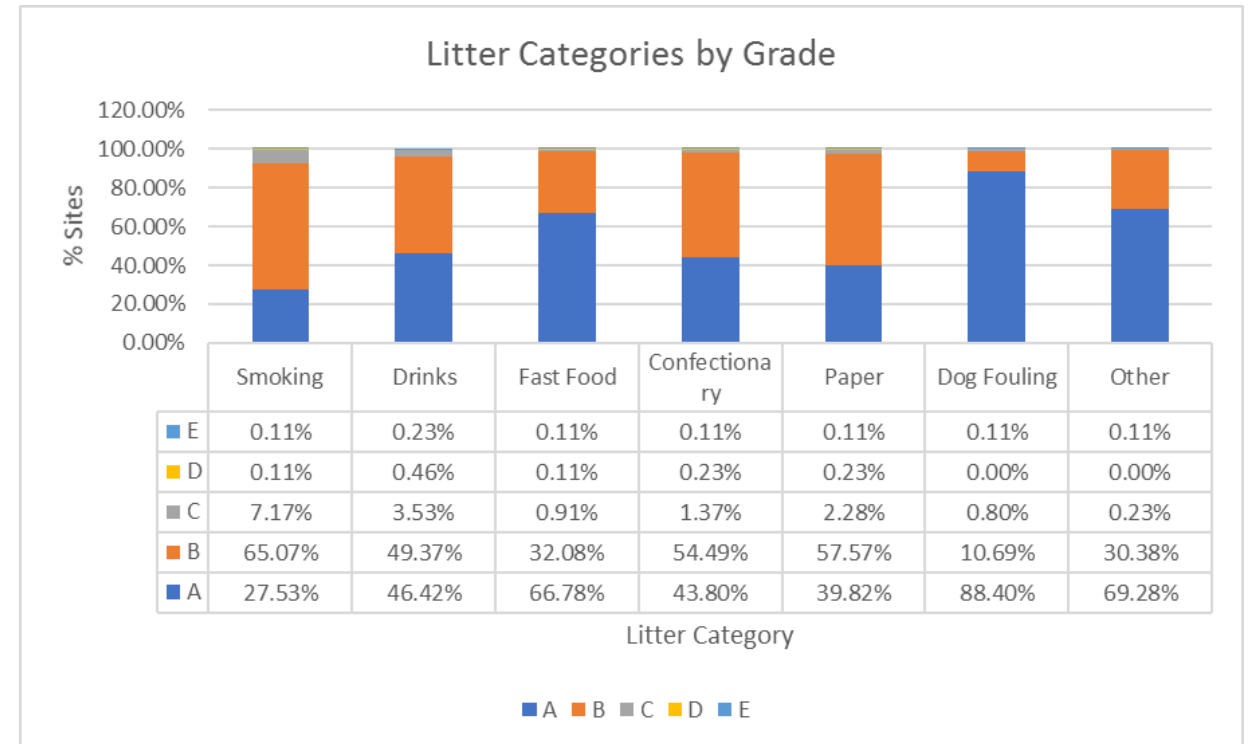
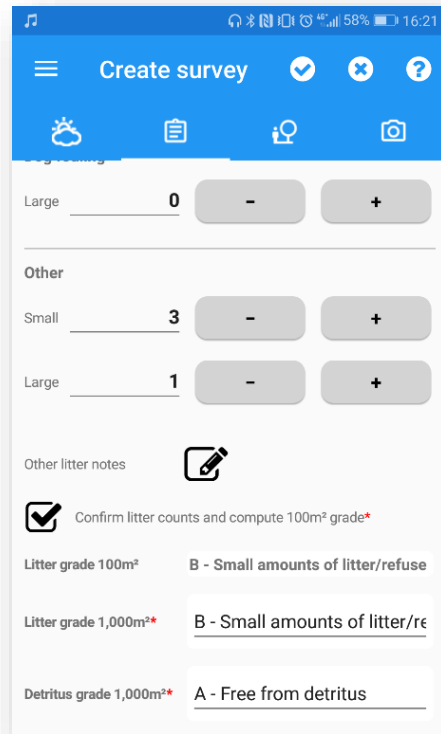
Lots of our litter could be recycled.

If something can be recycled, it's worth money. If we collected up all Scotland's litter to be recycled, we could make around £1.2 million. How would you spend that money to help people and wildlife?



Key Interventions:

- Improving Monitoring and Data





Key Interventions:

- [Code of Practice on Litter and Refuse 2018](#) (Statutory Guidance 4th Edition)
 - Environmental Protection Act 1990 S89 Statutory Duties: (1) Keep land clear of litter and refuse (2) Keep Roads Clean
 - Shifts the focus from clean up to prevention for the first time



CASCAIS
AMBIENTE

II ENCONTRO NACIONAL
LIMPEZA URBANA

Key Interventions:

- Collaboration and Engagement
 - Working with key stakeholders to drive forward a change to preventative approaches



Where are we now?

- Solid foundations have been laid putting prevention at the core
- Changing landscape and drivers e.g. plastic pollution
- Transitioning to prevention utilising better data and understanding
- Wider policy landscape



CASCAIS
AMBIENTE



Thank You

APOIO INSTITUCIONAL



SMART CITIES
CHANGE EVERYTHING

CASCAIS
Tudo começa nas pessoas