

SAFETY MEASURES & EFFECTS ON PUBLIC INITIATIVES

IN THE NETHERLANDS

June 2020, Helene van Zutphen



SAFETY MEASURES

Safety measures in the Netherlands

- Set up corona measurements regarding litter picking in cooperation with the National Institute for Public Health and Environment.
- From 'stay home' to 'keep distance and avoid crowds'.

“Take care of yourself and the environment and please bin disposable protective equipment.”

- To make sure the disposable gloves and face masks do not end up as litter a pictogram was created in cooperation with the Plastic Soup Foundation.



*Call to action:
With residual waste*

*Call to action:
In the waste bin*



HOLD NORGE RENT

June 10th 2020

Clean Europe Network COVID-19 Webinar
How European countries cope with COVID-19 regarding public litter

Effects on public initiatives

Fanny Pindsle

Keep Norway Beautiful

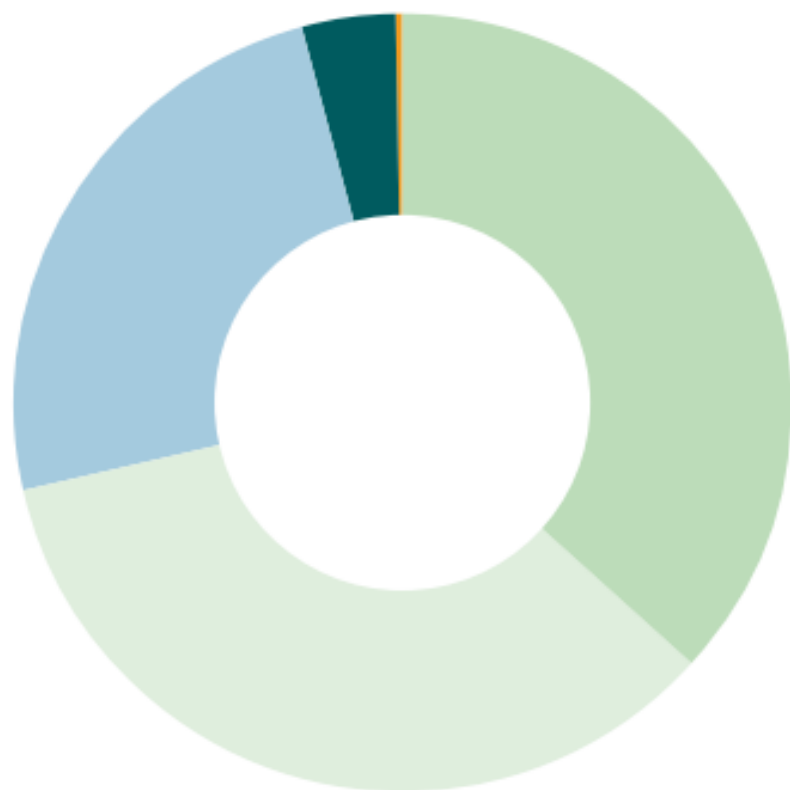
Hold Norge Rent

Campaigns

- Before the Birds Return
- Coastal Clean Up Week
- Keep the Autumn Beautiful
- Adopt a Beach/Adopt a spot



Top 5 source 2019



Kildefordeling 2019

● Personlig forbruk	36,9 %
● Maritim virksomhet, inkl fiskeri	34,6 %
● Bygg, næring og industri	24,3 %
● Sanitæravfall	4,1 %
● Annet	0,03 %

Tabell 9: Kildefordeling 2019

106 057

Volunteers in 2019

	2017	2018	2019
Cleanups	2 845	5 738	5 554
Volunteers	48 702	142 810	106 057
Kilos	1 374 209	2 792 638	1 966 956

How did we cope with public litter in Norway during the Corona crisis?



- All cleanups on hold from 12th of March
- Certain local adjustments
- [Guide to cleanups during the Corona crisis](#)

Guide to safe cleanups during the Corona crisis

- Avoid busy and popular areas
- Remember to always use gloves and wash your hands after the cleanup
- Fresh trash may be infectious – be aware!
- No sharing of bags between non-family members
- Leave the large items and report it to Rydde so it can be removed at the next national cleanup campaign
- Avoid using public transport
- Avoid overloading the recycling system

What about litter post COVID-19 & sommer 2020

- Small scale local and regional cleanups
- National cleanup in September
- Summer campaign #leavenotrace



How do we deal with the litter that has turned up as a direct result of COVID-19?

- New types of public litter
- Not a plan for handling potentially infectious litter
- Will end up in nature. River, lakes and the oceans are in high risk of being polluted.





Thank you!
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Merijn Tinga

Positive and Innovative Campaigning







DATA DRIVEN

Power of the numbers

MEASURABLE

CONCRETE RESULT

Policy, law, pledges, measures







Plastic Avengers #coronalitter study

Preliminary results #coronalitter study



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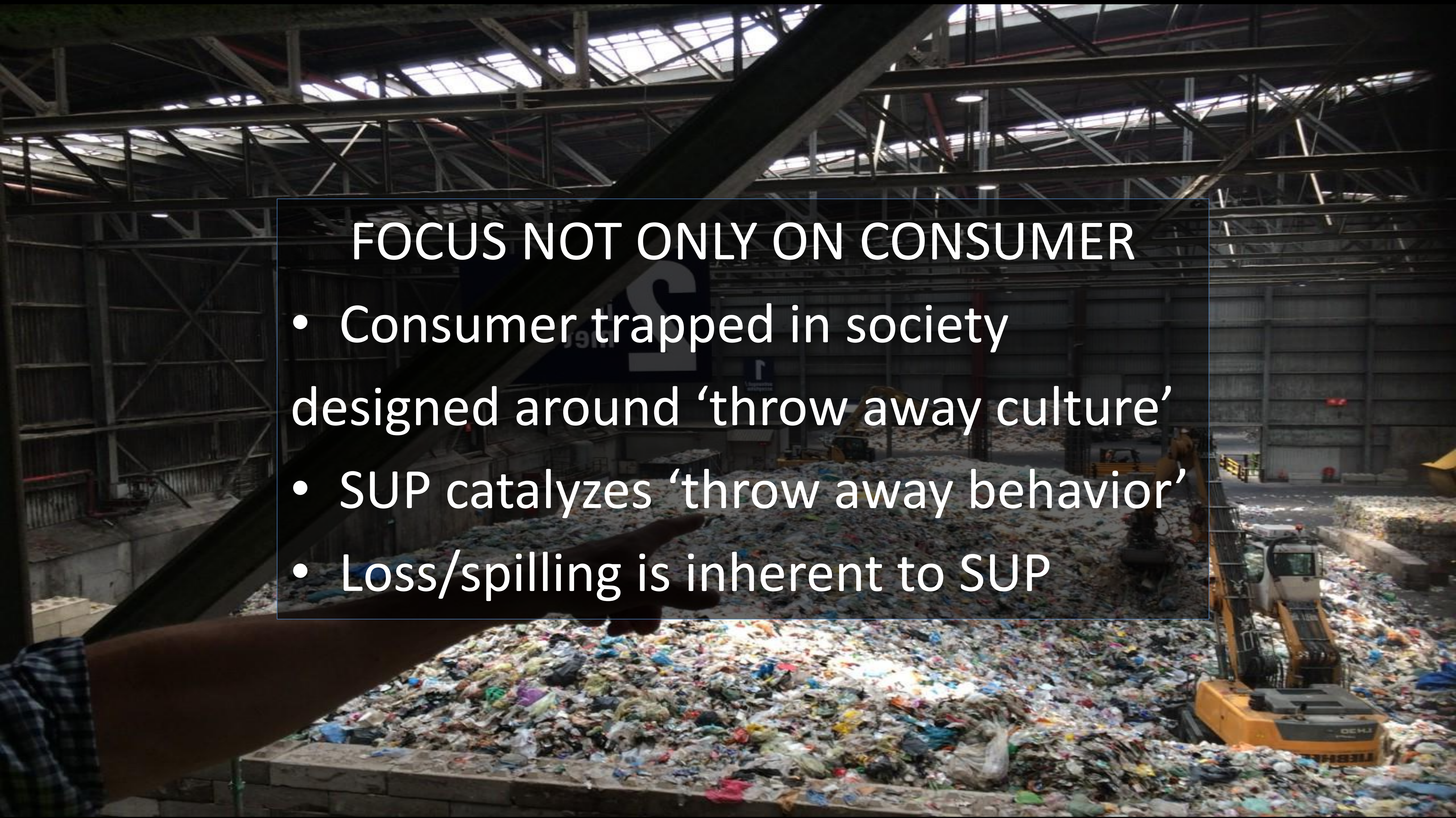
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- Most Corona litter found around retail
- Coronalitter <1% in numbers (excepting butts)



Real Corona lockdown litter

- 
- FOCUS NOT ONLY ON CONSUMER
 - Consumer trapped in society designed around ‘throw away culture’
 - SUP catalyzes ‘throw away behavior’
 - Loss/spilling is inherent to SUP

A man with a beard and sunglasses, wearing a black t-shirt and blue shorts, stands on a pebbly beach. He is holding a clear plastic water bottle in his left hand and a smartphone in his right hand. The sun is low in the sky, creating a strong lens flare and silhouetting the man. The background shows the ocean and a distant town on a hillside.

DOWNLOAD the Plastic Avengers App

For iOS and Android

Linkedin: Merijn Tinga
Instagram: Plastic Soup Surfer
YouTube: Documentaries & campaigns

Support by:
Network, collab & knowledge
Invite for inspiring presentations
PlasticSoupSurfer.org





STOP AUX DÉCHETS SAUVAGES

Campaign Covid-19

Flash campaign against littering in time of
Covid19

10/06/2020

Zero waste in time of Covid19

- Based on the observation that Covid protective accessories are a new source of pollution, we decided to make a communication campaign on that matter.
- We were inspired by the MooiMakers campaign, made by our Belgians Friends.
- The French mayors association told us : Help !
- The French environmental ministry were interested in working with us to spread a strong campaign to warn and raise awareness over the Covid littering.

Image de notre campagne



*Bins avoid to spread the Coronavirus.



How is implemented the campaign ?

- We launched the campaign on June 9 :
 - ✓ On a large poster campaign
 - ✓ On social media
 - ✓ And with PR

- Inviting the citizens to spread the campaign around them

Campaign COVID19

‘Chalk drawings’

Kelly Baetens – 10.06.2020

Fost Plus/Mooimakers



Why a specific campaign?

- Covid19 has worldwide implications – also impact on littering and illegal waste deposits
 - Specific type of littering (gloves,...)
 - Illegal waste deposits from gardening & ‘spring cleaning’ in the house (more spare time and nowhere to go with the waste)



Concept of campaign

- Raise awareness
- In a time with a lot of regulations and “do’s & dont’s”
 - With a humoristic touch
 - We didn’t want to add another rule to all the dont’s we already have

Let’s make the most out of our (scarce) time outside, so don’t litter

Concept of campaign

- A sketch artist → chalk drawings
- Several types of litter involved: rubber gloves, a can, an apple, a paper towel, a chair (illegal deposits)

moodboard



Media mix

- First wave (5th April – 20th April): focus supermarkets
 - Radio
 - Socials
 - Ads in newspapers
 - Digital screens on parkings of supermarkets
- Second wave (20th May – 30th May): focus shopping areas in general
 - This was the period all the shops reopened in Belgium
 - Socials
 - Digital screens in the surroundings of shopping areas

Creative output

- Draw attention to the litter in a humoristic way
- Translation of the headline: 'safe shopping, without litter. We sign up for that'

VEILIG WINKELN, ZONDER AFVAL.
DAAR TEKENEN WE VOOR.



Creative output

Translation headline: 'enjoying the time outside, without litter. We sign up for that'



Creative output



Campaign: reach & impact (only wave 1)

- 1 out of 2 people (Flanders) saw/heard the campaign
- **Radio** was the most important channel for the reach of the campaign
- **Social media & PR** generated additional reach
- Creative output was found original and interesting
- Campagne was found relevant by the public