

Ballot Bin Starter Pack

WELCOME!

#BallotBin

Should the government do more to tackle littering?

Yes



No



Ballot Bin
#NeatStreets





Hubbub is a charity that makes environmental matters matter, creating fun campaigns that people latch onto and which go on to have a life of their own. We take a fresh approach to communicating environmental issues, focusing on people's passions such as fashion, food, homes and neighbourhoods.

Our **#NeatStreets** campaign aims to reduce littering to raise community awareness about the problem. Our pilot on Villiers Street, London, cut littering by 26%, proving that **people will play an active role in litter reduction** when they're engaged in fun and creative ways.

The Ballot Bins belong to a new wave of product design using interaction and gamification to bring about positive behaviour change towards our environment. All of the profit from the Ballot Bin goes back into our charitable mission.

www.hubbub.org.uk

Considerations

Thank you for buying a Ballot Bin and joining the force to tacking cigarette butt littering. Thanks to people like you we're able to continuously test the Ballot Bin in new places with new people and share the learnings. So please, stay in touch and tell us how it goes for you. In exchange, here are a few top tips for making the most of your Ballot Bin.

Choose the location

Prepare for installation

Design your question

Use social media

Look after your Bin

Get involved in recycling

Measure the effect

Choose the location

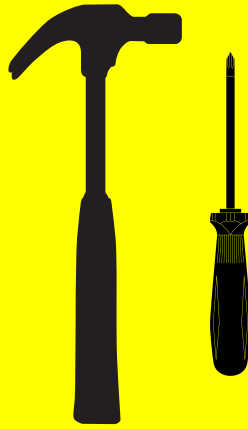


We have designed the bins to be as eye catching as possible (hello yellow!) but it helps if the bins are placed in locations at eye-level for maximum effect, with the voting slots easily reachable.

Bins are best located in social places where smokers congregate, such as smoking shelters, bus stops, outdoor seating or outside pubs. They are also effective around entrances to buildings or stations where smokers have to stub out cigarettes before entering. Otherwise, areas with a high density of footfall provide good spots to raise awareness.

Would the Ballot Bins be competing with any nearby ashtrays? Would they be near a local attraction or organisation that the questions could be linked to (e.g. a sports stadium or council building)?

Prepare for installation



As well as choosing the location for the Ballot Bins, you need to think through who will be responsible for installing the bins and to make sure they are well-briefed. The Ballot Bin comes with instructions explaining how to attach it to railings, a pole or a wall. These are also available on our website (www.ballotbin.co.uk). Whoever is installing the Ballot Bin should be familiar with the instructions including the safety guidelines:

1

The Ballot Bin should always be picked up from the sides, never from the top.

2

Never pick up your Ballot Bin with the door open as it can slide off on the hinges.

3

Never pick up the Ballot Bin using the door.

4

Always seek professional support with installing.

If you are in a large organisations, your facilities team should be able to support with installation. Alternatively, if you don't have a facilities team available, we suggest seeking support from a local company or handy-man.

Choose your question



The best feature of the Ballot Bin is that **YOU** can choose and change the question how often you like. Hubbub has found that changing the question weekly keeps up interest in the bin, but it can also be changed bi-weekly or monthly depending on how quickly it fills up. For your first question, we recommend you get this up in the Ballot Bin before you install it. There are plenty of things to ask about to get people engaged such as:

Sport

Popular sports such as football, cricket, cycling and tennis or big sporting events such as the Olympics or the World Cup.

Current affairs

News, politics or celebrities.

Culture

The latest film or music releases.

The local area

Get feedback on things happening locally.

The target audience

Will the bin be placed in an environment where only one group of people can use it, e.g. employees of one company or residents of one council? If so, get feedback on issues that are relevant to them.

You could make the bin even more interactive by letting people choose the question on social media or by running a competition.

Write your question

There are different ways you can write or even draw the question on your Ballot Bin:

Magnetic letters or dry-wipe marker pen

These are both included with your Ballot Bin. We recommend that you store the pen and letters in a safe place as you will need them when you change the question.

Vinyl letters

You can also create your own letters using vinyl. If you don't have a vinyl cutter, we recommend working with a local printer.

You and/or your printer should follow these steps:

- Lay out your text in a vector design program, like Adobe Illustrator.
- Text should be set in a simple, bold sans-serif font to make peeling the letters easier.
- Font size between 30-50 pt.
- Export your question and answer text as something readable by a vinyl cutter (EPS, AI, PDF, DFG, DXF). These files will vary depending on the make of vinyl cutter (check with your printer).
- Supply the printer with the file and explain what it will be used for, request instruction on how to stick the vinyl onto the question panel when letters are returned.

Stickers

You can also print your question onto a sticker and stick it onto the question panel. We recommend working with a local printer.

The working dimension of the question panel is 300mm (width) x 153 mm (height), design your question and answer to fit into this space.

If you want the sticker background to be the same colour as the Bin, use the RAL colour code 1016, Sulphur Yellow.

Pictures

Who said you even have to use letters?
Why not stick pictures in there instead!



An example using magnetic letters.

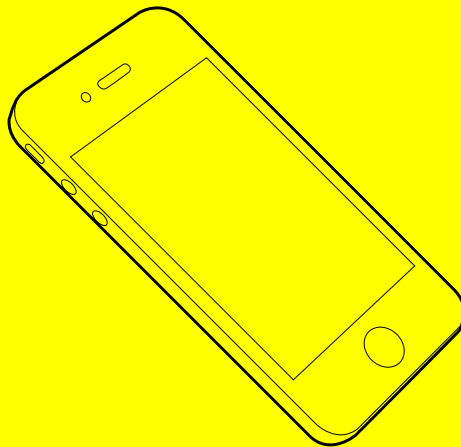


An example of vinyl printing.



An example using pictures.

Use social media



Make the most of your bin – once it's up share it with the world!

Document the journey from receiving the Bin, to deciding your first question, to recording the poll and the final result before being emptied.

Twitter, Instagram and Facebook are the best places to share your bin using the hashtags #NeatStreets and #BallotBin. Don't forget to tweet your bin to us @HubbubUK or tag us @hellohubbub on Instagram.

Please note, if you are creating your own hashtag, make sure someone is regularly updating images and checking and encouraging discussion. Also keep your Bin local by looking for local Twitter accounts, Facebook groups, email mailing lists and good old newsletters.

Alternatively if you aren't social media savvy, send us your photos and quotes by email and we can share them for you!

Don't forget, the Ballot Bin is a social product. Keep people up to date by sharing images of the new question, or by providing sneaky hints to make people curious. It is worth taking a photo before emptying the bin to take stock of the final vote and putting in on social media to announce the result.

Look after your Bin



The Bins can hold 400-600 cigarette butts. Please see the instruction manual that comes with the bin for details on how to empty the cigarette butts. We advise you talk to and demonstrate how to use the bin to anyone planning to maintain it.

We recommend emptying the bin when you change the question so the vote can start from a clean slate. Nominate a person to be responsible for the emptying of the bin or make a rota. If you have a Cleansing Team, you may want to integrate cleaning and emptying into the their responsibilities.

Hubbub sells spare parts, such as fixings and extra letters, should the bin succumb to wear and tear, please contact ballotbin@hubbub.org.uk if required.

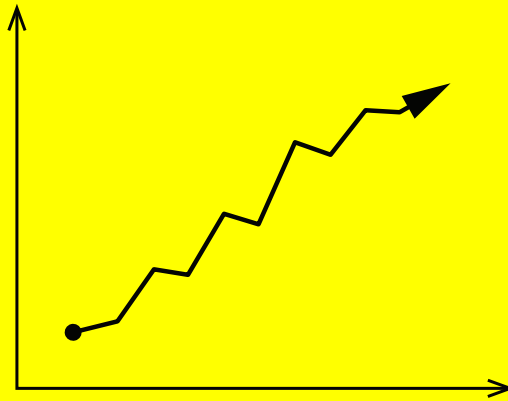
Get involved in recycling



Bin owners in the UK, Germany, Austria, Switzerland, US, Canada and Japan can send your cigarette waste to TerraCycle for free and they will recycle it and turn the material into something useful. UK customers can visit [terracycle.co.uk](https://www.terracycle.co.uk) for more information.

TerraCycle also offers a solution in other countries without free cigarette waste recycling called Zero Waste Boxes where you can pay for recycling of cigarette waste.

Measure the effect



Hubbub is all about keeping the streets clean. We want to find the most effective ways to stop littering and share them. Try the following to measure how successful your bin has been:

1

Speak to your Cleansing Team and ask them to observe changes in cigarette butt litter.

2

You could conduct some observational research including monitoring smokers' habits, to observe how they engage with the product. Get in touch with Hubbub if you want some guidelines to help with this.

3

Do litter counts before and after you introduce the Bin.

4

Track social media activity - track how many people you have reached with messaging about your Bin. For example, number of tweets and retweets, likes and comments.

5

Track the questions or topics that have sparked higher levels of engagement such as extra cigarette butts or increased social media attention.

If you would like to be used as a Hubbub case study, let us know!