

Road Side Anti Litter Campaign

- Short introduction to Keep Denmark Tidy
- An example of a big campaign in Denmark



Sp: Hvorfor smider du affaldet ud af vinduet?						
	18-29	30-39	40-49	50-59	60-86	Total
Det er det nemmeste	23%	21%	15%	7%	9%	15%
Det generer ikke nogen	3%	9%	11%	10%	11%	9%
Der er nogen der samler det op	0%	0%	0%	0%	0%	0%
Det er ulækkert at have i bilen	16%	20%	3%	10%	6%	11%
Der er ikke noget sted i bilen til at gøre af det	47%	9%	16%	10%	10%	18%
Affaldet forsvinder hurtigt i naturen	28%	48%	65%	67%	69%	56%
Andre årsager	3%	14%	15%	13%	5%	10%
Ved ikke	10%	4%	5%	6%	8%	6%



Keep Denmark Tidy

- Danish Outdoor Council - Keep Denmark Tidy
- KDT is a programme within DOC. KDT is funded by membership fees, project finance and royalties. KDT receives no public funding. Members are companies, local authorities and organisations
- The aim of HDR is to reduce the amount of litter in Denmark
- HDR works through partnerships with public authorities, companies and the public, securing a national effort in
 - building up a knowledge bank on litter
 - supporting and co-ordinating local efforts
 - communicating through campaigns and other types of communication and
 - developing tools for fighting litter

Clean Roads Now

Campaign concept and content

- 1) Campaign specific knowledge
 - Road litter in Denmark
 - Who is littering?
 - Why do they do it?
 - What could make them stop do it?
- 2) Knowledge used to
 - identify target group
 - communicate
 - attract partners and funding
- 3) Concept and content for specific campaign developed together with partners
 - low cost high output
- 4) Campaign elements
 - large posters on out door media platforms
 - hand out material – pocket bags and pockets ashtrays
 - campaign event with minister of transportation
 - media coverage in campaign period
 - toolbox for participating companies
 - tool box for local authorities
- 5) Impact assesment

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List of partners and their function

- 1) **Road Directorate and subcontractors, Pay bridge operator**
 - Production of own posters
 - Mounting and dismounting postersigns
 - Hand out of campaign material
 - internal communication and social media
 - all at own cost

- 2) **McDonalds Denmark, Cocio/Shell, Q8**
 - Production of own posters
 - use of outdoor media platforms in campaign period
 - hand out of campaign material at restaurants and shops at gas stations
 - internal communication and social media
 - all of it at own cost

- 3) **Business Denmark, ITD, FDM, Audi, Dansk Retursystem**
 - Production of own posters
 - use of out door media platforms, e.g. message on back of trucks
 - internal communication and social media
 - all of it at own cost

- 4) **Sylvester Hvid and radio programme**
 - creative work and communication competence
 - media focus in radio programme aimed at car pendlers
 - all given in kind

- 5) **Local authorities**
 - tool box with hand outs and posters
 - at own cost

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Some of the most important figures

- 1) Direct cost of campaign for KDT = 3000 euro
- 2) Campaign direct cost budget = 15.000 euro
- 3) Total campaign budget including in kind funding estimated to 500.000 euro
- 4) Media coverage for a value of 1 million euro
- 5) Campaign was seen by 20% of the Danish population
- 6) 75.000 kits handed out