



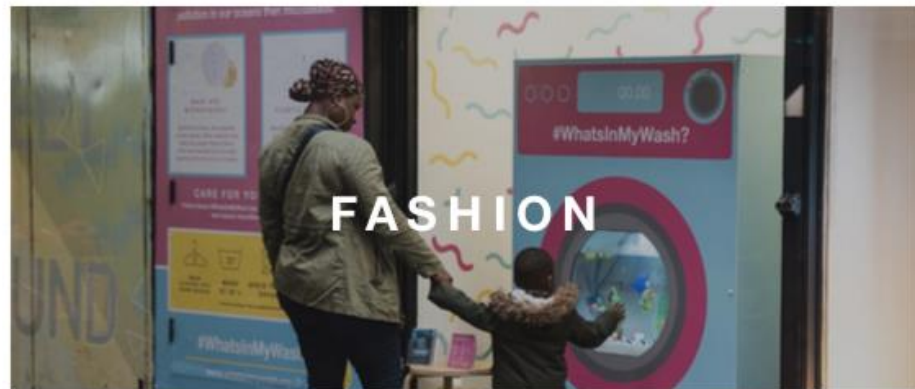
5 D'S

TIPS FOR INSPIRING BEHAVIOUR CHANGE



ABOUT HUBBUB

A CHARITY WITH A DIFFERENCE



ABOUT HUBBUB

OUR APPROACH



**Gain insight,
understand the
barriers**



**Use proven
behaviour
change
techniques**



**Learn fast
- fail cheap**



**Share results
(good and bad)**



**Spread
impact**

Who's your favourite
Trainspotting Character?

Begbie

Renton



Ballot Bin™
#NeatStreets



NUDGE

Encourages or influences people
to make a positive decision



THE CHALLENGE

How can you
stop young
men on a night
out dropping
cigarettes?

THE CHALLENGE

How can you stop young men on a night out dropping cigarettes?

THE IDEA

A voting ashtray 'The Ballot Bin'



<https://youtu.be/H1le8haaKAA>

HOW WE DID IT



Insight

Young men dropping
cigarettes
outside pubs.

No infrastructure.

Audience care
about sport.



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Approach

Tapped into
audience's passions
and use this to
nudge behaviour in
a positive way.



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Design

Simple, bold,
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Impact

Reduction in litter.

Sold globally.

