

DRIVER AWARENESS PACK



Brief Introduction

Dear Driver

You are being given this Driver Awareness Pack because the company you work for has signed up to our Stop Litter vehicle sticker initiative and has received an anonymous report from a member of the public that littering was seen coming from your vehicle.

30 million people now litter in our country and drivers are the biggest single group of offenders.

Leading clients and contractors in construction including your company have now clubbed together with us and want to put an end to litter in Britain by getting drivers to change the way they think about litter.

The following pages are aimed at bringing about an awareness and understanding such that you will consider stopping littering forever.

Thanking you in anticipation of your co-operation and support to help us Stop Litter in Britain.

**The Stop Litter Team at Littergram
Working with the UK Construction Industry**

DRIVER AWARENESS PACK



STOP LITTER

AN INITIATIVE BY  littergram



The most littered nation
in the Western World

**30
million**

People littering
in Britain

500%

Increase in littering
since the 1960s

**Fly
Tipping**

Occurs every 12
seconds

**120
tons**

Smoking related litter
dropped every day



House prices drop
by up to 12% due
to litter



70,000 animals killed or
injured every year by
litter



£1 billion wasted
every year picking up
litter

DRIVER AWARENESS PACK



STOP LITTER

AN INITIATIVE BY  littergram



You are one of 30 million people littering



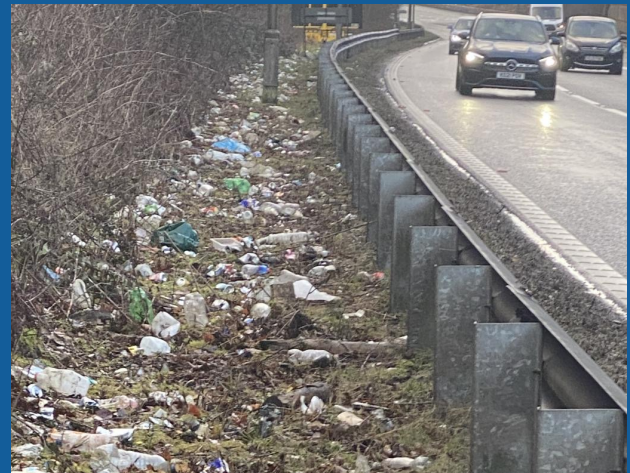
Europe



Britain



Relax for a short break in one of our laybys



Typical roadside verges



Would your family feel safe in this refuge area?



Even Highways have given up!

Don't be a Tosser

www.stoplitter.co.uk

DRIVER AWARENESS PACK



STOP LITTER

AN INITIATIVE BY  littergram

Don't be a tosser!

Britain is now the most littered nation in the Western World with a staggering 48% of people dropping litter, most of it, tossed from vehicles - that's 30 million people committing a criminal offence on a regular basis.

To put things in perspective, shoplifting is a crime and carries an £80 penalty plus a £5 offender levy, but littering is also a serious criminal offence with heavier penalties - £150 minimum fine or £2,500 if you are taken to court.

You're not shoplifter so why be a tosser?

Littering may seem like a petty, lightweight matter, but it is a selfish act that is deeply damaging.

It destroys our surroundings and the very fabric of our society, giving our children the wrong messages and values, removing local pride from our communities, causing upset to millions of people who feel helpless to solve it, ruining and defacing the look of areas, making them unsafe and fueling more crime and more neglect.

Britain is now so overwhelmed by litter and the amount of people dropping it, that the authorities can no longer maintain our public spaces and roads in good order. The result is, our country now looks like a tip, blighted by years of filth and neglect that just keeps on building up with more and more litter being added by drivers tossing it out of their vehicles,

By tossing litter from your vehicle, you are making yourself part of a damning statistic that is destroying Britain like cancer.

By littering you are lowering your personal standards and ruining your ability and that of your friends, family and future generations, to enjoy the very place you call home.

So next time you think of tossing litter, ask yourself why it is such a hardship to hold on to it and put it in a bin.

Let's STOP LITTER in Britain forever

www.stoplitter.co.uk

Questions to help you think differently about litter

1. What is the underlying reason for throwing your rubbish out of your vehicle instead of putting it in a bin?
2. Why is it so urgent that you must throw it out of the vehicle there and then?
3. If you take a look at the roadside verges, slip roads and central reservations you will realise just how much litter is everywhere.
4. Up until this point, you were probably “litter blind”: but once you see it, you will now never be able to “unsee” it.
5. When tossing litter out of the vehicle, do you subconsciously justify it as “I’m helping keep someone employed”?
6. Look carefully and you will notice that it largely never gets cleared or picked up at all by anyone.
7. Does it please you adding to the problem by tossing more litter?
8. How much better do you think things would look if there was no litter.
9. Have you ever been on holiday and thought “wow, it’s so spotless, I could live here”?
10. Have you ever thought how nice it would be if Britain was like this?
11. Do you ever pick up litter or do you just walk on by and think “it’s not my problem, I’m not picking it up, it’s someone else’s job”?
12. Do you litter in your own home?
13. Do you litter in front of young kids and your own family?
14. Do they litter in front of you and think its OK?
15. Do you ever tell them it’s wrong to litter?
16. How would you feel if someone openly littered in front of you?
17. When you litter are you sneaky because know you are doing something that you shouldn’t really do?
18. Do you think you would feel better in yourself if you stopped littering?