



Please see below for some of our FAQ's, hopefully some useful information for your social media and other promotions as requested.

### **Any bin/ any litter?**

Here at LitterLotto we regard litter as anything designed to be consumed or used 'on the go' and you can read more about this in our terms and conditions.

Basically, if you're eating, drinking or using some packing whilst on the move, that packaging would be considered as litter. It doesn't matter the brand, material, shape, size or condition. We want to ensure that these bits of packaging end up in the bin and not left on the street or stuffed in the bushes, so whenever you have anything like this and pop it in the bin, make sure to submit it to LitterLotto via the app.

If you're out and about and you spot something on the street or in nature that shouldn't be there, we would also encourage you to pick that up and make sure it ends up in a bin (or the most appropriate receptacle). - Please be careful when doing this however and read our top tips about staying safe if you're litter picking.

As for the bins you can use...

You can submit your litter into any bin, whether that's a public bin or a home bin, a big bin or a small bin. All we'd ask is that you don't overfill a bin and wherever possible take the litter home with you as that provides a much higher opportunity for the litter to end up in the correct recycling stream.

### **The 'perfect' LitterLotto submission**

Happily it's not too tricky to get the 'perfect' submission on LitterLotto.

In order for a submission to meet our entry criteria a picture must have/ be the following;

- 1) A picture of either a hand or a litter grabber/ picker holding the item/ piece of litter
- 2) The item should be positioned just about the lip/ entry point of a bin (or bin bag in the case of a bulk litter pick).
- 3) The image should clearly show the item (the valid items considered as litter are explained in detail in our terms and conditions).

## Top Tips to Get Started

5 key ways to make the most of LitterLotto

LitterLotto's all about getting a tidier, cleaner environment, with less harm to wildlife, less waste reaching our oceans, and more recycling. By playing your part, you not only get to feel good – you could also win big prizes! Follow our top tips to get you more chances of winning!

1. Look down, it's everywhere!

Walk along any street and you'll probably notice a fair amount of litter. Sadly, it's something we have to deal with together! There'll be bottles, sweet wrappers, chewing gum, crisp packets and many more.

One of the biggest sources of litter however, is cigarette butts!

There's over 4 trillion of them dropped a year, and they're full of nasty plastics and toxins that end up getting washed away and into our oceans.

On the positive side, that gives you over 4 trillion opportunities to enter LitterLotto, because each butt you dispose of in the bin using our App is another chance to win our jackpot as well as a random spot prize.

A word of caution though: We recommend you use gloves or hand sanitiser when collecting others' litter – and please make sure all cigarettes are fully extinguished before disposing of them.



2. Discarded Packaging

It's not just your own burger or chicken box that gets you an entry into LitterLotto! You're never far from an empty crisp packet, chocolate bar wrapper, plastic bottle or any other packaging that's been discarded. Don't see them as litter - see them as more entries into LitterLotto.

You'll get an entry into the LitterLotto for all litter you get rid of– but please be careful if you plan on picking up other people's discarded litter. We recommend you use gloves or hand sanitiser, to ensure you don't catch any nasties from them.



### 3. Make it count

To make sure your entries count, you need to be aware of the rules. They're simple enough and it's actually easier to bin litter correctly than it is to cheat – but surprisingly there are still some that want to try it! In short, if you try and cheat, we'll recognise it and none of your entries will count. Putting the same cigarette butt in the bin over and over? We'll know. Thinking of emptying a litter bin and then putting it back bit by bit? We'll know. And we know all the other ideas you've got too 😊



### 4. Perfect Pics

When you take your pic, your photo needs to have certain content for us to recognise it as a valid entry. Please help us to understand what we're looking at by making sure your pic includes these 3 things:

- The mouth of the litter bin you're posting into
- The product you're binning
- Your hand

The photo should be taken at the very point you're about to let go of the litter.

Missing out any of these will mean we may not be able to understand it, which means you won't be able to win any prizes.



#### 5. Have fun and spread the word!

Putting your litter in the bin shouldn't be hard work but some reports suggest two-thirds of us drop litter. Yet everyone wants to live in a nice environment – and everyone wants to win huge jackpots!

So we've married the two and now it's up to you. Invite friends and family to use the app (you'll get extra entries for each one that starts using it – and a bonus if they win the jackpot)



So there you have it. The biggest littering problems and our top tips to ensure you're using the LitterLotto app in the best way possible.

The following statistics relate to our August 2021 Launch::

**Fugitive litter** - picked up from the ground

85% of the total litter binned using the LitterLotto App was fugitive

98% of confectionary wrappers were fugitive

99.4% of cigarette butts binned were fugitive

Based on 2000 “binning events” taken at random.

**User Stats** - Our binning heroes!

LitterLotto downloads: 14,500 in a 7 week period

Average usage: 2.9 “binning events” per user per day

Average user age: 30

Youngest user age: 15

Oldest user age: 78

**The behavioural science behind the idea:**

We leverage behavioural science and the principles of behaviour change to build new habits:

Repetition: People will repeat easily, that which have they done

Reward: Get a win for a simple task

Cognitive ease: Make it easy to do

Chunking: Small individual tasks are less daunting than big ones

Salience: Our attention is drawn to what’s novel and seems most relevant to us

Present Bias: People have a tendency to settle for shorter term immediate gains over long term

Social Norms: People are less likely to litter in clean areas.