

National Highways Litter Campaign

Partner Toolkit

Version 1.1

February 2024



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Campaign overview

National Highways is responsible for operating, maintaining and improving 4,500 miles of England's motorways and major A-roads, linking towns, cities, ports and airports, and getting people to where they need to be on time – safely and reliably.

Roadside litter is a serious issue that affects the environment, wildlife and the safety of road users. It also endangers the people who collect it and takes away the valuable resources that could be better used to improve the road network.

With safety as the number one priority, National Highways aims to at least halve the number of people killed or seriously injured on their roads by the end of 2025, with a longer-term goal of achieving zero-harm on the strategic road network.

To support this vision and to have a network predominantly free from litter without compromising safety, National Highways has, for the first time, developed a new campaign that aims to educate and change road users' behaviour towards littering.

The campaign will run from 12 February to 10 March.

We would be grateful if you would join the partnership of organisations who support this anti-littering campaign so together we can help protect our environment, wildlife and road safety.

Campaign objective and audience

Campaign objective

We want to increase awareness of the impact of litter on the strategic road network. The campaign goal is to reduce the amount of roadside rubbish by influencing customers to refrain from dropping litter.



Campaign audience

The campaign is set to reach all drivers but the key focus is on:

- **Families** (travelling with children and snacks in the car, with the opportunity to teach them the real impact of litter) – 8.1m people (1.3m claimed litterers)
- **Young drivers** (who are inexperienced or overconfident but like to follow social norms) – 6.4m people (1m claimed litterers)
- **Commercial drivers** (driving long journeys and treating lorries as their home/office therefore want to keep them tidy and clean) – 803k people (406k claimed litterers)

Campaign implementation

The marketing campaign runs from 12 February until 10 March 2024.

It will be aired widely on radio, digital audio and podcasts as well as on roadside outdoor posters, at motorway service areas and social media.

It will also be supported via PR and partnership activities.

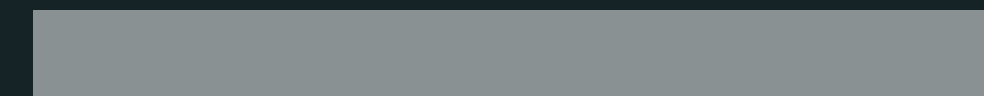


Launch 12 February 2024 End 10 March 2024

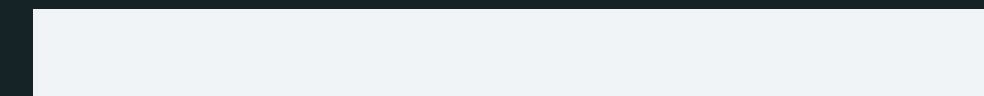
Outdoor posters



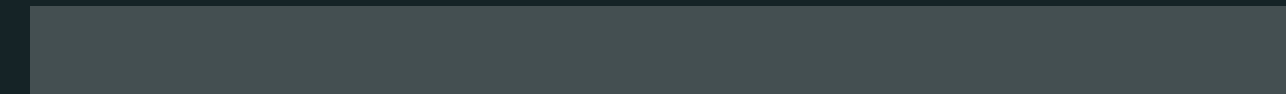
Radio



Digital audio and podcasts



Social media



Partnerships



Creative approach

Britain is seen as an animal-loving nation. So this campaign will pull on the country's heartstrings by alerting them to the millions of animal lives that are lost due to roadside litter.

Campaign key message

Litter kills an estimated 3 million animals every year.* Discarded roadside rubbish and food attract wildlife to their death.


Use a bin, or wait until you get home.
Lend a paw. Bin your litter.

*Estimate based on Keep Britain Tidy, Journal of Litter and Environmental Quality.

Litter kills 3 million animals a year*



Discarded roadside rubbish
harms and kills wildlife.

 **Lend a paw
Bin your litter**

 national
highways

*Estimate based on Keep Britain Tidy, Journal of Litter and Environmental Quality.

Campaign posters

To help protect our environment, wildlife and road safety, we have developed a range of posters that we'd like to invite you to use:

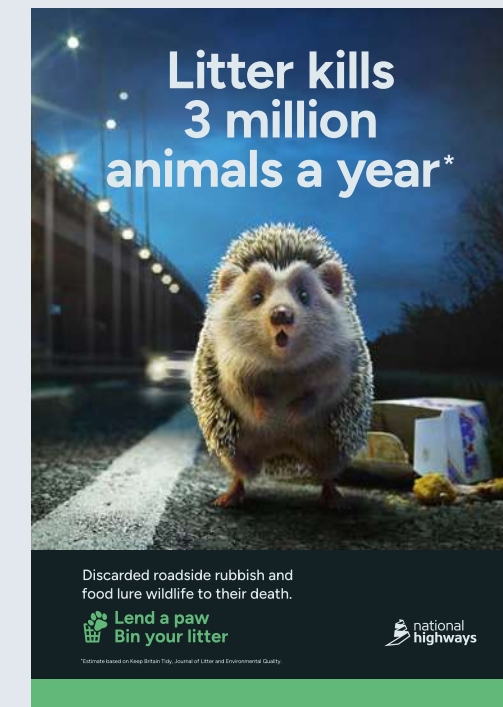
- on your outdoor areas and digital screens
- in your washrooms and on your notice boards
- in your internal communication sharing with your customers, members or branches

They include:

- 6 sheets posters
- 48 sheets posters
- A3 posters

The creative represents three animals: a rabbit, a squirrel and a hedgehog.

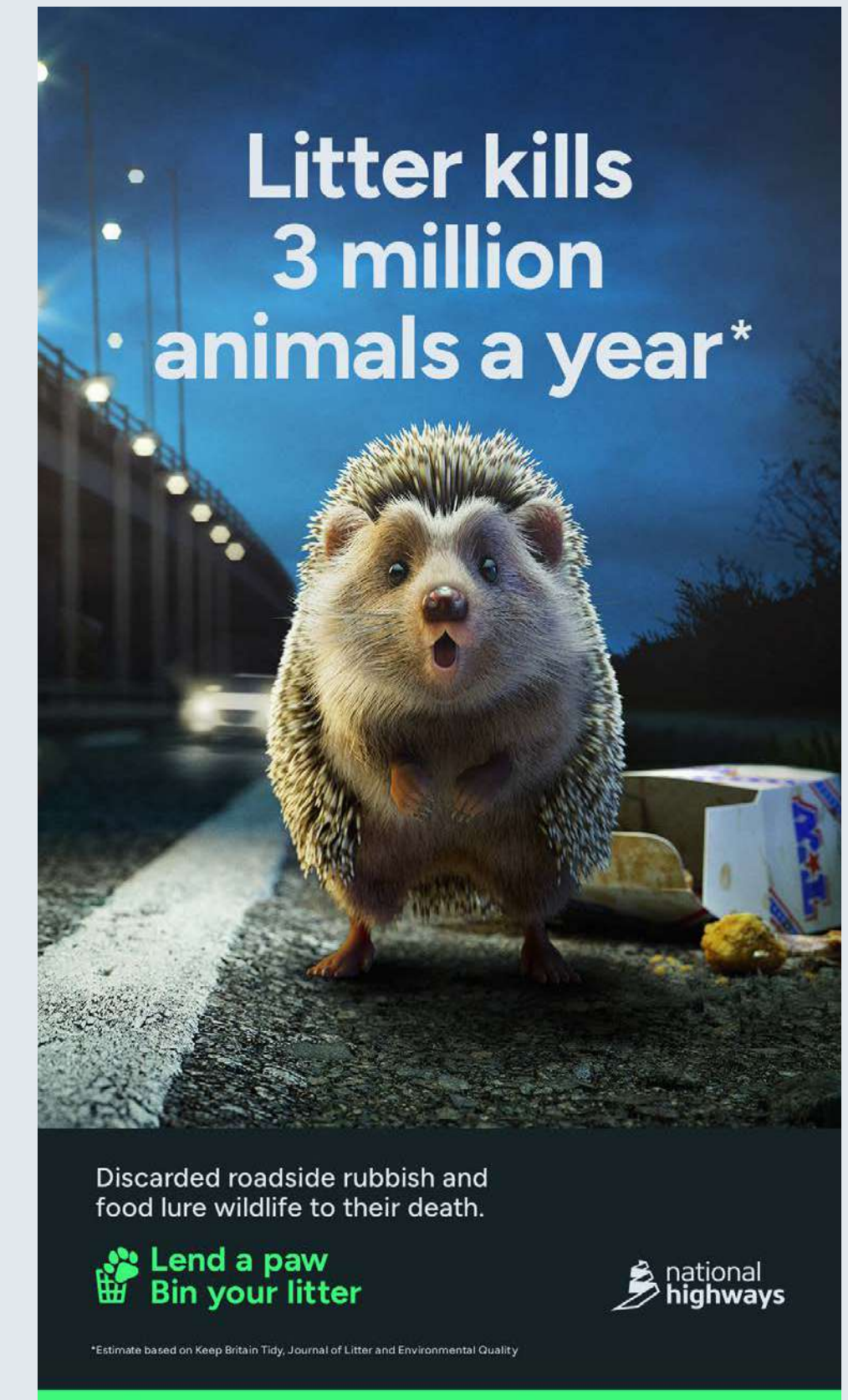
To download the assets, [click here](#)



A3 posters



48 sheets posters x 3 versions



6 sheets posters x 3 versions

Social media assets

We would be most grateful if you would join our coalition of partners and support the campaign on your social media and digital channels.

We have developed a range of social assets to be used on social media feeds, websites, blogs or newsletters.

They include:

- Static assets available in two formats: 1x1 and 9x16 for each animal creative
- Video assets available in two formats: 1x1 and 9x16 for each animal creative

The creative represents three animals: a rabbit, a squirrel and a hedgehog.

To download the assets, [click here](#)



Static 1x1 Rabbit



Static 1x1 Squirrel



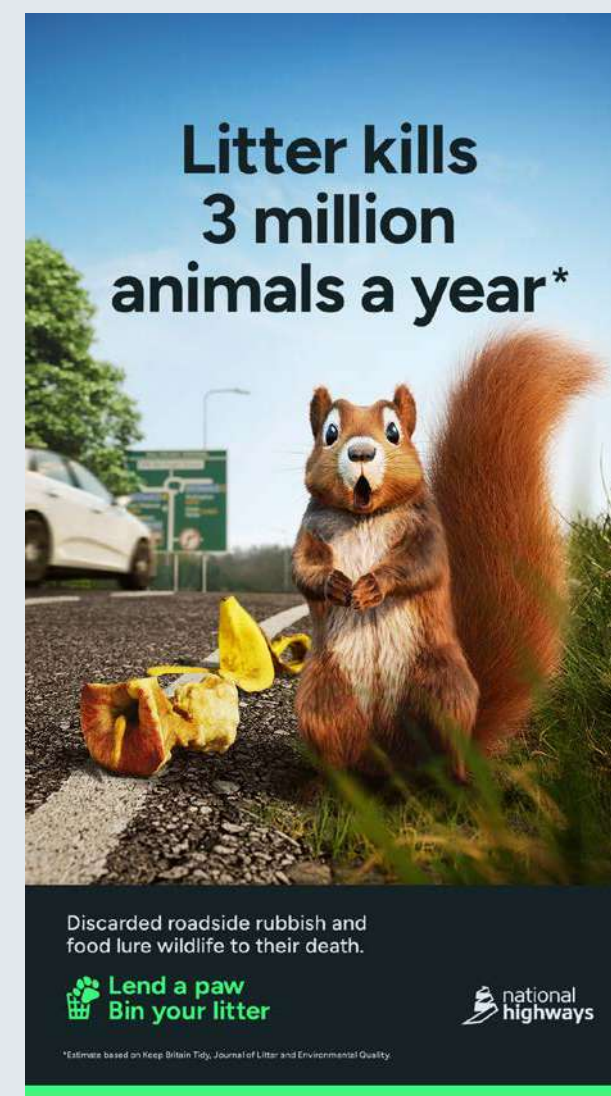
Static 1x1 Hedgehog



Video 1x1 Rabbit, Squirrel, Hedgehog



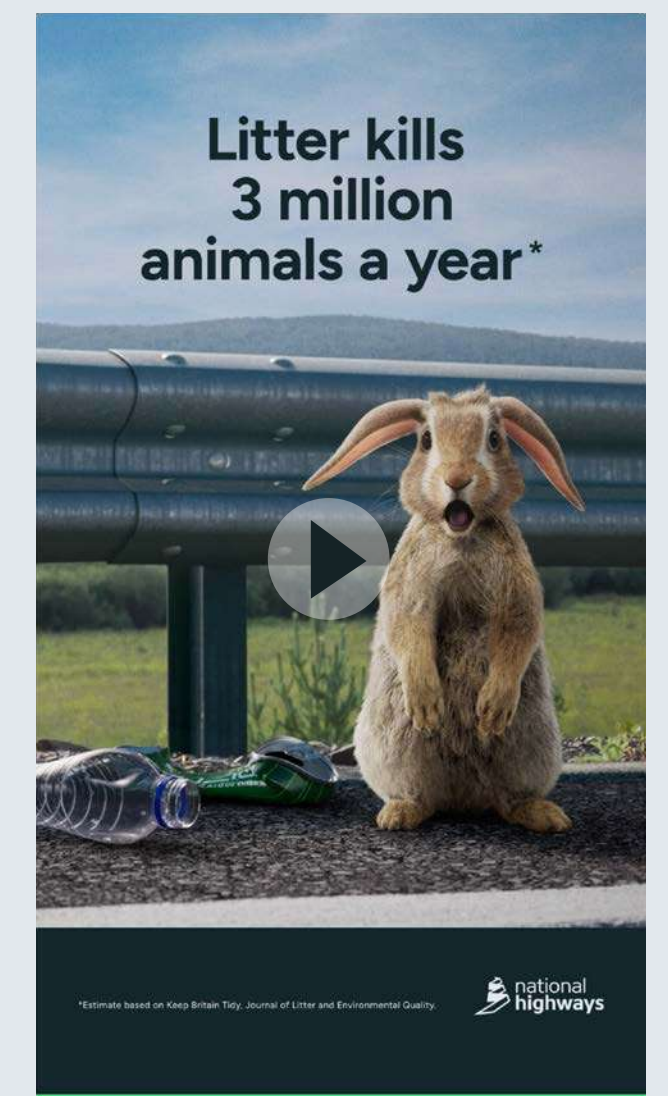
Static 9x16 Rabbit



Static 9x16 Squirrel



Static 9x16 Hedgehog



Video 9x16 Rabbit, Squirrel, Hedgehog

Social media posts

To support the campaign on your social media channels you could create your own posts using the messaging from the toolkit.

Or you can use the following captions and direct your audience to nationalhighways.co.uk/bin-your-litter for more information.



*Discarded roadside rubbish and food lures wildlife to their death. Use a bin, or take your litter home. Help play your part in protecting our wildlife.
#LendAPaw #BinYourLitter*

*Did you know that discarded litter, including fruit, lures hungry animals like hedgehogs and rabbits onto our roads, where they're often hit by passing vehicles?
#LendAPaw #BinYourLitter*

*Britain is a nation of animal lovers, yet every year millions of animals are killed or injured on our roads - attracted by discarded litter and fruit. Please protect our wildlife. Use a bin, or take your litter home.
#LendAPaw #BinYourLitter*

Alternatively you could reshare our posts on your social media channels to align with our messaging. Please visit our channels below:

- [Facebook posts](#)
- [X posts](#)
- [Instagram posts](#)
- [LinkedIn posts](#)

Checklist to get involved

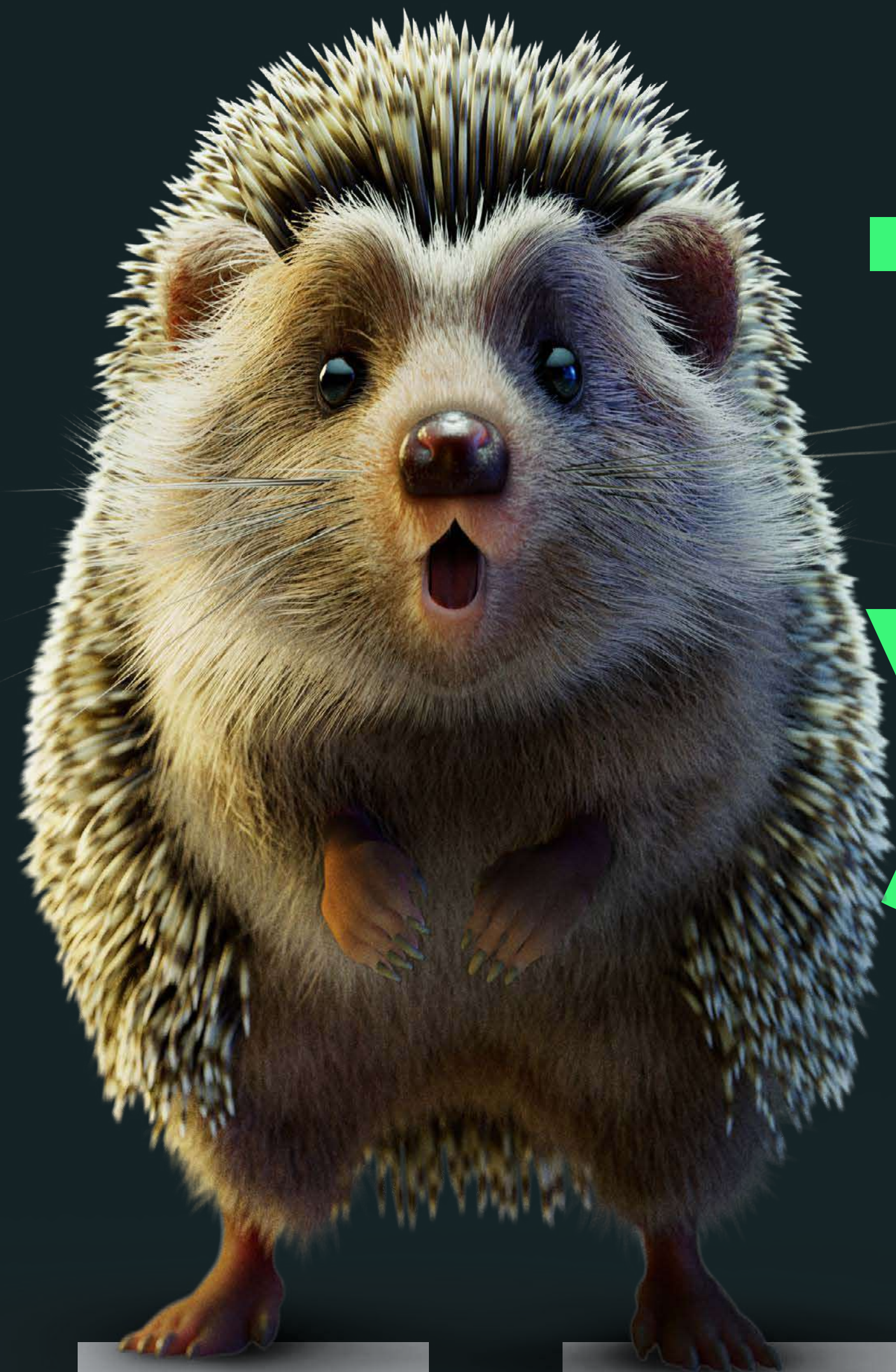
Your support will greatly help to spread and amplify the campaign messages and it is very quick and easy to get involved.



Here is a quick checklist of actions:

- Post some of our digital and social resources on your channels
- Print and place posters in your common internal spaces or branches
- Upload the adverts onto your intranet, website and newsletters to staff and customers
- Reshare the campaign's social posts from National Highways' **Facebook**, **X**, **Instagram** and **LinkedIn** using **#BinYourLitter**
- Have a conversation with your audience, letting them know about the importance of disposing of their rubbish responsibly
- Direct your audience to the campaign page for more information nationalhighways.co.uk/bin-your-litter

If you do support the campaign, we would love to hear about it for our evaluation – please email us on marketing@nationalhighways.co.uk



Thank you

for your invaluable support.

For any questions about
the campaign please email
marketing@nationalhighways.co.uk