



CREATING PLAYFUL CAMPAIGNS





FOOD



FASHION



HOMES



NEIGHBOURHOODS



HUBBUB'S APPROACH



**Gain
insight**



**Use proven
behaviour
change
techniques**



**Learn fast –
fail cheap**



**Share results
(good and bad)**



Spread impact



USE INSIGHT NEAT STREETS



USE INSIGHT LOVE YOUR FOREST



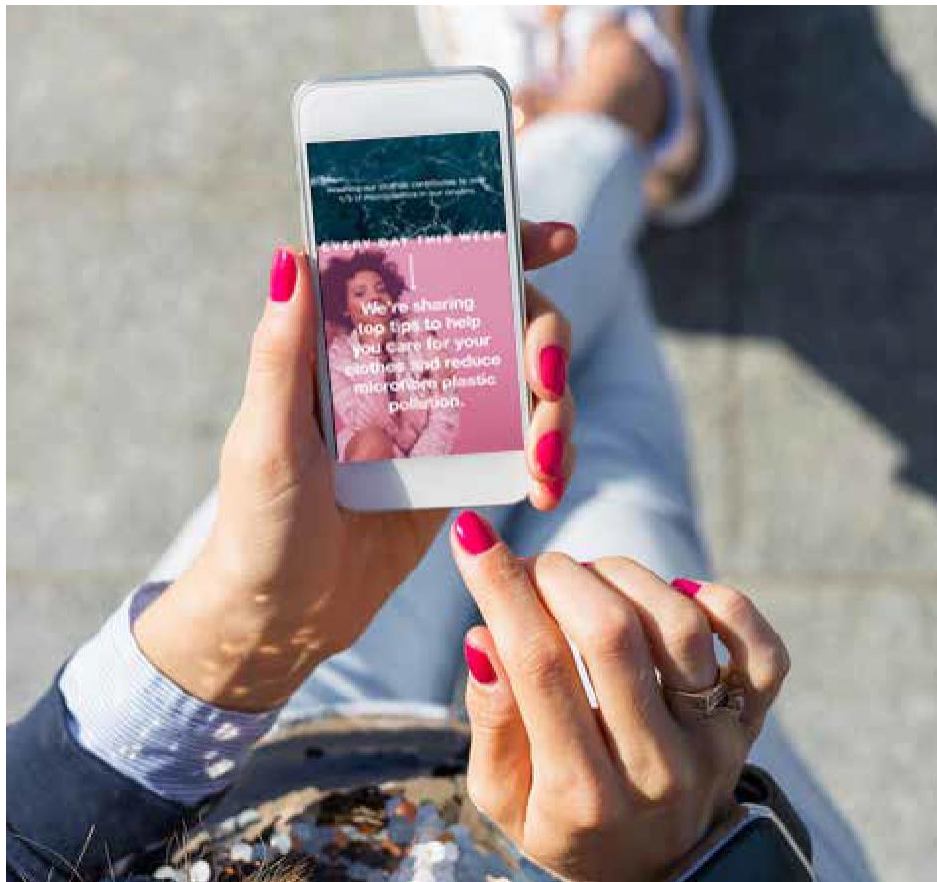
USE STORIES

PLASTIC FISHING



USE STORIES

WHAT'S IN MY WASH?



COLLABORATE COFFEE CUP CHAINS

- Collaborated to deliver cup recycling campaigns in Manchester and London.
Six million cups recycled.
- Three mills can now recycle coffee cups.
- Costa providing £70 per tonne to recycling industry for collected cups.
- Starbucks trialling the 'Latte Levy' in 36 stores.





COLLABORATE COMMUNITY FRIDGES

- A network **50 Community Fridges** in the UK in the next twelve months.
- Enable community groups to easily share learning and experiences.
- A collaborative approach involving a wide range of retailers.
- Fridges are saving on average 0.5 tonnes of perishable food a month.

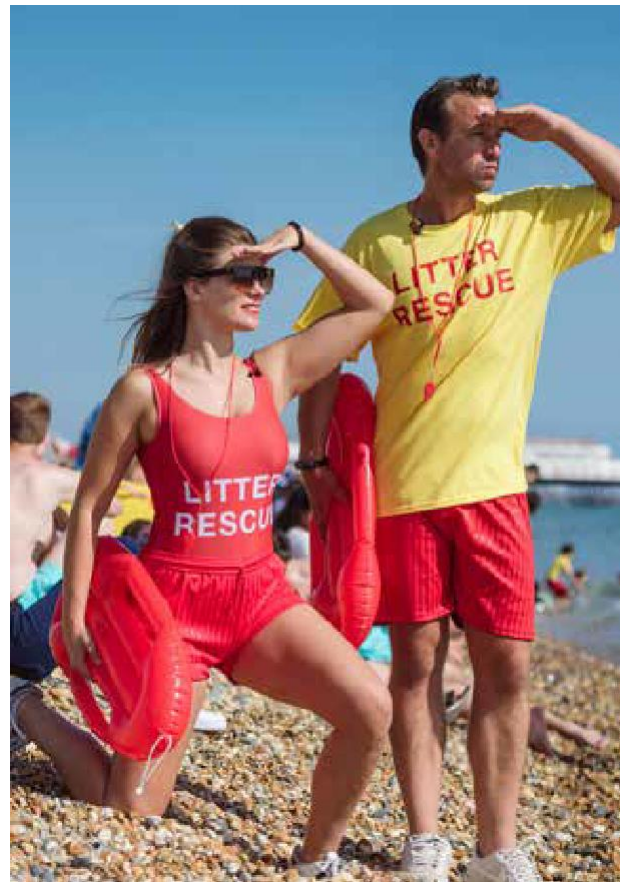


USE A SEASONAL HOOK GIFT A BUNDLE

- Gifting beautiful outgrown baby clothing to families who need them.
- Gifts from a mother to another on Mothers Day.
- Run in partnership with mothercare.
- Delivered in 43 stores and has collected **52,000 items of clothing helping 6,000 families.**



BE PLAYFUL STREETS AHEAD



BE PLAYFUL FOR FISH'S SAKE



LEARN FAST AND CHEAP DRIVE DOWN LITTER





THANK YOU

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