

# No Rubbish Excuses



**Client**  
Cheshire East Council

**Challenge**  
Reduce fly-tipping, littering and dog fouling and improve neighbourhoods in Crewe and Cheshire East.

**Solution**  
apt. created a hard hitting, 12-month behaviour change campaign called 'There are No rubbish excuses!' to engage the different community groups of Crewe including: older people, families, people who don't speak English as a first language (Bengali, Polish, Portuguese, Romanian and Slovakian) and people living in houses of multiple occupation.

Audiences were targeted using a different mix of creative, media and messages. The campaign's themes are: engagement, education and enforcement and all required a different approach. Media and engagement included: community engagement events, social media, recycling wheels, billboards, bin stickers, lamppost posters, dog poo bag-holders, translated posters, incident tape and frisbees

**Category:**  
Branding Campaigns Creative Design Environmental Focus Testing Illustration

**Date:**  
March 2018

**Tags:**  
behaviour change Campaign Cheshire East graphic design Local Authority logo