



Louise Sunderland, 23, from Blackburn was Litterlotto's first jackpot winner, winning £5,000 | Photo source PRNewsfoto/LitterLotto

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A NEW 'LITTER LOTTO' HELPS TO KEEP COMMUNITIES CLEAN

  NONPROFIT & SOCIAL CAUSE

The new app incentivises people to pick up and bin litter

Spotted: A new, free-to-enter monthly prize draw rewards people for binning litter. Using the free LitterLotto app, participants take a photo of every piece of rubbish they pick up and bin. Each photo equates to an entry into the monthly jackpot draw, along with a range of other, smaller prizes. The monthly jackpot in the UK was recently doubled to £10,000 per month.

Free to download from both the Apple and Google app stores, LitterLotto debuted in Denmark earlier in 2021. Available in other countries as well, the size of cash prizes vary depending on location.

The company provides guidelines for photos, requiring the top of the bin, the user's hand and the piece of litter all to be visible in order to be eligible for an entry in the draw. Every single item of rubbish counts, including cigarette butts, with the company highlighting the more than four trillion that are dropped on the ground each year worldwide. Users of the app can also earn extra entries in the draw by recommending friends and family. And if someone a user recommended wins the jackpot, the initial person also wins a prize.

Gamification is one of the more creative means of encouraging people to undertake difficult or unpleasant tasks. Previous examples spotted by Springwise include a [running app](#) to encourage people to exercise, and a [waste management system](#) that aims to improve working conditions and increase the accuracy of its recycling.

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Takeaway:

With the world facing the huge issues of COVID-19 and climate change, litter might seem like a somewhat secondary problem. Yet, two million pieces of litter are dropped in the UK every day, which works out as 23 items per second. This not only has a negative impact on the environment – it also has a not-insignificant economic impact. For example, street cleaning costs the taxpayer over £1 billion a year.