



# What is fast-litter?

In order **to hold producers to account** we have to be certain of the retail outlet fast-litter came from. Only McDonalds sells McDonalds and it comes in their own branded packaging. For instance the clam-shell burger box for Big Mac et al. This is definitely only sold by McDonalds.

A can of beer or water bottle cannot be traced back to a retailer so we cannot hold a brand to account. For example, did the Evian or Highland Spring water bottle come from the petrol station, supermarket or fast-food outlet? We can't be certain.

Alongside this we are not concerned with fast-litter in urban areas. Urban areas are determined as settlements with populations of 10,000 or more, [based on the 2021 Census](#). Rural areas are everywhere else and will include rural towns, villages, hamlets, isolated dwellings and open countryside. (For more see: [https://assets.publishing.service.gov.uk/media/610c08e4d3bf7f044024465a/RUCOA\\_leaflet\\_Jan2017.pdf](https://assets.publishing.service.gov.uk/media/610c08e4d3bf7f044024465a/RUCOA_leaflet_Jan2017.pdf))

Also – we are focusing on **car-based consumption** because we believe that a new type of consumer behaviour is emerging. This is the practice of **buying food and drink from drive-through or retail outlets to eat on a journey and then tossing it out of the vehicle when it is no longer needed**. This happens away from source and often crossing district or other boundary markers. For example, **we found a Taco Bell cup in Stroud – the nearest outlet was either Gloucester (15km) or Cheltenham (17km)**. With some certainty, given it was found roadside, in the countryside, on an A road connecting Stroud to Gloucester/Cheltenham we felt confident this typified fast-litter.

So, we define fast-litter as:

- Packaging that can be **attributed to a specific retailer**,
- Has **clear brand marking** or identity,
- A **food and drink consumer**-level product,
- Found **roadside in rural** locations (vehicle accessed).



To classify fast-litter we have produced the following categories:

Fast-litter category 1 (FLC1)

**Vehicle access, specific retailer, clear brand marking, food and drink consumer product, rural location**

Fast-litter category 2 (FLC2)

**Clear brand marking, food and drink consumer product, rural location**

Fast-litter category 3 (FLC3)

**Food and drink consumer product, rural location**

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**We have produced a GPT that can answer your questions:**

<https://chatgpt.com/g/g-693c510419e48191be52cf26b90ed084-fast-litter>

**We have produced a GPT that will categorise your images:**

<https://chatgpt.com/g/g-693c5d721d908191ae154eb23a741db7-fast-litter-detector>

**Our project website is:** [www.fast-litter.org](http://www.fast-litter.org)

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Our focus is on documenting a particular type of on-the-go consumer packaging that is being distributed in RURAL areas. We classify RURAL as outside of the urban centre, beyond the suburbs, into countryside, ANOB, woodlands and waterways.

NOT: fly-tipping, graffiti, dog mess, potholes (not yet anyway!).

A handwritten signature in black ink, appearing to read 'Dr Richard Cook', followed by a horizontal line.

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