



**Keep Scotland  
Beautiful**

# **Impact Report**

2025/2026

**Inspiring action for our environment**

# Scotland is beautiful

**Together we have inspired significant positive environmental action over the past 12 months. We're delighted to share some of the key impacts we have made together across the county.**

*"It never ceases to amaze me how much of a difference we make in such a short space of time. With your support and commitment to our mission we have had another fantastic year making an impact in communities across Scotland."*

*"Like we said last year, it is not an easy time for the charity sector. Yet, despite reduced budgets we are continuing to punch above our weight and rise to the challenge of meeting an ever-increasing demand for support. Our collective efforts – ours and yours – are being seen. Together, we aim to nurture activity to keep Scotland beautiful in every community, school and place of work."*

*"Our dedication will never waiver. And, thanks to the consistent backing from our supporters, funders, partners and employees we remain motivated to do more, to keep going and to celebrate and champion the good that people are doing to care for our planet and those who live on it."*

*"We know how much you care about Scotland's environment. We feel it, and you tell us. We've achieved so much this past year, but we still have so much to do."*

*"Together we have a simple mission. We can do it. We all have a part to play. I believe this Impact Report acts as both a celebration of what can be achieved and a blueprint for future action."*

*"Join us and let's keep Scotland beautiful together."*



**Tom Brock OBE**  
Chair, Board of Charity Trustees

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Collaborative - Ambitious - Positive - Innovative - Influential - Professional

# Thanks to your support we're active in every local authority area in Scotland.

## PRESERVE AND CELEBRATE

"It has been a pleasure to work with Keep Scotland Beautiful to introduce our heritage work through the new Eco-schools topic. As a group, we have loved interacting with our local area and discovering more of the history of Falkirk. This has enabled us to gain a greater appreciation for our local area and, in turn, we're more determined than ever to help preserve and celebrate our heritage.

"The team at Keep Scotland Beautiful have been instrumental in guiding us through this process and we can't wait to see where this initial project will take us."

Falkirk High School

## PROGRESS AND IMPROVEMENT

"Keep Scotland Beautiful has been a constant voice for progress and improvement. The mismatch between activists and politicians and what the public actually wants needs to be bridged. Keep Scotland Beautiful is part of the solution and should be listened to."

Donald Anderson, Director of Playfair Scotland

## A FORCE FOR GOOD

"Keep Scotland Beautiful have been fundamentally a force for good tackling the litter emergency and other initiatives that create a network of highly motivated volunteers."

#SpringCleanScotland volunteer



1,192

**schools joined a Climate Action Schools activity**



22,275

**pupils engaged in Live Lessons**



248

**groups in the Climate and Nature Friendly Communities Network**



200,000

**volunteer hours given supporting community gardening**



98%

**Keep Scotland Beautiful employees accredited as Carbon Literate**



13,000

**local environmental quality site audits coordinated**



34,000+

**involved in #SpringCleanScotland**



181

**beaches, parks and tourism establishments recognised with awards for environmental excellence**



441

**people attended our climate training, workshops and webinars**

# Combatting climate change



## The issue:

There is a climate emergency.



## Our ambition:

Scotland is a net zero nation.

**We've worked with schools, organisations and community groups to help them support Scotland's net zero ambition.**

**We continue to lead the delivery of climate education in schools across Scotland through our Climate Action Schools programme. As part of our celebrations of 30 years of Eco-Schools we visited the Royal School of Dunkeld alongside Scotland's First Minister John Swinney to present the pupils with their 11th Eco-Schools Green Flag Award, the first school in the country to achieve this in three decades.**



**“Children and young people have been leading the charge for urgent action to address climate change and nature loss. That is right, since they will be the ones who will face the greatest impacts of climate change over their lifetimes.**

“However, the responsibility to become climate resilient and reduce emissions cannot just be up to the next generation. This Government has committed to Scotland reaching net-zero by 2045, and I am proud that we are embedding climate education across all settings by 2030.

“The Scottish Government has supported the Eco-Schools Scotland programme for over two decades, and pupils and teachers at the Royal School of Dunkeld have collectively achieved a remarkable feat.”

First Minister John Swinney



Across Scotland:

**40**

**schools achieved their first Eco-Schools Green Flag Award**

**288**

**received their renewals**

**857**

**schools hold a Green Flag Award**

**In early 2026 we retained our Platinum Carbon Literacy Training Organisation status, highlighting our commitment to ensuring people from communities, in schools, businesses and individuals can learn more about the climate emergency and what actions they can take.**

We remain committed to delivering climate education at scale through our Climate Action Schools programme, encouraging our young people to get involved in discussions and providing them with the tools they need to navigate environmental issues. We continue to work with communities the length and breadth of Scotland who want to take action now to develop their own action plans which will support future generations.



**Over the past three years we have partnered with VisitScotland to deliver Carbon Literacy Training to staff and last year we celebrated 200 people becoming Carbon Literate.**

**EXPERTISE IN CLIMATE ACTION**

**We've partnered with YMCA Scotland to support local YMCAs in Cupar, Dumfries, Edinburgh, Glenrothes, Kilmarnock, Kirkcaldy, Renfrew and Tollcross with Climate Emergency Training and develop Community Climate Action Plans.**

"We are thrilled to be partnering with Keep Scotland Beautiful on this national climate action programme which has been made possible due to funding by The National Lottery Community Fund.

"Their expertise in climate action work and training will strengthen our work with local YMCAs as they support young people and communities to lead positive environmental change. This project shows what is possible when we come together behind a shared commitment to people and the planet."

Taylor Smith, Climate Fund Project manager at YMCA Scotland



**FURTHER EMPOWER YOUNG PEOPLE**

"We were pleased to be able to support the Young Reporters for the Environment competition in 2025 and inspired to see the excellent winning photos being turned into a celebratory calendar.

"I'm looking forward to working with the team at Keep Scotland Beautiful in the coming year to further empower young people to use their digital skills to share their thoughts on our environment."

Steph Johnstone, Scottish public sector HP sustainability lead

**In 2025 we celebrated 30 years of Young Reporters for the Environment, a programme we run with the Foundation for Environmental Education, and once again we had a brilliant selection of more than 120 entries from young people. Thanks to sponsorship from HP we produced the first ever Keep Scotland Beautiful calendar featuring winning entries, and we then celebrated with the winners at a ceremony in the Smith Art Gallery and Museum in Stirling.**

This environmental journalism programme and competition provides young people with the opportunity to speak out on environmental issues they feel strongly about.



# Tackling litter and waste



## The issue:

There is a litter emergency.

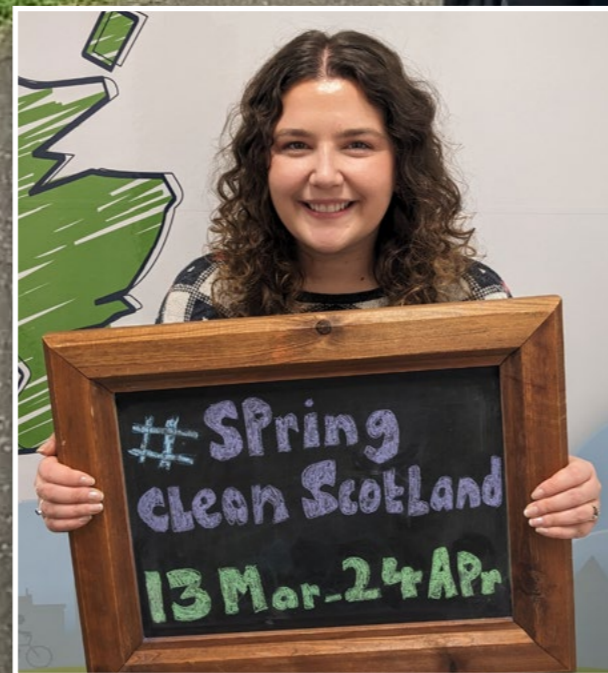


## Our ambition:

Scotland is litter free and has a circular economy.

**We've been proactive and innovative as we raise awareness of and tackle the litter emergency.**

Our annual #SpringCleanScotland campaign continues to unite people of all ages across the country and work collaboratively to clean up Scotland. With Scotland's Deposit Return Scheme arriving in 2027 we have been at the forefront of trialling incentives to monitor behaviour and promote effectiveness. And we finally welcomed a ban on the sale of single-use vapes – Scotland's fastest growing litter type last year.



**Single-use vapes were banned in Scotland, on 1 June 2025 marking a huge milestone in our efforts to raise awareness and influence national policy to tackle single-use waste and promote a circular economy.**

The ban came into force following a three-year collective effort between Keep Scotland Beautiful, the Marine Conservation Society, ASH Scotland and our charity Ambassador Laura Anderson. With five million single-use vapes estimated to have been littered or thrown into general waste across the UK in 2024, and our own data revealing they were the fastest growing litter type in 2024/25, the ban was strongly welcomed.

**More than 34,000 people took part in #SpringCleanScotland 2025, removing 331 tonnes of litter that was polluting our environment.**

Thousands of clean ups took place across every local authority in the country, with people of all ages getting involved. Renfrewshire Council received an award for being the local authority with the highest number of litter picks recorded per head of population, while we gave out Heroes Awards to a number of organisations and individuals including Green Tangerine, FARE Community Allotment, Fife Street Champions, East Haven Together, West Lothian Litter Pickers, Irvine Clean Up Crew, Shetland Amenity Trust and Dumfries and Galloway's Darren Burns.

## LANDMARK MOMENT

"This ban is a landmark moment in the fight against wasteful, polluting products that never should have become mainstream in the first place. Single-use vapes are a symptom of our throwaway, convenience-driven culture, producing devices which are harmful to the environment and hazardous to our health.

"We must shift towards a circular economy where we design for reuse, repair and refill, and not for the bin. Scotland, and the UK have shown leadership through this ban. Now it's time for industries to step up and follow through."

Laura Anderson, Keep Scotland Beautiful Ambassador



## Litter league

Our Litter League competition was won by B-Dale Explorer Scouts in West Lothian, with 25 young people collecting 114 bags of litter.

We led a broad coalition of charities, community groups and campaigners to call on the Cabinet Secretary for Net Zero and Energy, Gillian Martin MSP, to reaffirm the Scottish Government's commitment to expand the Extended Producer Responsibility for Packaging (pERP) scheme to include payments towards the costs of litter collection and disposal.

Our coalition brings together key environmental and community groups from across the country, including Circular Communities Scotland, the Marine Conservation Society, Paws on Plastic, and Surfers Against Sewage.

More than 70 representatives from organisations and local authorities across Scotland attended our annual Local Environmental Quality seminar in Glasgow.

This event followed a breakfast briefing with key stakeholders to garner support for action on litter and to present the findings of our two annual reports on public perception on litter and data from surveys carried out across Scotland.

We were invited to sit on the Consumer Engagement Forum, led by UK DMO LTD, trading as Exchange for Change, ahead of the UK-wide Deposit Return Scheme being rolled out in 2027.



We supported Jenny Gilruth MSP, partners and 100 school pupils at a big clean up at Leven beach.

More than 20,000 plastic bottles and cans were recycled over a five-week period at New College Lanarkshire thanks to our partnership with the college and Coca-Cola Europacific Partners.

The trial, which was shortlisted for Campaign of the Year at the Awards for Excellence in Recycling and Waste Management 2026, introduced a 20p financial incentive for using existing Reverse Vending Machines. The incentive led to the machines being used eighty times more than when compared to the same period the previous year.

In total, 11,293 cans and 8,884 plastic bottles were recycled during the trial, compared to just 255 bottles and cans in the same period the year before.

However, once the incentive ended, usage dropped sharply, with just 346 containers recycled the following week, a 91% decrease on the trial's weekly average.



POWERFUL  
MOTIVATOR

"It's hugely encouraging to see such positive results from our trial. The findings clearly show that even a small incentive can be a powerful motivator to recycle and engage with a Deposit Return Scheme."

"These studies are allowing us to see first-hand how people interact with a DRS in reality and build a picture of what recycling behaviour will look like ahead of its eventual rollout across the UK in 2027."

Jo Padwick, Senior Sustainability Manager at Coca-Cola Europacific Partners GB

As a key delivery partner for the Scottish Government's National Litter and Flytipping Strategy (NLFS) we spearhead national efforts to tackle litter across Scotland and have delivered key actions laid out in the Action Plan.

### Roadside litter

Building on our data, knowledge and research we have collaborated with key local authorities, road operators and businesses to further develop, roll-out and test roadside litter messaging and solutions in three locations.

- Working with Scottish Borders Council, East Lothian Council, Transport Scotland and BEAR Scotland, alongside the volunteering group Berwickshire Against Litter A1.
- Alongside Falkirk Council, West Lothian Council and West Lothian Litter Pickers on the A801.
- In Dundee, working with Dundee City Council, we addressed issues identified alongside the A90.

We coordinated a national week of action from 16-23 March, providing a communications pack to all local authorities and supporting messaging alongside deep cleans that were carried out by AMEY, BEAR Scotland and local authorities, and running a competition in schools to design a campaign banner and distributing a litter educational resource to support educators.



### Data

Alongside key stakeholders we lead work to strengthen and improve litter data collection, including collaborating with local authorities on a new approach to litter monitoring that will improve how it can be used at a local level to tackle issues.

Our work has also included the establishment of a Citizen Science Stakeholder Forum to improve consistency and effectiveness of data collected by volunteers across Scotland for a variety of environmental charities.

### NATIONAL EXPERTISE

"Working with Keep Scotland Beautiful continues to bring real value to Glasgow City Council. Their national expertise, community focused approach and practical support help us strengthen our efforts to tackle litter across the city. The partnership not only enhances our operational capacity, but also empowers local communities, schools and volunteers to take pride in their neighbourhoods. Importantly, Keep Scotland Beautiful brings innovative approaches, fresh thinking and tools that support us to address persistent environmental challenges in new ways."

Francine O'Rourke, Head of Service Parks and Streetscene, Glasgow City Council

3,500

visits to Community Litter Hub

700+

bags of litter removed during Roadside Week of Action

100%

satisfaction from partners on delivering NLFS Action Plan

### Community litter hub

The online community litter hub provides a one-stop shop for information on litter, the legislation, how to tackle it and who can support action. We maintained the site, uploading new case studies, reports and added a new section on flytipping.

# Impact timeline

APR

**£8,000** was raised through the Big Give for our Climate and Nature Friendly Communities Network.

Hosted a round table for social housing providers with a focus on delivering good quality local environments for communities.

MAY

Awards presented to Eco-Schools and Young Reporters for the Environment in celebration of **30** years of the programmes.



JUN

Ban on sale of single-use vapes arrives after years of using our data to campaign alongside ASH Scotland, Marine Conservation Society and our Ambassador Laura Anderson.

**52** beaches recognised with Scotland's Beach Award.

JUL

Retained our ISO14001 environmental accreditation.

**88** green spaces recognised with Green Flag Award for parks.



AUG



Responded to consultations on Part 1 of the UK Marine Strategy, the Wellbeing and Sustainable Development Bill and the Draft Environment Strategy.

SEP

Our Deposit Return Trial with New College Lanarkshire students began.

**38** Beautiful Scotland winners announced.



OCT



Recorded interviews with Awaz FM and BBC Alba.

Hosted Local Environmental Quality Seminar and breakfast briefing.

Strategy for Scotland's Historic Environment features Our Heritage, Our Future as one of the 'in focus' sections.

NOV

Partnership confirmed to develop climate action plans with YMCA Scotland across Scotland.



DEC



Launched our Circular Economy training developed alongside Circular Communities Scotland.

Citizen science annual data day takes place as part of our Upstream Battle® campaign.

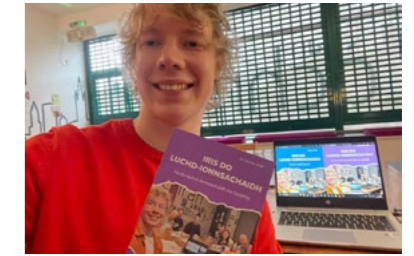
JAN

We responded to consultations on the Draft Circular Economy Strategy for Scotland and the Draft Climate Change Plan.

Published our Policy Priorities ahead of the Scottish Parliamentary Election.

Hosted a Target 2030 event for stakeholders.

FEB



Our first Gaelic language Zine was published during World Gaelic Week alongside a number of climate workshops being delivered in schools.

MAR

Led a coalition call for the Scottish Government to ensure litter payments are included as part of Extended Producer Responsibility for packaging (pEPR).

**60** people attended youth climate event.

# Restoring nature and biodiversity



## The issue:

There is a nature emergency.



## Our ambition:

Scotland is nature positive.

**We have supported and celebrated your efforts to restore nature and biodiversity.**

**Our Climate and Nature Friendly Communities Network continues to grow, our resources for young people and educators are consistently expanding and improving and bookings for our nature and biodiversity training course are increasing. Community gardening is supporting an increase in biodiversity across Scotland and we remain committed to supporting the growing appetite for sustained help, resources and expert advice and training.**



Log piles provide places

**We joined the Kinnesswood community and our Beautiful Scotland group Kinnesswood in Bloom to welcome former Minister for Agriculture and Connectivity Jim Fairlie MSP as they showcased their commitment to being a climate and nature friendly community.**

Alongside the group being part of our network for two decades, Portmoak Primary School has been involved in the international Eco-Schools programme for more than 14 years, evidencing the entire community's commitment to environmental education and Learning for Sustainability.



birds + hedgehogs.



### EXCEPTIONAL WORK

"It was great to meet with Kinnesswood in Bloom and see the exceptional work they have undertaken for the community, and the positive impact their work has had on the environment. The colourful garden areas, information displays describing the local history and wildflowers throughout the village are impressive.

"It was also fantastic to see the children getting involved and being encouraged by community residents to grow fruit and vegetables in their primary school garden. The visit really highlighted to me how much can be achieved when a local community comes together."

Jim Fairlie MSP, former Minister for Agriculture and Connectivity

**Our Climate and Nature Friendly Communities Network remain determined to support our ambition for Scotland to be nature positive.**

With the network increasing in size from last year, more groups across the country are taking action to restore nature and biodiversity. We successfully secured £4,000 in donations to support the Network, which was matched through the Big Green Give to give us £8,000, a vital contribution which allowed us to continue supporting so many communities.

**BEING PART OF THE FAMILY**

"I cannot overstate the importance that being part of the Keep Scotland Beautiful family has been to Inverurie Environmental Improvement Group and the town of Inverurie. The networking opportunity of meeting other like minded individuals trying their best to enhance and improve the appearance of their own communities has been immense."

John Glover, Inverurie Environmental Improvement Group, Aberdeenshire

**GAVE OUR TOWN SUCH PRIDE**

"Our involvement with the Climate and Nature Friendly Communities Network has been like a dream come true."

"The support and encouragement was really wonderful, it helped us to go forward with confidence and gave our town such pride winning our awards. We wouldn't be here without Keep Scotland Beautiful."

Phyllis McCaskill, Let's Get Grangemouth Clean Glitter team, Falkirk

**248**

groups in our Climate and Nature Friendly Communities Network

**40**

volunteer judges, assessors and mentors trained

**200,000**

volunteer hours given by the network

**40**

national awards presented to groups from 30 council areas

**This year's Pocket Garden competition saw almost double the number of entries compared to last year, highlighting once again the strength of young people's engagement with nature across the country.**



**Our SCQF Level 4 accredited courses for secondary schools helped 122 pupils to understand the climate emergency and biodiversity crises with a focus on positive action.**

**POSITIVE RELATIONSHIPS**

"The Pocket Garden competition has been a great means of building positive relationships with pupils through the shared experiences of decision making, problem solving and celebrating success. Pupils have a real sense of ownership of this part of the school grounds and are proud of what they have achieved together."

Alison Watson, Pupil Support Teacher, St Matthew's Academy, Saltcoats

**170**

Pocket Garden entries across Scotland

**26**

schools selected to grow and build their designs

**IMPACT ON BIODIVERSITY**

"The pupils engaged really well with the course and have tried really hard...There have been some brilliant discussions around the issues. We've spent whole periods debating and talking about different choices and their impact on biodiversity. They can see this learning is relevant to their lives and they're keen to put it into practice."

Teacher, North Lanarkshire

# Improving places



## The issue:

The quality of our places and spaces is declining.



## Our ambition:

Scotland's places and their heritage are restored.

**Our awards recognised the best beaches, parks and hospitality businesses, and our audits helped organisations reach their environmental goals.**

# 41

Green Key establishments

# 52

Scotland's Beach Award winners

# 88

Green Flag Award winners



**Our work with community groups, park and beach managers, and organisations across the country provides visitors and customers alike the knowledge that they are dealing with the finest environmental standards in Scotland. Our work to engage communities with their heritage continues alongside our bespoke Gaelic delivery and resources and the Our Heritage, Our future programme.**

## RECOGNISED NATIONALLY

"We're very proud that Loch Morlich has been accredited with Scotland's Beach Award consistently for 18 years. As the only fresh water beach, and the UK's highest awarded beach, the accolade presented by Keep Scotland Beautiful recognises the care our team gives to the beach but also the invaluable input from local businesses, residents and visitors in keeping it clean and respecting the unique setting."

"We really value the stamp of recognition that the award gives us and it is a privilege to celebrate the beach every year as it is recognised nationally for the way it is managed for nature and people."

Paul Hibberd, Regional Visitor Services Manager at Forestry and Land Scotland

**Our Certificate in Cultural Heritage was the first to be SCQF credit rated under the Qualifications Scotland name as part of the Our Heritage, Our Future programme. It will support people to understand the importance of our built, natural and cultural heritage in Scotland, develop specific heritage-related skills and allow us to celebrate success of all candidates.**

**A STRONG EXAMPLE**

"SCQF credit rating allows learner achievement to be formally recognised within national and European frameworks, giving learners, employers and education providers confidence that qualifications meet recognised standards."

"It's fantastic to see the third-party credit rating service continue to grow under Qualifications Scotland, and the certificate in Cultural Heritage is a strong example of how customers can gain formal recognition for bespoke learning."

Natalie Tweedie, Customised Awards and Credit Rating Manager



**Celebrating our Gaelic heritage**

**We were delighted to be joined by former Deputy First Minister Kate Forbes for a climate change workshop as part of World Gaelic Week celebrations. Ms Forbes met with pupils and staff at Taobh na Pàirce, Edinburgh's dedicated Gaelic Primary School, to enjoy a lesson and hear more about our Climate Action Schools programme, which is being delivered across the country in English and Gaelic.**

The visit also gave us an opportunity to present Ms Forbes with a piece of our Keep Scotland Beautiful tartan and a copy of Who's Saving Planet Earth, both graciously donated to us by Ros Jones.



**ALIVE IN OUR COMMUNITIES**

"Gaelic and the environment are both things worth fighting for and it is wonderful to see them brought together so creatively here at Taobh na Pàirce."

"The pupils I met today are learning about climate change in Gaelic – and that tells you everything about the language's future. Gaelic is not just alive in our communities and culture, it is alive in our classrooms."

"World Gaelic Week is the perfect moment to celebrate that."

Former Deputy First Minister Kate Forbes

**We delivered skills training to 10 volunteers at the community orchard on Gowan Hill in Stirling, helping them to learn new skills and reconnect with the heritage of the city.**

The workshop fulfilled a desire from local residents to get involved in more green space projects. Children from Allan's Nursery joined the session, which was part of community engagement led by Stirling Council and delivered by the Our Heritage, Our Future team.



# Developing our people and organisation



**Our ambition:**  
We are a net zero and sustainable organisation.

We've developed our people, governance and systems to ensure we have the capacity to lead change and respond quickly to environmental issues.

We remain committed to ensuring our employees are supported, celebrated and valued. We continue taking steps to become a net zero organisation and making sure our employees are given the tools they need to meet our collective objectives.



A book, 'Who's saving Planet Earth?' written by one of our Ambassadors Rosalind Jones, was released to offer an informative and self-discovery approach to understanding the biggest problems facing our planet, people and places today. Proceeds from the sales have been donated to our work.

- ✓ We've moved all our core systems to cloud hosted systems storage allowing us to decommission in-house server systems, reducing our carbon footprint and increasing our resilience and cyber security.
- ✓ We have reviewed and updated our volunteer handbooks, procedures and processes to support those who give their time to support our activities.
- ✓ Our policies and procedures have been updated to ensure compliance with the new Employment Rights Act (2025).

We welcomed four new trustees, Karen Kerr, Tony McDaid, Erica Roche and Brian Henderson, to our Board of Charity Trustees.



In July 2025 we retained our ISO14001 accreditation after an assessment as part of a three-year cycle.



REDUCE OUR CARBON

"We were first accredited in 2016, and since then #TeamKSB has worked tirelessly to ensure we retain ISO14001 certification. This year it is particularly significant as it is a full renewal and reflects the brilliant work of everyone across the charity and enables us to continue to showcase our abilities externally and when tendering for new work. The ISO14001 certification will complement the work of our Net Zero group as we move forward with the aim to reduce our carbon consumption."

Katie Murray, our Development Manager



Led by our NET Zero Group, sustainability is engrained into everything that we do, setting our ambition and taking steps to reduce our carbon emissions lining up neatly with the science-based target and ISO 14001 to become a net zero organisation by 2045.

Setting credible transition plan targets despite the whirlwind of day-to-day charitable activities our employees and volunteers are given the tools they need to meet our collective objective through good environmental housekeeping and behaviour change, whether working at home or the office, using cloud-based platforms, reducing business travel emissions and making procurement decisions which help us meet our targets.

Building trust with our suppliers and clients we continue to build momentum and unlock new ideas and opportunities to reduce our carbon footprint.



98% of #TeamKSB is formally accredited as Carbon Literate by the Carbon Literacy Project.

A Rabbie's Tours bus full of influencers, media, and their guests had an unexpected encounter on their way to Perth Theatre from Edinburgh — as the cast of Restless Natives: The Musical staged a playful 'hold-up' in true rebellious spirit, celebrating the launch of the brand-new Scottish stage production.

Thankfully Rabbie's Tours kindly stepped in donating £2,500 to help us continue to keep Scotland beautiful and securing the release of the passengers travelling to the premier.



# Looking to the future

**We continue to achieve outstanding things working alongside our networks. Across Scotland our team continues to support and inspire people to combat climate change, tackle litter and waste, restore nature and biodiversity and improve the places they love.**

Their efforts are set against a backdrop of challenges: the increasingly precarious funding landscape for charities, the political disconnection and de-prioritisation of some of our core areas of focus, and the rising expectations of partners, funders and the public.

But we remain determined, versatile, quick to innovate and respond to new opportunities and completely committed to expanding and growing our key areas of work.

We see plenty of opportunity ahead, from the Deposit Return Scheme launching in 2027, new ways of working and harnessing the power of AI to monitor local environmental quality, and expanding the audiences we engage with through our growing community gardening, education and heritage activities.

We're excited to be able to share our new five-year strategy alongside this reflective Impact Report, reaffirming our commitment to the future.

## A future where:

- ✓ Young people are empowered with the knowledge, curiosity and skills to take positive action for our environment.
- ✓ Communities are supported to transform the places they care about into vibrant spaces and feel able to inspire others.
- ✓ Businesses put our environment first because they know it makes sense.
- ✓ Local and national government consider our data and evidence to measure success and impact.

*"We want to make that future a reality. If we are to get there, we know we need to engage new audiences and secure new sponsors and funders."*

*"Nothing that we achieved this year could have been done without your support - and we thank you sincerely. Whether you invested your time or your financial support, you've helped us build momentum to inspire environmental action across our country. We're looking forward to the next five years with positivity, hope and a new strategy, and we're poised to engage and work with all those who wish to join the movement to keep Scotland beautiful."*

**Barry Fisher**  
Chief Executive





We support the Sustainable Development Goals.

**Keep Scotland Beautiful inspires environmental action.**

**Support us to combat climate change, tackle litter and waste, restore nature and biodiversity and improve places.**

**Donate ✕ Partner ✕ Sponsor**



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