



Keep Scotland
Beautiful

Inspiring environmental action

Impact Report



2022/2023



Welcome

Over the past 12 months our team has been all over the country inspiring, celebrating and supporting positive action to keep Scotland beautiful. The depth, breadth and impact of the charity's activity is staggering.

It has been immensely inspiring to see so much positivity across our communities, and on behalf of the Board of Charity Trustees, I am delighted to present our Impact Report for 2022 to 2023. We know Scotland is beautiful and it's our privilege to live in such a wonderful country and we want to nurture it for the benefit of our future generations.

The report gives an insight into our forthcoming strategy for the future alongside some of the exciting and innovative activity and initiatives we have planned. Our vision continues to be that of a clean, green and sustainable Scotland, and I look forward to seeing what another year of positive environmental action can achieve for Scotland.

I'd like to thank everyone who has joined us in our efforts; our fantastic staff, our excellent Board of Charity Trustees, and every single individual and organisation who has supported us. Our collective achievements this last year give me more hope than ever that we are on the path towards creating a clean, green and sustainable Scotland that thrives for people and planet.



Tom Brock
Chair, Keep Scotland Beautiful



Foreword

As I reflect on another year passing, I've been blown away by the enormous positive impact #TeamKSBScot has had in inspiring environmental action across the country.

It has been fantastic to once again collaborate with communities, schools, businesses, local and national government, public bodies and individuals all over Scotland to inspire behaviour changes to improve our environment. The work carried out across the country is made possible by those who support and fund what we do, and by those who volunteer their time in the name of a clean, green and sustainable Scotland.

Our charity is a practical organisation working to combat climate change, tackle litter and waste, and protect and enhance places. We've been delighted to see many successes across the breadth of our activities and initiatives this year.

I am extremely proud to report that we have become a Platinum accredited Carbon Literate Organisation and continue to be the official partner of the Carbon Literacy Project in Scotland. The success of our Climate Emergency Training is clear – we've trained around 5,000 people across the country during this partnership.

In 2022 we launched our Climate Action Schools framework; this builds on our existing educational initiatives and programmes across Scotland and we were pleased to publish a report recently detailing the impact made during the first year.

We declared a litter emergency after warning for many years that one was coming. We remain committed to tackling the issue and continue to be creative, launching new and innovative campaigns to encourage behaviour change and action.



Barry Fisher
Chief Executive, Keep Scotland Beautiful

Inspiring people is at the heart of everything we do, and it has been invigorating to connect with the hundreds of groups who are making a real and positive difference to the places they live, work, and visit. The concerns of the groups we work with are important to us, as is facilitating opportunities for groups to share and exchange knowledge, ideas and solutions.

As a respected and evidence-based voice on many of the emerging issues our environment faces, we have been vocal in calling for a ban in Scotland and the rest of the UK on the sale and manufacture of single-use vapes. These items are increasingly prominent in litter picks and audits across the country and pose a real threat to the quality of our environment.

The work we do continues to contribute to progressing the ambitions of the UN Sustainable Development Goals in Scotland, and we remain supportive of a Deposit Return Scheme for Scotland. As the UK prepares for the introduction and implementation of Extended Producer Responsibility schemes we have worked to update and align data collection methodologies ahead of legislative and policy changes.

This report celebrates the work of the brilliant people that make #TeamKSBScot, and the very many others who have supported and driven forward our vision and mission this year. It also highlights some of the positive impact achieved.

As we face the reality of the climate, nature, and litter emergencies head on, I know you'll find inspiration and motivation within these pages, and I would urge you to join us as we work together to keep Scotland beautiful.

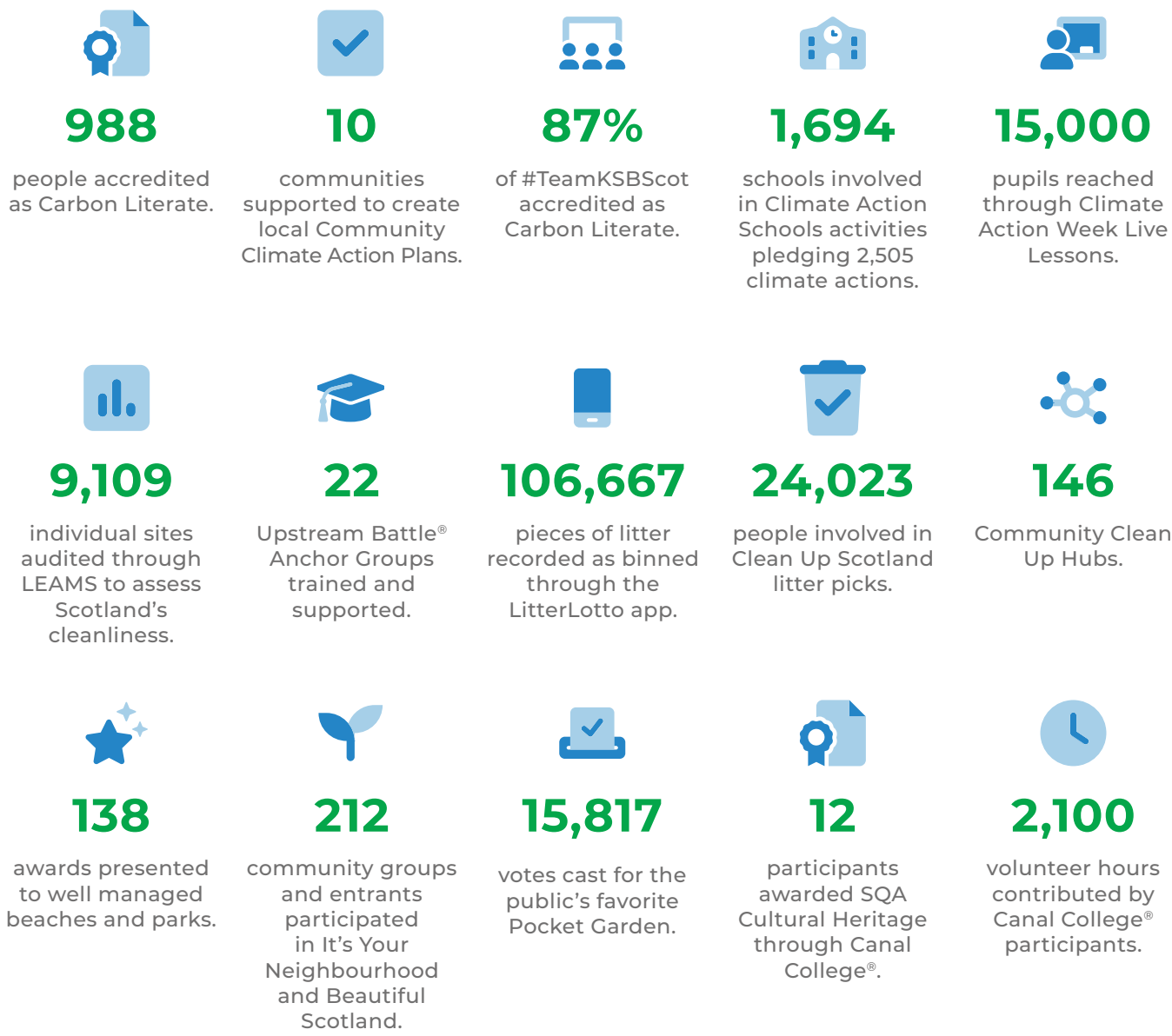
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Our impact



Training, assessments and awards

We support you to fulfil and exceed your environmental responsibilities with training, audits and assessments, and we celebrate your success with awards.



Supporting Scotland to become climate literate

We have worked with partners in the private, public and third sectors to develop Climate Emergency Training specifically for the charity, energy, construction, transport, tourism, housing, and local authority sectors.



In partnership with Elevator UK, we delivered workshops and climate training to a range of businesses and communities across Scotland, as part of the Community Renewal Fund. We also delivered key projects with Skills Development Scotland and other partners including Scottish Council for Voluntary Organisations (SCVO), supporting the transition and upskilling required across Scotland's future and existing workforce to help key sectors respond to the Climate Emergency and transition to a net zero nation.



In collaboration with Green Tourism, and supported by Visit Scotland, we delivered a programme of training for Scotland's tourism sector. This increased understanding of climate change science and impacts and how the sector can use its actions and influence to respond to the climate emergency and contribute to Scotland's journey to net zero.

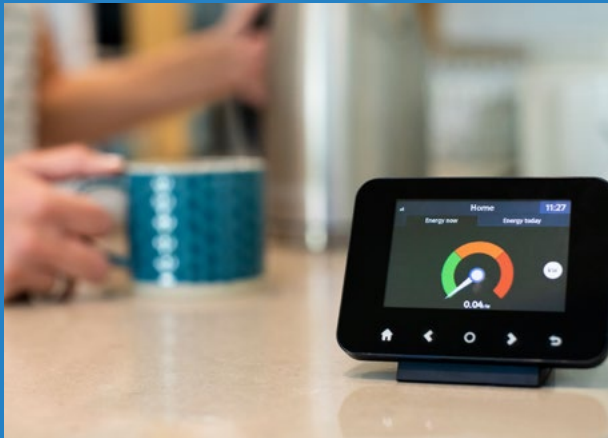
The UN SDGs training assessments and awards contributed to:



988

people supported to become Carbon Literate accredited through our partnership with Carbon Literacy Project.

Climate Emergency Training



Employees at Scottish Power took part in Climate Emergency Training, with **93** people accredited Carbon Literate. Participants gave this feedback.

"It has been extremely valuable to underpin the work I have already been doing in this space and has given me additional confidence."

"Informative and enjoyable. Great insights on the science, and actions to take-away and implement in the fight against climate change."

"The course built on and refreshed my knowledge on the climate emergency and provided scientific and statistical insight."

Assessing the cleanliness of Scotland and providing a framework for organisations to make environmental improvements

Our suite of environmental assessments and audits supports communities, organisations, and local authorities to improve local environmental quality and meet their environmental responsibilities.

The data and evidence that we collect to assess the cleanliness of Scotland assists us to develop and implement robust, evidence-based reports and campaigns, innovations and bespoke audit projects. This enables us to work in collaboration with a range of organisations to prepare for any environmental quality policy and legislative changes such as Extended Producer Responsibility schemes including deposit return and packaging.

In December 2022 we declared a litter emergency in Scotland in our updated report on local environmental quality.

- **9,109** individual sites audited through LEAMS to assess Scotland's cleanliness.
- Silver Ports and Harbours Environmental Award presented to CalMac and CMAL.
- 5-Star grading awarded to Wheatley Homes South as part of our ongoing partnership with the Wheatley Group.



Supporting Scotland to become a litterate country

The environmental training we offer covers a wide range of issues and supports people to develop the skills and knowledge needed to better understand the challenges our environment faces and to take positive action. In response to the litter emergency our training covering environmental quality legislation, conflict management and behaviour change has found renewed traction with local authorities and duty bodies.

- **40** training sessions delivered on topics such as LEAMS/LMS, Fixed Penalty Notices and Commercial Waste.
- **4** sessions of our innovative Litterate programme delivered to staff, elected members, and communities with Glasgow City Council.
- **75** delegates attended our LEQ Seminar which was hosted in-person for the first time since 2019.

The Wheatley Group

The Wheatley Group is Scotland's leading housing, care and property-management group, owning or managing over 93,700 homes across the country. We work with Neighbourhood Environmental Teams across Wheatley Homes Glasgow, South, and East to support these subsidiaries to achieve their annual Environmental Quality Standards by assessing and auditing sites, and granting awards based on environmental performance.

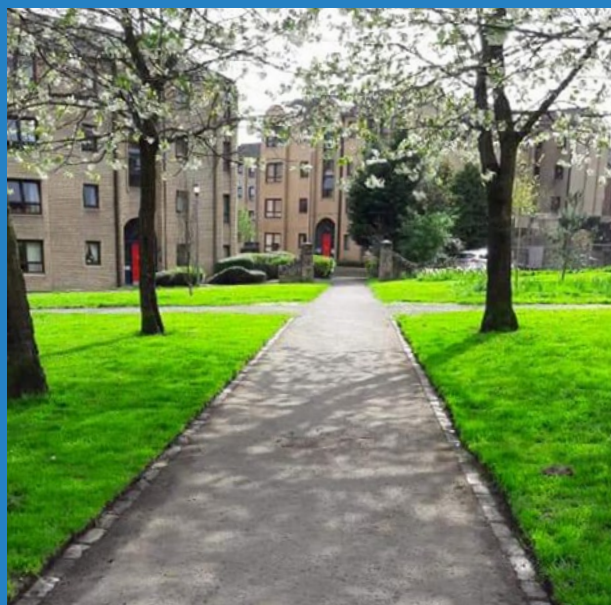
The awards are based on criteria set out in the National Award for Environmental Excellence® - a framework for continual improvement that recognises and awards best practice in environmental and carbon management as well as maintenance, waste management and community engagement.

Tenant Les Moffat says the new environmental service helps communities look their best. Les, a retired postman from Troqueer, Dumfries, said:

"The environmental teams have made a big difference."

I take part in walkabouts with Wheatley Homes South staff quite often, checking gardens and stairwells, making sure areas are kept clean and tidy. If there's anything needing done, they get it sorted.

My friend lives in Lockerbie and she says it's the same there – grass is cut, and areas are kept nice and tidy."



“Taking part in a national initiative meant that our community could be supported to improve the biodiversity of the local area and we are very proud to have been presented with this award. It’s Your Neighbourhood is a fantastic way to engage your community in helping protect and enhance their local environment.”

Fiona MacLeod, Yorkhill Green Spaces, winners of Pollinator Award 2022



Nature and biodiversity

In partnership with NatureScot we delivered two Climate Emergency Training for Biodiversity and Nature workshops as part of their Nature Restoration Skills Week. NatureScot also sponsor the It’s Your Neighbourhood Pollinator Friendly Award which encourages groups and individuals to make their space as pollinator friendly to increase biodiversity and reconnect with their environment.

We were successful in our application for SCQF funding to develop an accredited Biodiversity course, and look forward to launching this in the coming year.

Celebrating our fantastic green and blue spaces

Through our awards we recognise and celebrate the best of Scotland’s green spaces and beaches.

In 2022 we celebrated **30** years since the first two beaches in Scotland received awards to celebrate excellent environmental management. In recognition of consistent achievement over three decades we coordinated two celebration events, one at Gullan Bents in East Lothian and another at St Andrews West Sands in Fife – both winners of Scotland’s Beach Award.

The number of parks and open spaces which achieved a Green Flag Award® increased again this year, with 16% being located within the most deprived 30% of the population. The number of Green Flag Community Awards rose by **3** to **12** this year too, highlighting the ongoing commitment from people managing their local green and open spaces.

- **53** beaches across **11** local authority areas awarded Scotland’s Beach Award.
- Record **85** green spaces in **15** local authorities awarded Green Flag Award®.
- Scottish Green Flag Award® winning green spaces crowned winners at UK Best of Best Green Flag Awards in **4** categories.
- Strathaven Park named in Top 10 People’s Choice award – the only Scottish site on the list.
- **93%** of Scottish people willing or already taking action to protect their local beach, from My Beach, Your Beach campaign research.





“As the only accreditation for park management of its kind in Scotland, we have supported local authority teams, land managers and communities across Scotland to drive up environmental standards at many of our parks and open spaces for residents and visitors alike.

Parks attract a diverse range of visitors, all of whom look for different facilities and have different expectations. The Green Flag Award, and the collective expertise of managers and communities across Scotland, drives improvements through a framework which supports the management of our environment, our wildlife and the people who visit.”

Jamie Ormiston, Awards Officer, Keep Scotland Beautiful

Combatting climate change

 **The issue:**
There is a climate emergency.

 **Our ambition:**
Scotland is a net zero nation.

Helping Scotland understand and take action on the climate emergency supports our aim for a carbon literate nation. We provide training and support to help people take action to combat climate change.

We are extremely proud to have become a Platinum accredited Carbon Literate Organisation in 2023 and continue to be the official partner of the Carbon Literacy Project in Scotland.



“It’s important to ensure that at Keep Scotland Beautiful we practice what we preach. But, doing the Climate Emergency Training course, led by my colleagues, and becoming Carbon Literate myself specifically opened my mind to consider what more we can all do. From where we buy our stationery, to our power supplier we constantly check for best value and environmental credentials, but the course also gave me confidence to think more about how we support our suppliers to help them on their journey to become more sustainable.”

Glenn Sharpe, Finance Manager,
Keep Scotland Beautiful

The UN SDGs combatting climate change contributed to:



87%

of #TeamKSBScot accredited Carbon Literate by Carbon Literacy Project.



5,000

people supported to become Carbon Literate, accredited through our partnership with Carbon Literacy Project since our partnership began.



9

sector-based Climate Emergency Training courses developed.



Community Climate Action Plan

We launched our Community Climate Action Plan programme in 2021 with support from Scottish Government. Since launching the programme has:

- Since launching we have supported 10 communities to develop and implement local climate action plans.
- 37 events including community exchange events held in collaboration with our It's Your Neighbourhood groups.



“It is great that so many young people across Scotland have been engaged in climate action through this [Climate Action Schools] programme. Children and young people have played an important role in keeping climate change at the top of the global agenda. I hope the Climate Action Schools will empower them to play an even bigger part in reaching net zero.”

**Scottish Government
Cabinet Secretary for Net
Zero and Just Transition,
Màiri McAllan**



Climate Week 2022

Scotland's Climate Week took place in September 2022, and we were once again delighted to showcase our range of climate action initiatives and programmes. During the week we supported and engaged with a range of businesses, schools, communities and individuals to help them learn more about what they can do to combat climate change.

We delivered an Introductory Workshop on climate change to more than **100** participants which was attended by the Minister for Biodiversity, Circular Economy and Green Skills, Lorna Slater. And we supported the Scottish Government and the former Minister for Environment and Land Reform, Màiri McAllan to launch the updated Marine Litter Strategy.

Through our Schools Climate Action Week, we reached more than **15,000** pupils and launched our newly repositioned Climate Action Schools framework of education initiatives. We also supported our friends FEE to launch the Running Out of Time relay, carrying a message from young people at COP26 to World Leaders at COP27.

Keep Scotland Beautiful does Net Zero

We have proudly maintained the internationally recognised ISO14001:2015 Environmental Management System accreditation since 2016. Our ambition is to become a net zero organisation by 2030 and we have committed to undertake a full review of our environmental and carbon footprint in order to establish Science-Based Targets.

Our ambition includes maintaining our ISO14001 status and Platinum Carbon Literate Organisation accreditation. Over the past year we have supported our staff and Charity Trustees to become carbon literate and action the pledges made and will continue to do so as new members join our team.

Reaching net zero is an integral aspect of creating a sustainable future for us all. As an environmental charity, we lead by example, encouraging others to follow and learn from our transition to becoming a net zero organisation.

We work to support Scotland's 2045 net zero target through our awards, education and community engagement work, with the ambition for Scotland to become a climate literate nation.



“As a country we are working towards becoming a Net Zero nation by 2045 but we know there is still demand for further support to develop the capacities, skills and attributes required to protect our planet.

We are delighted that so many people took part in our activities, attended online live lessons, or participated in training, and look forward to working with everyone as we head towards the future – a clean, green and sustainable future.

It's wonderful to celebrate the achievements we, and those we work with across Scotland, have made to combat climate change over the past 12 months.”

**Catherine Gee, Deputy Chief
Executive, Keep Scotland
Beautiful.**

Campaigns and research

We raise awareness of the challenges our environment faces and gather evidence so that through innovative and inspiring campaigns, we can encourage people to rethink their behaviours and take positive action.

Addressing the journey of litter from source to sea

Our Upstream Battle® on the River Clyde began in 2018 with the aim of connecting people with a common goal – to stop litter ending up in the Clyde. In 2021 the Upstream Battle® campaign evolved as we launched on the River Tay to work with four council areas – Perth and Kinross, Dundee City, Fife, and Angus – to connect communities and work together to clean up the River Tay. This year we continued to work with volunteers to gather Citizen Science data, raise awareness, inspire action and work with children and young people to clean our rivers and protect our seas.



“Our marine environment is beautiful and diverse, which is why it is important to protect it from threats such as marine litter. We are delighted to have helped bring Keep Scotland Beautiful’s Upstream Battle® campaign to the Tay following its success on the Clyde over the past few years. The campaign highlights the journey of litter from source to sea and aims to prevent it from entering the marine environment by raising awareness, gathering evidence and inspiring action.”

Campbell Gerrard, Senior Policy Manager,
Crown Estate Scotland.

The UN SDGs campaigns and research contributed to:



On the River Clyde

- **13** Anchor groups supported.
- **194** pupils engaged through **14** online workshops across seven local authority areas.
- **387** pupils involved in our Upstream Battle® school visits.
- We welcomed former Minister for Environment and Land Reform, Màiri McAllan to our STEM the Flow Engineering Challenge.
- **608** pupils reached at **124** schools through our STEM the Flow initiative.
- **326** young people involved in our Upstream Battle® Marine Litter Art Competition.

On the River Tay

- **9** Anchor groups supported.
- **28** litter surveys completed along the river.
- Supplied litter picking equipment to Anchor Groups supporting them and others who wished to get involved.
- **30** businesses attended our breakfast briefing alongside Dundee and Angus Chamber of Commerce to encourage further engagement with the campaign.
- **100+kg** litter collected in just one week on the Tay.



“As part of St Edward’s Primary School improvement plan our cluster is to increase pupil confidence and expertise in STEM. I believe this is a fantastic opportunity to promote STEM in school and I look forward to engaging the children in such a purposeful and meaningful challenge.”

St Edward’s Primary School, STEM the Flow participants



“Anything that encourages people to pick up litter has got to be a good thing. If people think LitterLotto is a reason to pick up litter then go for it. My motto has always been: you’ve got to be part of the solution otherwise you’re part of the problem.”

Angela Long, LitterLotto March winner

“We know that the majority of our residents take pride in the cleanliness and upkeep of their communities, so it’s important that we do everything we can to see more people dispose of their litter and recycle responsibly.

We’re passionate about increasing our recycling rates and reducing collection costs and LitterLotto will help us to encourage long-term behaviour change.”

Councillor Martin Kilbride, South Ayrshire Council’s Portfolio Holder for Buildings, Housing and Environment



Tackling the litter emergency

We launched our partnership with behaviour change app LitterLotto in October 2022. The app incentivises people to bin litter and in the first six months of our campaign we’ve had winners of all ages from Wick to Ayr including those who have always picked litter, and those who have started as a direct result of our partnership.

- **21** winners across **12** local authority areas.
- **£5,650** given in prize money.
- **109,667** pieces of litter recorded as binned through the LitterLotto app.
- South Ayrshire Council became the first in Scotland to partner with us and LitterLotto.



Protecting sand and sea

Our My Beach, Your Beach campaign has raised awareness and helped people care for our beaches and bathing waters – our sand and sea – since 2018. The campaign focused on education and behaviour change interventions to support bathing water quality improvements and beach stewardship through the promotion of simple messages and actions to protect sand and sea. The seven beaches – Saltcoats/Ardrossan, Irvine, Troon, Ayr, Portobello, Fisherrow Sands, and Kinghorn – were chosen because of high footfall and a history of bathing water quality challenges.

- **24** entries and **331** votes for our #DoggyAmbassador campaign which had a social media reach of **67,315**.
- **74** litter surveys and **717** perception surveys completed.
- Hosted beach cleans at South Beach Ardrossan, Fisherrow Sands and a silent disco litter pick at Portobello Beach.
- **4** businesses signed the pledge to commit to at least **3** activities to support our campaign.
- **8** of Scotland’s Beach Award winners piloted My Beach, Your Beach campaign messaging across **5** local authorities.



“We know reducing pollution at bathing waters typically requires action from a range of organisations and people. Progress is being made and the My Beach, Your Beach campaign is an example of how SEPA works with partners such as Keep Scotland Beautiful.

This campaign’s straightforward messaging highlights how we can all improve the cleanliness of our beaches and bathing waters by making small changes that, combined with wider actions, can make a big difference.”

Ruth Stidson, SEPA’s Principal Scientist for Bathing Waters



Inspiring community-led waste reduction in the Highlands

We coordinate the Highland Community Waste Partnership, which brings together eight community groups in the Highlands to tackle waste and to promote more sustainable consumption across the region. Our work is focused on three key strands of waste: food waste; single-use items and packaging; and promoting sharing and repairing, as an alternative to throwing away and buying new. We aim to create change through a combination of communications and engagement, workshops and events, and more targeted projects and interventions, with each partner leading on different activities, based on their experience and expertise.

We secured funding for Cup Movement® in the Highlands, which aims to remove barriers to reusable packaging in the hospitality industry, through the Starbucks® and Hubbub Bring It Back Fund. We developed this project by conducting research in the Highlands and will be delivering it in collaboration with North Coast 500, Zero Waste Scotland and the Highland Good Food Partnership. The project comes at a vital time as we know **82%** of people surveyed in the Highlands are concerned about the amount of single-use takeaway cups used. We have **25** businesses signed up to the scheme which will run until the autumn along the NC500 route.



**FOOD WASTE
& COMPOSTING**



**SHARE
& REPAIR**



**PACKAGING
& SINGLE-USE**

- **102** workshops and events, engaging **845** people across the Highlands.
- **1,200+** items saved from landfill, through nearly **70** sharing, repairing or upcycling events and workshops.
- **116** composters given out in Lochaber and around **12** tonnes of food waste estimated to be diverted from landfill each year as a result of our composting workshops.
- Over **700** hospitality businesses encouraged to reduce their food waste, in collaboration with Zero Waste Scotland.
- **4** Climate Emergency Training courses delivered to Youth Climate Advocates in the Highlands.

Tackling litter and waste



The issue:
There is a litter emergency.



Our ambition:
Scotland is litter free and has a circular economy.

We provide support to help prevent and clean up litter, maintaining greener, cleaner and healthier places across Scotland.

In December 2022 we declared a litter emergency in Scotland. Litter is a matter of significant public concern as highlighted in our annual public perception report the Scottish Litter Survey produced in association with the Diffley Partnership. This deterioration in standards is also evidenced through the data we collect and is detailed in our updated report Time for a new approach: tackling the litter emergency.

Ahead of Extended Producer Responsibility (EPR) schemes coming into force, we have aligned our LEAMS data monitoring and measuring categories to capture data relating to Scotland's Deposit Return Scheme and other EPR measures.



"The new Marine Litter Strategy for Scotland has actions to both tackle the marine litter problem at source and after it's entered our precious marine environment. I'd like to thank all the organisations and volunteers who have been involved and will continue be involved with keeping Scotland's waters and marine environments clean and free from litter."

Former Minister for Environment and Land Reform,
Màiri McAllan.

The UN SDGs tackling litter and waste contributed to:



Smashed

our Spring Clean Scotland participation target.



24,023

people involved in Clean Up Scotland litter picks.



9,109

sites surveyed via LEAMS.



36

LEAMS benchmark surveys conducted for local authorities.



"Our Clean Glasgow campaign is clear that education is key part of any effort to tackle litter and so I am pleased we are getting involved with KSB's Litterate programme at such an early stage."

Our experience is that the vast majority of people dispose of the litter in the right way every time and so we have to find ways to reach those who think dropping litter is okay."

The Litterate scheme will carry information on the impact of litter into communities all across Glasgow and help to highlight difference that individuals can make to the litter problem."

Glasgow has a long term aim to reduce the amount of waste produced in the city. Encouraging people to reflect on how they consume the vast array of packaging currently available in society will start to make a dent on the litter we all see in our day to day lives."

Former City Convener for Sustainability and Carbon Reduction, Anna Richardson

Partnership working to improve environmental quality

A central value of our vision and mission is to work collaboratively. We work in strategic partnership with a number of organisations towards improving the quality of Scotland's environment. Together with Scottish Government and Zero Waste Scotland we have input into development of the new National Litter and Flytipping Strategy, following our facilitation of a number of consultation events in early 2022.

LEAMS scoring is a key performance indicator for local authorities, allowing tracking of progress in street cleansing. With two-thirds of authorities seeing a drop in their scores, it is clear that this is a national problem. We produce reports to help local authorities improve their performance. Since 2019/20 we have also been working with Zero Waste Scotland to transition to using LMS, a new system where surveys can be collected spatially and analysed online.

In collaboration with Keep Wales Tidy, we were chosen to take part in an Alan Turing Institute data challenge. The project aims to understand if artificial intelligence (AI) can be used to analyse images of litter and improve data collection during litter surveys. In addition, two collaborative projects with the University of Stirling Management School will be scoping how AI can be best utilised to collect environmental data and how information can be analysed and presented to best inform services.

These projects will help improve our knowledge of different methods of data collection and how we can improve efficiency in monitoring litter, as well as improve the way we, and other stakeholders, use data to tackle this growing issue.



Single-use vapes

Recently we have seen a new and unnecessary contributor to the litter emergency: single-use vapes. These vapes undermine the principles of a circular economy and their components end up in our environment when not recycled. In partnership with Green Alliance, ASH Scotland and Marine Conservation Society, we wrote to the relevant UK Government Secretaries of State highlighting the environmental impacts of disposable vapes. Additionally, we also called on the Scottish Government to ban the sale and manufacture of single-use vapes in Scotland, and called for all Scottish retailers to stop the sale of single-use vapes. Alongside environmental activist Laura Young, we encouraged everyone to fully support the Scottish Government's planned evidence review into single-use disposable vapes and their impact on the environment.





Circular Economy principles

We submitted responses to both the Circular Economy Bill and the Route Map consultations in which we reiterated our support for a circular economy for Scotland. Addressing the consumption of goods is vital in tackling the crises of climate and biodiversity, as well as the looming litter emergency.

The way that we consume goods and services needs to change. This means that we need to change up the way we buy, use, and dispose of things – something that is being addressed through the Highland Community Waste Partnership that we coordinate, and through Cup Movement® in the Highlands.

By getting better at repairing, sharing, and passing things on we can keep items in use for longer, reducing new items being bought and thrown away. Circular economy legislation is expected soon for Scotland, and we will continue to play our role in driving the transition to a circular economy.



Single-use items

An important part of achieving a circular economy is eliminating unnecessary single-use items. We have continued to campaign and advocate for a reduction in consumption of these items through our policy and influencing work, and through our support of targeted external campaigns. In 2022, we supported Scottish Water's Nature Calls campaign to call for a ban on plastic containing wet wipes and celebrated the introduction of the single-use plastics ban in Scotland – The Environmental Protection (Single-use Plastic Products) (Scotland) Regulations 2021.

We are members of a range of formal and informal groups seeking to eliminate unnecessary single-use items including: the Scottish Government's Single-Use Disposable Cup Charge Advisory Group; Secretariat for Cross-Party Group on Circular Economy alongside Fidra, Marine Conservation Society and Scottish Environment LINK; a range of working groups through our membership of Scottish Environment Link; on a UK-wide basis with our sister organisations in England, Northern Ireland and Wales.



Community engagement

We support you to fulfil and exceed your environmental responsibilities using bespoke audits and assessments, and we celebrate your success with awards.



Supporting community climate action

We continue to build on our decade long commitment to delivering community climate action across Scotland and have worked with **10** communities across the country to develop and implement community climate action plans.



Through the Highland Community Waste Partnership, we've also worked with people across the Highlands on a programme of Climate Emergency Training for Youth Climate Advocates, accrediting **10** young people as carbon literate, and encouraging them to get involved in, and inspire, climate action across the region.

The UN SDGs community engagement contributed to:



Championing communities to protect and enhance the places that matter to them

During 2022, Canal College® provided people of all ages from Falkirk communities with the opportunity to learn heritage skills in a fun, safe and engaging environment as part of the Falkirk Canal Connections project funded by UK Government. Participants collaborated with professionals and community organisations on a unique range of activities including archaeology, canal maintenance, woodland management, conservation and traditional skills. They developed new skills and made friends while achieving a range of awards and qualifications. Many moved on to positive destinations including employment, college courses and further volunteering opportunities, and most participants reported a general uplift in confidence, wellbeing and positivity about their future as a result of taking part.

The SQA Cultural Heritage Award consists of seven units and covers topics including conserving and recording heritage assets, guided tours and exhibitions. The full seven-unit SQA Award was granted to **12** participants.

- **107** SQA Cultural Heritage Award units passed.
- **2,100** volunteer hours contributed by our participants across **3** programmes.
- **26** people achieved our SQA Climate Emergency qualification.
- **19** Heritage Hero awards presented by Archaeology Scotland for candidates engaged for **30** hours in heritage activities.



Inspiring environmental action in neighbourhoods across Scotland

We recognise and celebrate the work of communities across Scotland who take pride in their local neighbourhoods and work to improve and enhance these spaces leading nature and climate friendly places. Our environmental improvement initiatives It's Your Neighbourhood and Beautiful Scotland run in partnership with the Royal Horticultural Society and encourage communities to take pride in their local neighbourhoods.

- **166** groups assessed for It's Your Neighbourhood; **46** groups took part in Beautiful Scotland.
- **176,364** hours committed by volunteers to improve their neighbourhoods.
- **2,064** hours committed by voluntary assessors and judges to support and provide advice.
- **28** community events facilitated across the It's Your Neighbourhood and Beautiful Scotland networks.
- **29%** of community groups across the It's Your Neighbourhood and Beautiful Scotland networks are located within SIMD Decile 1-3 Areas.
- **105** people volunteered their time to assess and judge our environmental improvement initiatives and awards.

"The team were thrilled to receive the results of our entry into It's Your Neighbourhood this year and to be awarded a Level 5 Outstanding Certificate and a Certificate of Distinction. Thank you so much as it means a lot to us all. We all get a lot out of working together in the railway and a lot of appreciation from travellers, railway staff and the general public."

Ann Roberts, Dumfries Adoptive Railway Gardeners

"We always find it very rewarding being part of It's Your Neighbourhood and it helps us to get that extra kudos for our hard-working volunteers, which really helps keep their fire burning for the on-site graft!"

Paul Gunn, Greenhead Moss Community Group

Addressing the litter emergency through community action

Clean Up Scotland is our initiative to tackle litter. Through this work we raise awareness of Scotland's litter problem, take action, and inspire others to do the same. Every year we also run a targeted month-long Spring Clean which sees thousands of volunteers roll up their sleeves and organise litter picks up and down the country.

To tackle the litter emergency, we have worked with communities across Scotland. We now have **146** Community Clean Up Hubs across **30** local authority areas in Scotland. The hub groups, positioned across rural, coastal, and urban areas, have been provided with training, guidance and litter picking equipment to help them support the wider community with litter picking activities. We've also supported various litter clean up across the country, including with Royal Bank of Scotland plc. Board members who collected **59** bags of litter at Sighthill Park in Edinburgh and Decathlon staff at a number of events.

- **24,023** people involved in Clean Up events across Scotland. Of these, **15,330** were young people.
- **216** litter surveys carried out by the Clean Up community.
- Almost **600** events hosted.

"We have supported over 75 new volunteers through the East Haven Clean Up Hub over the last two years. Some individuals and groups have gone on to purchase their own litter picking equipment and now carry out regular cleans in areas that are important to them."

Wendy Murray, East Haven Together

"We, at Decathlon, are delighted to partner with Keep Scotland Beautiful and to become a community hub for our local area. Making sport sustainable and accessible for the many is our mission, and we are currently looking at all aspects of our business in order to protect our playgrounds and our environment. Being involved with Keep Scotland Beautiful is one way in which we can make an impact on our local community and support the incredible work they are undertaking and we are looking forward to working together in the future to help preserve the beautiful Scottish landscape."

Ryan Wood, Store Leader, Decathlon

Protecting and enhancing places



The issue:

The quality of our places and spaces is declining.



Our ambition:

Scotland's places and their heritage are restored.

We provide support and acknowledgement to help you recognise the value of your places and heritage, and to take action to protect it.



"A big thank you for the opportunity to visit all these wonderful places. It's a joyful experience to meet all of the community groups."

Penny Wright, volunteer judge for Beautiful Scotland

Last year across Scotland, volunteers involved in It's Your Neighbourhood and Beautiful Scotland contributed almost 200,000 hours of their time, equating to an economic value of over £2.5 million. These volunteers make a real difference to their local areas, improving the quality of the places they take pride in and enjoy by increasing biodiversity and beautifying their neighbourhoods. In addition, volunteers took part in our heritage work, with their time helping to conserve and enhance the built, natural and cultural heritage of Scotland.

The UN SDGs protecting and enhancing places contributed to:



Climate and nature friendly places

Alongside focusing on climate action, it is important that we take positive steps to protect and enhance biodiversity across Scotland. Communities make a huge contribution to the vital work being done to tackle the climate and nature emergencies we are facing, helping make Scotland clean, green and sustainable for people and planet. We have been honoured to hear about the work of 200 groups across Scotland through network updates, at our online quarterly sessions, and during the 13 Beautiful Scotland regional celebration events we attended to present certificates and trophies. Our work to support communities become more climate and nature friendly has included offering Climate Emergency Training to our volunteer judges and assessors.



200,000

hours of volunteer time, equating to an economic value of over £2.5 million.



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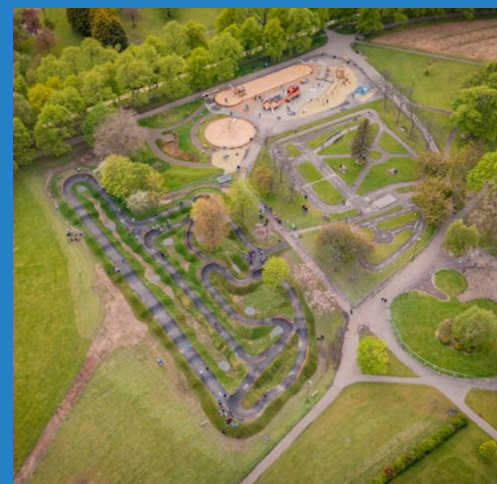
Beautiful Scotland regional celebration events.



Best of Best UK Green Flag Awards®

Green Flag Award® winning parks and greenspaces from across Scotland were recognised at the UK's Best of the Best award ceremony in November 2022. Scottish award-winning parks from Aberdeen City, Falkirk, and Scottish Borders were represented in **5** out of the **9** categories.

Zetland Park in Grangemouth, Falkirk Council won **2** categories; Best Celebration Event for the grand re-opening of the park following the completion of a large-scale regeneration project, and Best Climate Change Adaptation for their Rose Garden Rain garden which demonstrates the benefits of nature-based solutions for people and nature living in towns and cities, and was co-designed with a local community action group.



"The grand re-opening of Zetland Park was one of the highlights of the year for Falkirk Council. I was overjoyed to see the pride our park regeneration project has brought back to the people of Grangemouth."

Winning Green Flag's Best Celebration Event category is a huge honour and will swell our community's hearts even further."

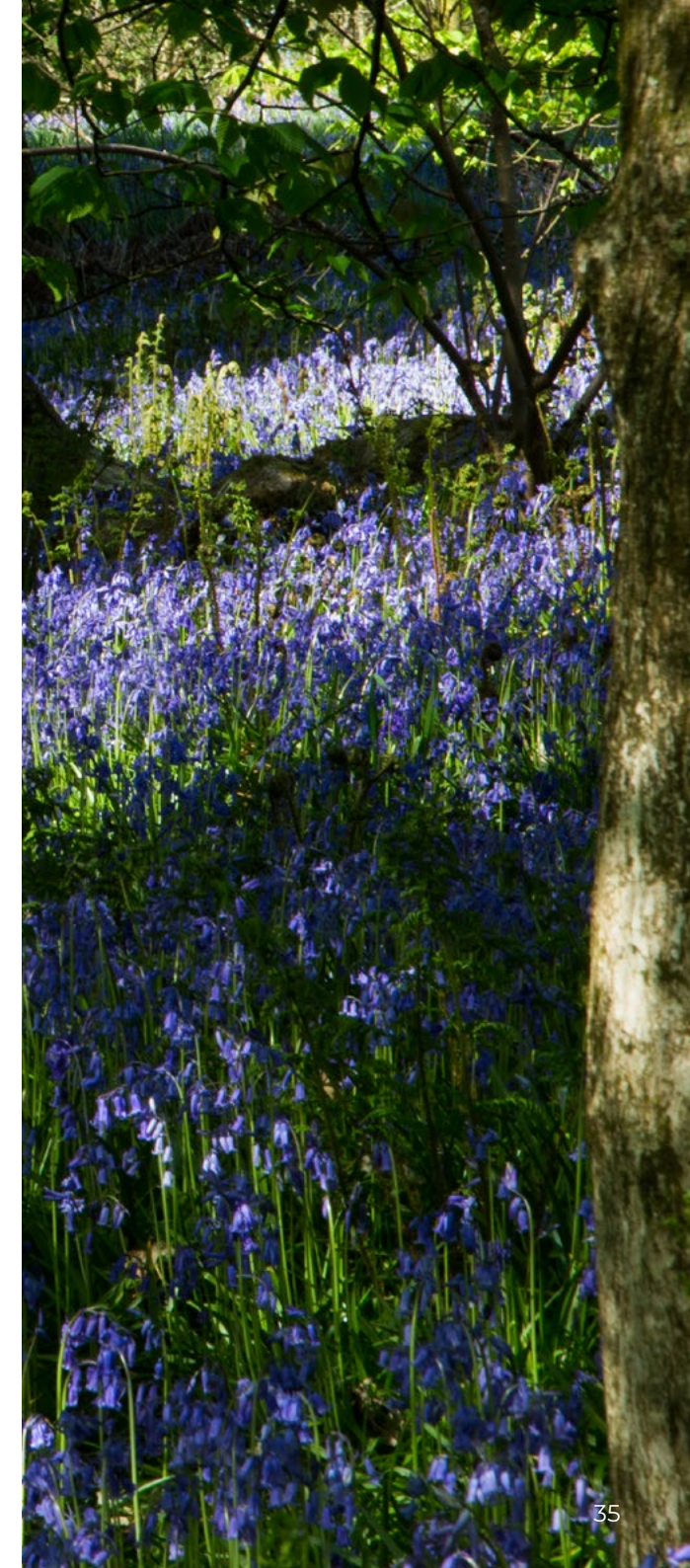
**Councillor Cecil Meiklejohn,
Falkirk Council Leader**



Placemaking through heritage

The Placemaking Through Heritage project, funded by Historic Environment Scotland, provides a multi-faceted, community-based approach to heritage engagement and action. We have supported a wide variety of activities according to need and interest, such as qualifications in cultural heritage, exhibitions about local history, development of new interpretation panels, surveys of local buildings and gravestones for inclusion in the national record.

In our third and final year of the project we have worked with the residents of Cumbernauld Village and Twechar, community growing groups, university students undertaking their teacher training, school pupils and a charity supporting people with addictions. In June 2022 we worked with primary schools in Edinburgh to celebrate the 200th anniversary of the Union Canal.



Climate Action Schools

We provide education initiatives for children, young people and educators which focus on environmental issues. We increase climate change awareness, enable young people to have a voice and take action on issues that matter to them and embed Learning for Sustainability across Scotland.



Launching Climate Action Schools

Climate Action Schools is our framework of education initiatives designed to support Scotland's educators, young people and children to progress Learning for Sustainability and climate change education and is inclusive and accessible to all. It includes the internationally recognised Eco-Schools programme, our accredited Climate Ready Classrooms programme, and supports Curriculum for Excellence from early years to senior phase.

- **1,694** schools involved in Climate Action Schools activities.
- **2,505** Climate actions pledged.
- **835** active Eco-Schools.
- **54%** increase in first time applications to Eco-Schools.
- **876** young people accredited as Carbon Literate through Climate Ready Classrooms.

The UN SDGs Climate Action Schools contributed to:



"Scotland has some of the world's most ambitious climate change targets and was one of the first nations to embed sustainability education as an entitlement for all learners. Our educators, young people and children are taking action and working to increase awareness of the climate emergency. To help Scotland reach net zero by 2045, I'd encourage all schools to consider joining the Climate Action Schools network."

Former Cabinet Secretary for Education and Skills, Shirley-Anne Somerville

"Climate Action Schools is immensely valuable for our pupils, as it empowers school children at a critical moment when the climate cannot wait. It is vital that we do not wait for them to pick up the pieces. It's a way in which we can see the grassroots way change is needed. Power to the kids!"

Tom Bird, Teacher of Mathematics, Boroughmuir High School



Education at a glance

This year we aimed high. We reached more pupils and inspired more environmental action. Each school participating in activity linked to our Climate Action Schools framework commits to link their work to one of the UN Sustainable Development Goals, helping to drive Scotland's progress on sustainable development.

- **36,000** participants in live lessons.
- **876** young people, **48** educators accredited carbon literate.
- **1,694** schools involved in Climate Action Schools activities.
- **2,505** climate actions pledged.
- **54%** increase in first time applications to Eco-Schools

Developing capacity and capability to support environmental education

Through our work with schools over the past two decades we heard from teachers and young people that they needed more help to understand the facts, the challenges ahead and the links between what they were doing and how it helped tackle the twin climate and nature crises.

In response to this we developed a programme of Professional Learning, including twilight sessions and announced a Scottish Credit and Qualifications Framework (SCQF) Level 4 course aimed at secondary school pupils looking to develop their knowledge of climate change and understand what positive decisions they can take to address the causes of climate change.

- **8** STEM the Flow Upstream Battle® Career-long Professional Learning sessions.
- **12** Dandelion twilight sessions run covering **6** topics.
- **13** Eco-Schools Scotland sessions delivered reaching **265** educators.
- **22** certificates awarded from first SCQF accredited Climate Emergency Training course.
- **40** pupils currently trialling new SCQF course.
- **925** pupils attended Eco-Schools Scotland training workshops.



“The course is a perfect way to not only open up positive conversation amongst colleagues, but also for individuals to consider facts and how even small adjustments in behaviours towards climate change can have an impact on the effect. Very enjoyable and would recommend to any school or employer as an introduction to climate ideas in the workplace without the dogma.”

Annie Rodgers, SCQF course participant



Developing partnerships to deliver live lessons

Our partnership with the Royal Zoological Society of Scotland and the Scottish Book Trust has allowed us to develop a broad range of interesting and interactive learning opportunities for young people. In collaboration with a variety of people and organisations working across Scotland on topics such as reptile and amphibian conservation, eco-journalism, globally important geology, storytelling, the importance of keeping our streets clean, and climate and biodiversity action, we’ve reached and inspired schools across all of Scotland’s local authorities.

- **12** external partners engaged.
- **4,148** classes registered to take part in Live Lesson activities.
- **36,000** participants engaged across **28** Live Lessons online sessions.



“Scottish Friendly Children’s Book Tour, run by Scottish Book Trust, has seen a record-breaking number of children this year thanks to our partnership with Keep Scotland Beautiful. The team at KSB deliver engaging virtual events and thanks to their clear communication, enthusiasm and experience, they ensured that together we could deliver high-quality virtual events for classrooms.”

Fraser Napier, School Communities Events Manager, Scottish Book Trust

Supporting young people to contribute and amplify their voices

Developing the skills for learning, life and work are central to Curriculum for Excellence, and are core to the work that we do. Pupil-led engagement and amplification of the pupil voice therefore underpin all our education programmes and activities.

Climate Action Schools provides opportunities for learners to contribute their voice to decision-making that shapes their education through activities such as the Eco-School Committee aspect to the Eco-Schools programme, an activity that can influence the whole-school approach to Learning for Sustainability through the environmental issues or topics identified by pupils.

A further example of amplifying the pupil voice is the international Young Reporters for the Environment (YRE) programme that sits within the Climate Action Schools framework. YRE is an environmental journalism programme designed to give young people the opportunity to share their thoughts on environmental issues they feel strongly about through writing, photography, and videos.



Bringing biodiversity into the classroom

We delivered the schools programme of Dandelion – a large creative programme encouraging people to sow, grow and share food, music and ideas across Scotland. As part of this, we explored community and cultural connections to land and food with schools which resulted in pupils sowing **258,000** potatoes.

Our popular Pocket Garden competition received nearly **16,000** votes in the search for a winning garden design. The competition encourages children and young people to get involved in growing activities. The Biodiversity and COP15 themed live lesson featured a pre-recorded address from the Minister for Biodiversity, Circular Economy and Green Skills, Lorna Slater.

We launched the Learning about Forests (LEAF) pilot supporting outdoor learning in Scotland through hands-on experiences and helping pupils gain a deeper understanding of the natural world.

- **468** schools took part in Dandelion.
- **38,656** people attended Dandelion school harvest events.
- **150** entries to 'craftivism' competition.
- **340** Pocket Garden entrants across **28** local authorities.
- **55** schools piloting LEAF across **21** local authorities.



"Working in partnership with Keep Scotland Beautiful, Dumfries & Galloway's Education & Learning Directorate continue to drive forward their Learning for Sustainability Strategy. The range of learning opportunities provided by Keep Scotland Beautiful allows our setting & schools to engage in activities which further develop skills, knowledge and understanding in outdoor learning, biodiversity, climate change and the wider sustainability agenda. Learners across the local authority continue to enjoy the variety of learning opportunities, projects and events while practitioners are also very well supported by Keep Scotland Beautiful's career long professional learning calendar, which includes our bespoke climate champion programme."

David Maxwell, Quality Improvement Officer, Education and Learning Directorate, Dumfries and Galloway Council

Looking to the future

As we reflect on a successful year of practical action taken, so we must look to the future and build on the momentum garnered and the positive impact made.

The breadth of partnerships new and re-newed and the range of activities we've delivered has been bolstered by the depth of our relationships and the strength of our passion. This combination has seen us achieve some big milestones this year, bringing a host of people and organisations to the table to share knowledge, funding, ideas and expertise. We've been thrilled to launch a number of substantial projects as well as develop and add value to the existing activities within our broad portfolio.

Looking forward to 2023, we will be launching Inspiring Environmental Action, our strategy to 2026. Our vision and mission remain the same, and we are introducing a new key objective to restore nature and biodiversity. This goal reflects the increasing focus throughout our existing portfolio to tackling the nature emergency. Additionally, we will strengthen our commitment to improving the quality of places, and to restoring built and natural heritage.

We are committed to becoming a net zero organisation by 2030, and through our own work and procurement we want to influence those across our network and supply chain to embrace the opportunities this provides to create a circular and prosperous wellbeing economy locally here in the Forth Valley and more broadly across Scotland.

As we work towards combatting climate change and tackling litter and waste, we know that big challenges remain. In addition, changes in policy and legislation will bring their own challenges as Scotland transitions to becoming a nation that has a circular economy and reaches net zero.

To overcome these challenges, we all need to be more aware of how the actions we take impact on the environment, and how this impact can be reduced. This is increasingly true for many organisations and businesses who have yet to fully prioritise and implement adequate environmental management systems or action plans to minimise – as far as is possible – their environmental impact.

We want to inspire, support and strengthen environmental action and activities across schools, communities and businesses, and welcome the opportunity to engage in conversation – regardless of where your organisation may be on its sustainability journey.



As we continue to develop and evolve our training and support this year, we want to engage and support people, communities and organisations who want to start taking action, alongside those who want to do more.

Our ask for the forthcoming year is that you join us to improve the quality of your local neighbourhoods, to combat the climate, nature, and litter emergencies, and to restore our natural and built heritage.

Together, through partnership and collaborative working we can help Scotland become a fair, clean, green, and sustainable country for us now, and for future generations.



We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, tackle litter and waste, restore nature and biodiversity and improve places.



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