

# Annual Review

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# 2018/2019



# Welcome

The quality of our environment is important to anyone who lives, works, visits or learns in Scotland. We continue to support communities, organisations and people to tackle litter and improve environmental quality, combat climate change and reduce levels of unsustainable consumption. In doing so we are improving people's quality of life and the places that they care for.

Our Annual Review is a celebration of our work over the past year to protect, conserve and enhance Scotland's environment. Using the international Sustainable Development Goals (Global Goals) that we most strongly support as a framework, we are showcasing how every day actions can have an impact on a local and global scale. This Annual Review provides examples and highlights of how we have achieved this across the length and breadth of Scotland.

We are inspired by the enthusiasm and diverse range of people and organisations that we work with who share in our ambition to improve Scotland's environment. Partnership, collaboration and team effort are at the heart of our work: we cannot achieve things in isolation and we are forever grateful for our diverse range of supporters, funders, donors and partners, as well as the talented team of people working and volunteering with us. Together we have been able to make a difference over the past year. However, there are huge challenges ahead, as recognised by the climate crisis, and we all need to redouble our efforts to change our behaviours and take action to safeguard our environment for the benefit of all.

Thank you to everyone who has joined us in our work to keep Scotland beautiful.

Dr Lindsay  
**Montgomery** CBE  
Chairman

Derek A.  
**Robertson**  
Chief Executive

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# 4 QUALITY EDUCATION



Goal 4 is about ensuring inclusive and fair quality education and promoting lifelong learning opportunities for everyone. Our Eco-Schools Scotland programme and wider education work supports two of the targets – one about developing skills for success and another on providing sustainable development education and global citizenship skills.

## Targets supported:



4.4 Increase the number of people with the relevant skills for financial success



4.7 Education for sustainable development and global citizenship

## 840,000

young people involved in  
Eco-Schools Scotland

## 414

Green Flags renewed during the  
year

## 38

first Green Flags awarded

## 18

schools took part in our Climate  
Ready Classrooms pilot

## 246

teachers took part in our online  
Eco-Schools Scotland training





## One Planet Picnic

More than **100** young people helped us to launch our 2018 One Planet Picnic celebrations at Edinburgh Zoo, sharing sustainable, local and ethically produced food. One Planet Picnic is a fun and informal way to think and talk about more sustainable food choices.





## Young Reporters Scotland

We ran **15** workshops as part of our Young Reporters Scotland programme. The workshops taught young people how to use different media techniques to talk about environmental issues and resulted in a range of exciting and thoughtful entries to our Young Reporters Scotland competition.



## Wrigley Litter Less

We awarded **34** schools and nurseries with funding as part of the Wrigley Litter Less campaign. The money supported youngsters from across Scotland to tackle our growing litter problem.





## Pocket Garden

In partnership with the Garden for Life Forum, we once again held our Pocket Garden design competition for schools across Scotland. The entries were of a very high standard and resulted in **24** fabulous winning designs. The themes were sustainable drainage, drought tolerance, wetland or fresh water margin gardens and coastal gardens. The winners were displayed at Gardening Scotland.



## Upstream Battle® teacher professional learning

Working closely with the West Partnership, we designed a **professional learning programme** for teachers in the Clyde Valley catchment. The programme uses the context of source to sea litter to enable educators to teach Learning for Sustainability and to build STEM skills.



## Good Food Nation consultation

We put together a range of resources for young people, including classroom activities, to enable them to respond to the Scottish Government's **Good Food Nation** consultation.

## Edinburgh Zoo



"The Royal Zoological Society of Scotland Conservation Action Team is a programme for kids to learn about a range of conservation issues worldwide and get hands on to help local wildlife. In May, we focussed on where our food comes from, and the impact farming, food production and packaging can have on the environment, and how to help these issues. This One Planet Picnic allowed them to put what they have learned into action by finding and sharing foods that are kinder to our planet."

Jess Lilley, Education Officer at Edinburgh Zoo

# 6 CLEAN WATER AND SANITATION



Goal 6 focuses on ensuring the availability and sustainable management of water and sanitation. Through our work, we support the target to improve water quality, wastewater treatment and safe reuse.

Targets supported:



6.3 Improve water quality, wastewater treatment and safe reuse

## 12% – 15%

litter reduction at all My Beach, Your Beach sites during the campaign

## 10,200

social media post engagements from our My Beach, Your Beach social media dog ambassador campaign

## 82%

of people noticed our My Beach, Your Beach campaign at the targeted beaches





## My Beach, Your Beach

Working in partnership with SEPA and several local authorities, during the summer of 2018, our exciting campaign, My Beach, Your Beach ran in **three** locations where the quality of the bathing water was considered to be at risk. The aim of the campaign was to help keep our beaches and bathing waters clean for all to enjoy.

## Fisherrow Sands



“The campaign made locals believe that something positive was being done to deal with problems they have been complaining about for a long time. This campaign was informative, but more importantly fun and engaging. It has given people a real sense of pride and worth in their area. I think people definitely feel more engaged with, as there has been a real presence. I think this has been an immensely successful campaign and helped the people of Fisherrow realise it is all of our responsibility to care for our beaches and seas.”

Gaynor Allen, Fisherrow Waterfront Group

# 11 SUSTAINABLE CITIES AND COMMUNITIES



Making cities and communities inclusive, safe, resilient and sustainable is the key ambition of Goal 11. Our work meets two of the targets for this goal – protecting the world’s natural and cultural heritage and providing access to safe and inclusive green and public spaces.

## Targets supported:



11.4 Protect the world's cultural and natural heritage



11.7 Provide access to safe and inclusive green and public spaces

## 71

parks recognised with a Green Flag Award

## 210,000

volunteer hours dedicated to Beautiful Scotland and It's Your Neighbourhood to improve local environments

## 43,000

people took part in 960 clean ups collecting 433 tonnes of litter





## Green Flag Award for parks

We awarded **71** parks in **14** local authorities with our Green Flag Award, including six parks that won the award for the first time. The Green Flag Award recognises effective management of quality green spaces.



## Beautiful Scotland

Our **Beautiful Scotland awards ceremony** and **It's Your Neighbourhood and Beautiful Scotland seminar** celebrated the efforts of community groups from across Scotland for their work to improve local environments. The Beautiful Scotland awards ceremony took place in St Mary's Church in Haddington, with the support of East Lothian Council.



### Britain in Bloom

We were delighted that **six** of our Beautiful Scotland winners represented Scotland at the UK RHS Britain in Bloom awards, and that they received more top awards than any other region in Britain. Between them, they took away **four** top awards and **five** gold medals – a fantastic success!



### A Deposit Return Scheme for Scotland

We responded to the Scottish Government's consultation on a **Deposit Return Scheme for Scotland** – reinforcing our support for the system and acknowledging its role in reducing the number of littered items in the environment and a move to a more circular economy.



## New Plastics Economy Global Commitment

We endorsed the Ellen MacArthur Foundation's New **Plastics Economy Global Commitment**, a global commitment to ending plastic pollution.

## Beautiful Scotland



“By proactively helping people to tackle environmental issues which are of concern to them and by encouraging communities to work together to make their towns and cities more inviting places to live and visit Keep Scotland Beautiful helps make a difference to the lives of people in Scotland.”

Ray Theedam-Parry, Lauder in Bloom

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



This goal focuses on ensuring sustainable consumption and production patterns. Our work supports four targets for this goal – sustainable management and use of resources, sustainable reduction of waste, encouraging companies to adopt sustainable practices and reporting, and promoting universal understanding of sustainable lifestyles.

## Targets supported:



12.2 Sustainable management and use of natural resources



12.5 Substantially reduce waste generation



12.6 Encourage companies to adopt sustainable practices and sustainability reporting



12.8 Promote universal understanding of sustainable lifestyles

## 26,000

young people were involved in clean ups

## 6,000

sites across Scotland audited to assess their environmental quality

## 3

organisations achieved our National Award for Environmental Excellence

## 9

housing associations and 408 individual sites audited to assess their environmental quality





## Clean Up Scotland

More than **43,000** people were involved in clean ups over the year. **128** of the clean ups took place on a beach and **337** took place in SIMD quintiles 1-3. To celebrate the success and hard work of those who took part in our Clean Up Scotland campaign, we awarded **15** people with a Clean Up Scotland Hero award.



## Spring Clean

We were delighted that both Scotmid and Greggs provided support for our Spring Clean. Scotmid were the main supporter of the campaign, and Greggs provided treats to clean up participants. Spring Clean saw over **550** clean up events across all **32** local authorities, resulting in **326** tonnes of litter being removed from our country.



## Give Your Litter a Lift: week of action

Our roadside litter campaign moved into its second year. We ran a very effective week of action, which saw over **8,500** people from **100** different groups and across **27** local authorities take part in spreading our message: Give your litter a lift. Take it home.



## We started a Cup Movement® in Glasgow

We launched our Cup Movement in Glasgow, a pioneering campaign to address single-use cup waste. Over **100** organisations registered their interest in working with us on litter, recycling and reuse solutions for single-use cups. We worked with Simply Cups to establish a cup collection and recycling scheme. The campaign kicked off with a business briefing to **48** businesses in December 2018, before a formal launch in January 2019 with the support of the Cabinet Secretary for Environment, Climate Change and Land Reform, Roseanna Cunningham.



## Roadside Litter

We were delighted to secure the support of the **North Coast 500** for our roadside litter campaign. This partnership allowed us to spread our roadside litter message across the north of Scotland and on a busy tourist route. We have continued to work with a diverse range of stakeholders including McDonald's, Costa and Highland Spring carrying out clean ups, litter interventions and producing materials to increase awareness and change behaviours.



## Still Game

We presented Collina Street, the multi-story building used in the TV series Still Game, with a five-star **National Award for Environmental Excellence** and were delighted to be joined by an actor from the show for the award presentation.



## Reverse vending

In October 2018, we announced a **partnership with Scotmid Co-operative**, who unveiled their first reverse vending machine to encourage customers to recycle their soft drink cans and bottles.



## National Award for Environmental Excellence®

We awarded Forth Valley Hospital with the gold level of our **National Award for Environmental Excellence**. The hospital commented: "We are delighted that Forth Valley Royal Hospital is the first hospital in Scotland to achieve gold in this national award. Our staff are passionate about maintaining high standards so they can provide a clean and caring environment for patients, visitors and staff. It's brilliant to see their hard work being recognised with this prestigious award."



## Working with Wheatley Group

We continued our partnership with Wheatley Group. During the year we assessed **14** multi-storey flats and **130** tenements for environmental quality indicators. We also trained **100** people to carry out environmental audits.

## Greggs



“Social responsibility forms the bedrock of our business and to this end we have rigorous targets in place, ensuring we carefully manage any environmental impact from our operations. We’re proud of our longstanding partnership with Keep Scotland Beautiful and look forward to really bolstering all of our efforts in this area through this year’s Clean Up Scotland campaign.”

Roger Whiteside, Chief Executive of Greggs

# 13 CLIMATE ACTION



This goal is about us all taking urgent action to combat climate change and its impacts. A significant part of our work very strongly supports one of the five targets for this goal – building knowledge and capacity to mitigate, adapt and reduce the impact of climate change.

## Targets supported:



13.3 Build knowledge and capacity to meet climate change

## 88,000

people involved in a Climate Challenge Fund project

## 91,000

volunteer hours given to Climate Challenge Fund projects

## 42

Climate Challenge Fund training events, 482 attendees and five peer to peer networking events attended by 280 people

## 14

Carbon Literacy training events, which allowed 141 people to become accredited as Carbon Literate, including nine of our staff

## 206

young people pledged to reduce their carbon footprint after taking part in our Climate Ready Classrooms pilot





## Carbon Literate Organisation

We were delighted to become the first organisation in Scotland to be certified as a **Carbon Literacy Training Organisation**. The accreditation recognises us as the go-to organisation in Scotland for those wanting to tackle climate change in the workplace and at home. In addition, **we achieved a gold accreditation** from the Carbon Literacy Project, recognising our work to promote Carbon Literacy amongst our staff and across Scotland.



## The Climate Challenge Fund

We distributed £9.8m of Climate Challenge Fund grants to communities across Scotland. Of this, **19** were to ethnic minority groups and **23** were in areas of multiple deprivation.



## Climate Challenge Fund Awards and Gathering

We once again held our Climate Challenge Fund Awards and Gathering for community groups taking action on climate change. **Six** winning projects were awarded from **60** entries. This was followed by the annual Climate Challenge Fund Gathering, where **170** people from community groups the length and breadth of Scotland got together to celebrate and strengthen local efforts to combat climate change.



### Carbon Literacy **Training**

To enable organisations interested in **Carbon Literacy** to understand more about the training and accreditation process, we developed a Carbon Literacy for **Interested Organisations** one day course. We delivered this for the first time in November 2018 to 14 delegates.



### Climate change report calls for **urgent action**

In October 2018, we welcomed a report from the **Intergovernmental Panel on Climate Change**. The report said that there must be rapid and significant changes in four big global systems: energy, land use, cities and industry and called for individual behaviour change to help meet these targets.



## Greening our charity

During the year, we continued our work on 'greening' our charity, running several events for staff including two clothes swaps, level three cycle skills training and Carbon Literacy training. We were also delighted to pass our **three-year ISO 14001: 2015 audit** – the international standard for environmental management, refresh our internal greening manual and environmental policy statement.

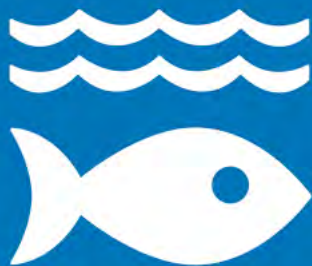
## Climate Ready Classrooms



"Originally my honest thoughts were that the Carbon Literacy Day was going to be boring and a waste of time, but I was wrong. It turned out to be much more amazing than I could have ever expected and was a fun, interactive but educational day."

Young person who took part in our Climate Ready Classroom pilot

# 14 LIFE BELOW WATER



This goal is about how we conserve our oceans, seas and marine resources and use them sustainably. Goal 14 has been particularly relevant to our work as we launched Upstream Battle – our innovative campaign to tackle marine litter at source. The target within this goal which is relevant to our work is about reducing marine pollution.

Targets supported:



14.1 Reduce marine pollution

## 16

anchor groups along the River Clyde and its tributaries helped us with the citizen science aspect of our Upstream Battle campaign

## 67

schools in the Glasgow area worked with us to raise awareness of the damaging effects of marine litter and how it ends up in our rivers and seas

## 6,000

people engaged in the issue of marine litter

## 3

celebrity ambassadors supporting our Upstream Battle campaign – wildlife cameraman Doug Allan, ocean rower Elaine Hopley and actor Martin Compston





## World Oceans Day

We partnered with Blair Drummond Safari Park to celebrate World Oceans Day. We invited schools from across Scotland to take part in a design competition, looking at how 80% of litter in our seas comes from land. We received entries from **28** schools before selecting one winner and three finalists.





## Beach Awards

We awarded **61** beaches across Scotland with our Beach Award. The award celebrates some of the best managed beaches in the country and acts as a benchmark for local environmental quality on Scotland's coastline.



## Upstream Battle® launch

We officially launched our ambitious marine litter campaign, **Upstream Battle**, in October 2018. The campaign is focused on the River Clyde and its tributaries and includes a citizen science aspect as well as a professional learning programme for teachers. We were very pleased to secure the support of many partners, including the Scottish Government and RECOUP.

## Upstream Battle®



“Programmes like Blue Planet have made us all more aware of the damage that marine litter causes but it is important to remember that much of this originates on land. We are all proud of Scotland’s rivers, lochs and seas but it is vital that we protect them from litter and so I am delighted that Keep Scotland Beautiful and RECOUP are taking action to address this.”

Cabinet Secretary for Environment,  
Climate Change and Land Reform,  
Roseanna Cunningham

# 17 PARTNERSHIPS FOR THE GOALS



For the Global Goals to be a success, partnership and working together is a key part of the process. Our work supports the target about encouraging and supporting effective partnerships.

Targets supported:



17.17 Encourage effective partnerships

## 13

responses to Scottish and UK wide consultations

## 29

motions raised by MSPs in the Scottish Parliament in support of our work

## 51

MSPs visited our exhibition at Holyrood in March 2019

## 26

business and organisations supported our Upstream Battle and Cup Movement campaigns





## UK Plastics Pact

In June 2018, we became one of the signatories of the **UK Plastics Pact** – committing us to a clear intent on challenging the prevalence of single-use plastics which impact the quality of our environment.



## Environment Strategy for Scotland

We responded to the **Environment Strategy consultation** and have continued to work with the Scottish Government, providing information and support when required.



## Fight for Scotland's **Nature** campaign

We have been working with **Scottish Environment LINK** and have signed up to their Fight for Scotland's Nature campaign.



## National reporting against the **Sustainable Development Goals**

We joined the Scottish working group for the **UK's first Voluntary National Review** of progress against the Sustainable Development Goals. As members of this group, which included the Scottish Government, we developed the Scottish contribution.



## Parliamentary exhibition

In March 2019, we spent **three days at the Scottish Parliament**, allowing us to raise awareness and speak directly to a wide range of MSPs about the importance and significance of our work, in particular Clean Up Scotland and Spring Clean 19.

## Spring Clean



“Scotmid are really excited about supporting Keep Scotland Beautiful’s Spring Clean campaign – the initiative matches our core values and principles as a responsible community retailer. As a co-operative, our main purpose is to serve communities and improve people’s everyday lives and, by reducing the amount of litter, we can take a positive step towards achieving those goals. Scotmid are committed to helping Keep Scotland Beautiful to achieve a cleaner and more beautiful Scotland.”

Shirley MacGillivray, Scotmid Deputy Secretary

# Future

**Scotland's environment is facing challenges like never before. Public interest in the issues we have worked so hard over the years to engage people with has grown exponentially and the challenges have crystallised becoming more urgent for us to address.**

In response to the acknowledged climate crisis we aim to increase our efforts to influence and support people of all ages to take positive action on climate change. We plan to do this by developing our Climate Ready Classrooms programme, increasing the reach of our Carbon Literacy training, and enabling community action across Scotland.

With local environmental standards continuing to fall we will focus our clean-up and community activities in areas where support is most needed to reverse this decline, particularly in communities looking for help and in those more deprived communities which are worst affected. We will continue to support businesses and organisations to audit their local environments and support them to make improvements. Through our Upstream Battle campaign we will tackle marine litter at source alongside our newly formed anchor groups and multiple funders.

In order to address the growing concern about our over consumption of single-use items we will, through our Cup Movement in Glasgow, raise awareness of unsustainable use and irresponsible disposal in partnership with retailers, industry and consumers; encouraging a move to a more circular economy.

In addition, we will start a new strand of activity focused on protecting Scotland's heritage through Canal College and other heritage projects.

We will continue to work every day to protect our environment. We will do this by educating people, supporting businesses and organisations, providing campaigns and celebrating environmental success across Scotland – to improve lives and the places that we care for.

A full-page background image of a sunset over the ocean. The sky is filled with vibrant orange, yellow, and pink clouds. The ocean is calm with gentle waves. In the foreground, a large, dark, wet rock sits in the shallow water, reflecting the colors of the sky. The overall mood is peaceful and beautiful.

Join us in 2020 as we celebrate our 20th year and get involved to support us in our efforts to keep Scotland beautiful.



We support the Sustainable Development Goals.

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and sustainable.



T: 01786 471333 E: [info@keepscotlandbeautiful.org](mailto:info@keepscotlandbeautiful.org)

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