

YOU CAN DO SOMETHING
ABOUT THIS:



JUST BIN IT

www.keeptscotlandbeautiful.org/cus



Clean Up
Scotland



PART OF THE
Keep Scotland Beautiful
CHARITY

SCOTLAND HAS A PROBLEM WITH LITTER

Scotland has a litter problem. Fast food rubbish, plastic bags, takeaway wrappers, crisp bags, cans, newspapers, ATM slips and cigarette butts. Have you dropped litter on our streets and motorways, in our parks and our lochs, up our mountains and on our beaches? Have some pride in yourself and your country and some care for other people and places - Just Bin It.

THE FACTS

We love Scotland but some people don't:

- 71% of people in Scotland have seen someone else dropping litter in the last three months.
- A national recording programme found litter in two thirds of sites it visited.
- 50 tonnes of litter are collected from the sides of Scottish motorways every month.
- Litter costs taxpayers more than £1million a month to clear, with a further £25m a year in associated costs.
- Tourism is worth £4bn a year to Scotland, and over 90% of tourists come here for the scenery - litter blighting our landscape is not a good advert.

WHAT CAN YOU DO

If you litter you cause financial, environmental and health problems for the rest of us:

- ☒ Find a bin. There are lots of them. If you're not near one, use your pocket or a bag until you find one. It's not that hard!
- ☒ Remember the consequences. If you get caught littering you'll be fined £80 on the spot. It's not worth it.
- ☒ Report it to your local authority, the main switchboard will connect you.
- ☒ Send a message of zero tolerance of littering by signing the Clean Up Scotland pledge at www.KeepScotlandBeautiful.org/pledge
- ☒ Tell your family and friends about the campaign and get them involved through Facebook and Twitter.
- ☒ Speak to us about how your organisation can partner the campaign www.KeepScotlandBeautiful.org/cus

Clean Up Scotland is the mass engagement campaign that is working to make Scotland the cleanest country in Europe. Led by the independent charity, Keep Scotland Beautiful, we are assembling a national coalition, building pride in local spaces and taking lasting action.

Keep Scotland Beautiful
Tel: 01786 471333
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