

Impact Report



2020-2022



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HRH The Earl of Forfar KG GCVO paid a visit to Saughton Park, Edinburgh on 30 June 2021, to join us as we celebrated the commitment of volunteers and supporters dedicated to improving our environment.

Welcome

The world has been very different over the past two years. Almost everything and everyone paused in early 2020. And then, with a resilience that many of us didn't know we had, we all started to adapt; to rethink the way we lived and worked.

Although the environmental challenges we face haven't gone away, the ways in which we campaign, educate, support communities and celebrate success have changed more quickly and with greater impact than we could ever have envisioned.

I am delighted to present our Impact Report for the period 2020-2022 which identifies how we, and those we work with, have adapted, and in many cases excelled.

This report highlights and celebrates some of our work over a two-year period which was dominated by the COVID-19 pandemic. The importance of clean, green places and high-quality local environments were certainly highlighted during this time and will continue to be vital to ensuring our physical and mental health and wellbeing now and in the future.

The combined challenges of the climate and nature emergencies, the looming litter emergency, and a global health emergency have touched and, in many cases, driven all our activities. This review summarises how we have approached the challenges presented and, with your support, made a difference at scale.

We know how lucky we are to live in such a beautiful country, and we understand that we must amplify our efforts in order to realise our three goals - to combat climate change, tackle litter and waste, and protect and enhance the places we live, work and visit.

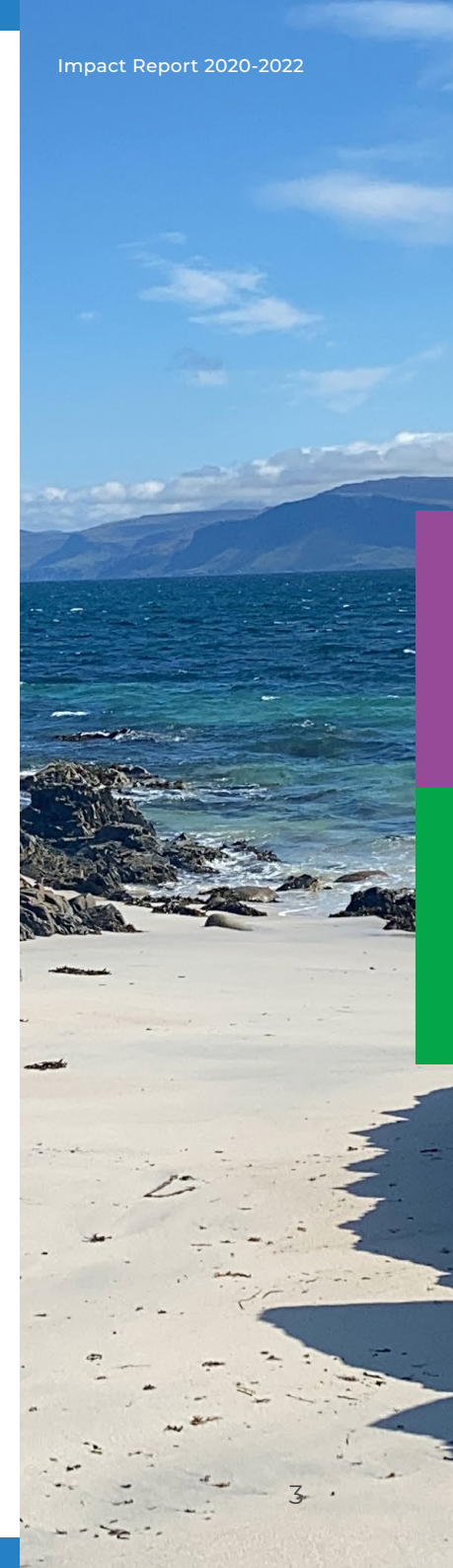
I'd like to thank everyone who has joined us in our efforts to keep Scotland beautiful, including all our staff, volunteers and Charity Trustees who helped us achieve so much in very challenging times. Particular thanks to my predecessor Lindsay Montgomery CBE, who worked tirelessly in his role as Chair from November 2015 and throughout the difficult first year of the pandemic.

We very much look forward to working with you to achieve our vision of a clean, green and sustainable Scotland for all as we now strive to help secure a green and just recovery.



Tom Brock OBE

Chair, Board of Charity Trustees



Foreword

The challenges seemed at times unimaginable and extraordinary. But with them have come opportunities to do things differently. To reach new audiences and reshape how we work with you to enable positive change.

Over the last two years we've been inspired by the enthusiasm, dexterity, and commitment of the diverse range of people and organisations that we work with across Scotland.

As always, collaboration and a #TeamKSBS Scot approach has been very much at the heart of what we all do. Together with our supporters, funders, donors, partners, clients and the talented team of employees and volunteers, we have been able to make a very real collective difference.

The agile way in which we have all adapted to home working, to online meetings, to delivering seminars and workshops directly into the homes where people were locked down has, at times, seemed almost unbelievable. But we have done it, and we have been able to build what we have learnt into our future plans to reach even more people with our resources and messages.

Although certain aspects of our work paused, other areas became more needed than ever, and we saw a growing demand for many of the activities we run and the services we provide.

Not only were we able to adapt what, and how, we delivered during this two-year period, we also developed and launched a number of exciting new programmes including: Scotland's Climate Festival, an exciting youth climate programme with YoungScot and YouthLink Scotland, the Highland Waste Community Partnership, Green Key for the tourism sector, Placemaking through Heritage and an expansion of our award-winning Upstream Battle® campaign to the River Tay.

We supported collaborative campaigns to tackle the 'lockdown litter' phenomenon, we moved our education programmes online and delivered live lessons and training sessions to educators and young people in schools and at home, and we set up webinars to give the community groups we work with a chance to get together and share experiences and ideas.

The legacy of COP26 coming to Glasgow in November 2021 has allowed us to develop and grow our Climate Emergency Training offer. We've worked hard to create opportunities for people across Scotland to access this and learn in their own time to support the building of a Climate Literate country.

We welcomed a new Chair, Tom Brock OBE, in April 2021 and six new charity trustees joined us later in the year bringing a wealth of experience to our existing board. And we announced an exciting partnership with Keep New Zealand Beautiful later in the year which will strengthen activities as we share knowledge and experience. We continued to evidence our contribution to the Sustainable Development Goals and support progress in Scotland.

As we've modernised the way we engage with our audiences we have also recognised the opportunity in front of us to create a new way of working for #TeamKSBS Scot. In early 2022 we moved into a new Hub in Stirling, investing in a workspace that will support the hybrid working model that we are trialling – allowing the team to work in a flexible, safe, and welcoming space, with the technology required to do so.

It has been a busy two years. Those we work with, and support, have inspired us, and this Impact Report is not only about our achievements – but a real celebration of what has been accomplished in collaboration despite a challenging period.

Thank you for the part you have played to keep Scotland beautiful. We look forward to working with you as we move towards becoming a net zero, litter free, nature friendly and beautiful country we all have pride in.



Barry Fisher
Chief Executive

A handwritten signature in black ink, appearing to read 'Barry Fisher', with a stylized flourish at the end.

Awards, audits and assessments

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



The Radisson RED Glasgow has been working to keep Scotland beautiful. Here is what Graham Chalmers, Curator had to say:

“We’re thrilled to become the first hotel in Scotland to gain Green Key accreditation and have our environmental commitment recognised. From giving energy back to the grid to operating robust recycling programmes, we implement sustainable initiatives throughout the business.”



Our awards, audits and assessments contribute to these SDGs:



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Partnerships for the Goals



Assessing the cleanliness of Scotland

Our work to assess the cleanliness of Scotland continued despite lockdown delays. We:

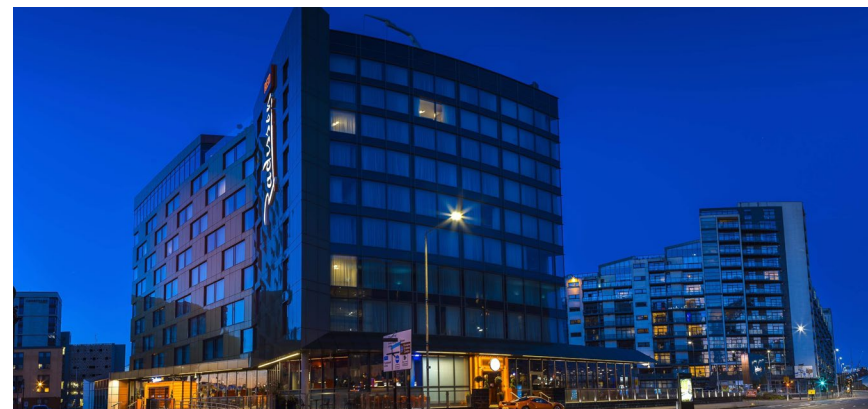
- Audited **8,434** sites across Scotland to assess them for environmental indicators including litter, flytipping and dog fouling.
- Carried out **6** bespoke audits for clients.
- Hosted our first series of Local Environmental Audit and Management System (LEAMS) webinars.

Using data from our national assessments, we launched our report [Time to take a new approach to tackling litter](#), in December 2020 highlighting an avalanche of evidence from the past two decades which points to a looming litter emergency – hidden in plain sight.

Following publication of the report, we organised a Litter Summit in March 2021, with the Scottish Government and Zero Waste Scotland to develop a collaborative approach to tackling litter and to reverse the decline in environmental quality standards.

We continued to work in partnership with local authorities and Zero Waste Scotland to transition LEAMS towards the development and implementation of the new Litter Monitoring System to provide greater consistency of approach and improve transparency in cleanliness grades.

The SDGs we contributed to are:



Helping the tourism industry make a green recovery from COVID-19

We were delighted to launch **Green Key**, an internationally recognised and respected eco-label for tourism facilities – which we deliver on behalf of the **Foundation for Environmental Education (FEE)** with support from **VisitScotland**.

- In September 2020, **50** people from a range of hotels and tourism businesses joined an online launch seminar to learn more about Green Key.
- We recruited and announced our Green Key jury.
- The Radisson Red hotel in Glasgow was presented with its first Green Key Award in 2021.
- We signed up to Tourism Declares, an initiative that supports travel organisations, companies and professionals in declaring a climate emergency and taking purposeful action to reduce their carbon emissions.

The SDG we contributed to is:



Celebrating our fantastic green and blue spaces

The lockdown and subsequent restrictions of 2020 and 2021 reinforced how important outside spaces are to us all. Visits to a local park or beach became one of the few things outside of our home that we could do, and these spaces played an enormous role in rebalancing our health and wellbeing. Over the two years, to celebrate our outdoor spaces and those committed to maintaining them, we:

- Awarded **154** parks (**77** each year) across Scotland with a Green Flag Award for excellent management and environmental standards.
- Supported **7** new Community Green Flag Award entrants in Glasgow with their application and a £200 grant with funding from the Postcode Local Trust.
- Awarded Scotland's Beach Award to **51** beaches in 2020, growing to **52** the following year: recognising clean, well-managed, and sustainable beaches.
- Trialled our My Beach, Your Beach campaign messages at **4** of the awarded beaches in 2021; Prestwick, Broughty Ferry, Aberdeen Ballroom, and Newton Beach (Millport).
- Whitelee Windfarm, managed by Scottish Power Renewables and Glasgow Science Centre received a Green Flag Award – the first time a windfarm has achieved this anywhere in the world.
- Celebrated Strathaven Park reaching the top ten in a nationwide poll of the country's best green spaces - for the fifth and sixth years in a row.
- Celebrated Eorpie Dunes Park, on the Isle of Lewis, joining the top ten favourite parks as voted by the public in 2022.

The SDGs we contributed to are:



Providing a framework for organisations to make environmental improvements

There was a commitment across sectors during the first year of the pandemic to build back better and work toward a green and just recovery. As part of our offer to support this we:

- Redeveloped our National Award for Environmental Excellence® to include carbon management as one of the key aspects.
- Continued our work with the Wheatley Group – Scotland's Leading Housing, Care and Property Group in Glasgow, Edinburgh and Dumfries and Galloway when restrictions allowed us to do so.
- Audited and presented **26** ports owned by Caledonian Maritime Assets Limited (CMAL) and operated by CalMac Ferries with an environmental award.
- Presented both The Royal Yacht Britannia and Fingal with a National Award for Environmental Excellence®.

The SDGs we contributed to are:



Combating climate change



The issue:
Scotland is in a climate emergency.



Our ambition:
Scotland achieves its net-zero ambition by 2045.

We provide training and support to help you understand and take action to combat climate change.

During the report period nearly **1,500** people have been accredited as Carbon Literate by The Carbon Literacy Project following participation in our Climate Emergency Training.

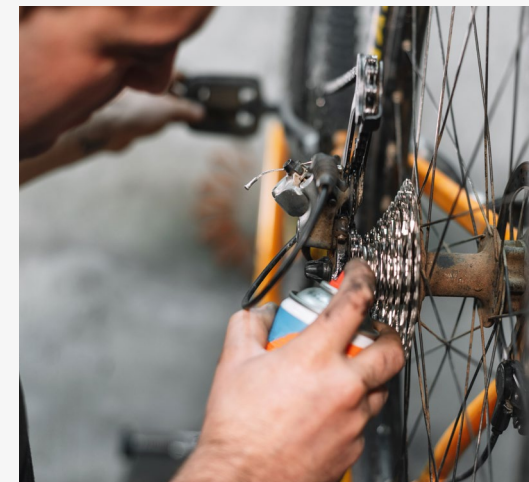


“One of the core values of Carbon Literacy is that by working together we achieve far more than any of us could alone.

“When Carbon Literacy learners are given both knowledge and agency to take action, we see newly Carbon Literate individuals taking personal action at the small scale, but also professionally at massive scale, resulting in real savings of carbon immediately, and a long-term shift towards the kinds of personal and organisational behaviours that will deliver the zero-carbon society that we all need.

“We could not have achieved this without the work of Keep Scotland Beautiful and all the individuals and experts who have worked so hard to make this happen and deliver real change now.”

Dave Coleman, Managing Director, The Carbon Literacy Project



Our work in combatting climate change contributes to these SDGs:



Quality Education



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action





Climate collaboration

At a Glasgow Chamber of Commerce event in May 2021 we confirmed that in partnership with the Chamber, and with funding support from McDonald's, we were offering **20** SMEs access to our Climate Emergency Training, accredited by The Carbon Literacy Project. We also partnered with YoungScot and YouthLink Scotland to deliver a youth climate programme across the country backed by Scottish Government funding. Ahead of COP26 we supported the creation of a Youth Climate Declaration which was sent to Ministers. In partnership with Scottish Federation of Housing Associations (SFHA) we delivered Climate Emergency Training to members.



COP26

In November 2021 the United Nations Climate Change Conference *26th Conference of the Parties* (COP26) took place in Glasgow. During the conference we supported the first Carbon Literacy Action Day; spoke at the New York Times Educate on Climate Day event; hosted our online Climate and Nature themed Beautiful Scotland and It's Your Neighbourhood Seminar; published blogs from young people involved in our Young Reporters for the Environment programme on their views of climate change; supported the FEE with a display in the Blue Zone; and, alongside our partners YouthLink Scotland and YoungScot enabled young people to participate in discussion.



Scotland's Climate Week

We ran a very successful programme of activity including live streaming lessons during our first online Climate Action week for schools; ran a free Introduction to Climate Emergency Training webinar with a keynote address from Michael Matheson MSP; and delivered Climate Emergency Training to two pilot groups of employees at Scottish Borders Council; and the First Minister Nicola Sturgeon launched Scotland's Climate Festival.

Campaigns and research

We raise awareness of the challenges our environment faces, gather evidence, and inspire everyone to rethink behaviours and take positive action.



“I believe in keeping Scotland beautiful because our watersports business, based in Aberfeldy, benefits from a clean river and environment. We organise litter picks and are delighted to be part of the Upstream Battle® campaign to raise awareness of litter and help clean up our local waterway.”

Ross Dempster, Beyond Adventure, Aberfeldy

Our work in campaigns and research contributes to these SDGs:



Quality Education



Clean Water and Sanitation



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Life Below Water



Partnerships for the Goals





Tackling litter from source to sea

Our Upstream Battle® campaign along the River Clyde and its tributaries continued, and we launched Upstream Battle® on the River Tay. The campaign aims to stop litter from travelling from source to sea, where it enters the marine environment. We:

- Published a report on the first 18 months of the campaign along the River Clyde which showed the results of litter surveys volunteers from **16** Anchor Groups carried out along the river. Unsurprisingly, plastic wrappers were the most common type of litter found, along with cigarette litter and dog poo.
- Supported **19** community Anchor Groups along the Clyde and its tributaries with online sessions, campaign material, and networking opportunities.
- Recruited **9** Anchor Groups on the Tay and its tributaries.
- When COVID-19 restrictions relaxed we supported **3,532** people to get out and litter pick at events along the Clyde and its tributaries.

The SDGs we contributed to are:



Protecting sand and sea

Our popular campaign My Beach, Your Beach focused on 7 Scottish beaches. During the COVID-19 lockdown we took the campaign online, amplifying messages through digital communications. We:

- Published a three-year report on the impact and success of the campaign since its inception in 2018.
- Created **3** new themes for the campaign: environment and place, wildlife and landscape, and history and heritage.
- Ran an online 'know your beach' quiz for each location in 2020, along with a 'lucky to live here' photo gallery of pictures submitted by the public to celebrate each unique site.
- Ran our successful Doggy Ambassador competition to find the face of our 'bag it and bin it' poster with an overall reach of **80,976** on Facebook across both years.
- Launched a partnership with Scotrail in 2021 to encourage day trippers going 'Doon the Watter' to protect the sand and sea when visiting the beach.
- Organised a Silent Disco Litter Pick at Portobello beach at the start of Source-2-Sea week with **18** volunteers taking part. The event was co-organised by Keep Porty Tidy.

The SDGs we contributed to are:



Addressing the looming litter emergency

The COVID-19 lockdown and subsequent restrictions presented some specific challenges which we had not seen before. As lockdown eased for the first time in summer 2020, litter was a particular challenge across the country, as was a new litter type – personal protective equipment (PPE) litter – a direct result of the pandemic. To raise awareness of these problems and drive action we:

- Worked with Zero Waste Scotland and the Scottish Government on the Scotland is Stunning – Let's Keep it that Way campaign, which highlighted the beauty of our lochs and mountains, city parks and country woodlands whilst reminding people to bin their rubbish or take it home.
- Joined forces with the Marine Conservation Society and Zero Waste Scotland on the campaign Reuse Beats Single-Use. This campaign raised awareness of Scotland's PPE litter problem and promoted the benefits of reusable face coverings.
- Supported VisitScotland's Responsible Tourism campaign in March 2021 to encourage people to #RespectProtectEnjoy and to raise awareness of the importance of exploring the outdoors responsibly, focusing on asking people to leave no trace of their visit and protect Scotland's beautiful countryside.
- Alongside other prominent Scottish rural and environmental organisations, we called for action in response to the increase in flytipping during the pandemic in a signed statement, and an open letter to the Cabinet Secretary for Environment, Climate Change, and Land Reform.
- Supported a joint letter, alongside Keep Britain Tidy, Keep Wales Tidy and Keep Northern Ireland Beautiful to UK Ministers across the four nations calling for the inclusion of litter payments within forthcoming Extended Producer Responsibility (EPR) legislation.
- Worked in partnership with the Scottish Government and Zero Waste Scotland to support the delivery of the new National Litter and Flytipping Strategy consultation.



Our polling highlighted that 29% of people believed that the amount of litter got worse over the lockdown period with 34% believing that dog fouling also got worse.

In response to this we:

- Designed and delivered a social media campaign, #TurdTag, asking people to count the number of bagged or unbagged dog poos they saw while out for their daily exercise and share online. The result – on average **12** dog poos were counted per 100m and more of these were bagged than unbagged. This led to the second phase of messaging encouraging dog owners to #FinishTheJobbie.
- Provided COVID-safe litter picking guidance to those keen to get involved with our Clean Up Scotland campaign.
- Celebrated **4** lockdown litter heroes, for outstanding efforts to clean up their local areas.
- Launched Summer Clean which saw people pledge to clean up **75,000** miles of Scotland and remove **195** tonnes of waste, including a pledge from VisitScotland staff to cover over **1,000** miles.
- Provided roadside litter collateral to McDonald's and Costa to help remind people to bin their waste or take it home, aiming to tackle the litter problem at source.
- Created almost **90** community litter picking hubs across Scotland.
- Relaunched #ChooseToReuse and #TakeltBack to reduce the consumption of single use coffee cups and encourage recycling with Glasgow City Council and five of Glasgow's biggest coffee retailers ahead of COP26.
- Launched a partnership with North Lanarkshire Council to target roadside litter and support communities to take action.

The SDGs we contributed to are:



Inspiring community-led climate communication

Scotland's Climate Festival supported communities across the country to plan and deliver their own local climate festivals and events, alongside a national event series. Of those we worked with 45% had not previously organised a climate change event. At the online launch of Scotland's Climate Festival, held during Scotland's Climate Week, First Minister Nicola Sturgeon gave a keynote address. We hosted the festival for 130 days. During this time, we:

- Distributed Seed Funds totalling **£14,715** to **37** groups, creating new festivals and events from Annan to Inverness to the Isle of Raasay which focused on growing, active travel, upcycling, film screening and guided walks and talks.
- Fostered partnerships with **14** national agencies, including Creative Carbon Scotland, Home Energy Scotland, Scottish Communities Climate Action Network, and Scottish Wildlife Trust, to collaborate on resources and ideas for community events across the country.
- Organised **9** events as part of our national event series, bringing together a diverse range of **33** speakers covering topics such as COP26, Women in Agriculture, the Wellbeing Economy and the Year of Stories. These events were seen by thousands of people across the world.
- Supported **62** community festivals and events in **17** local authority areas nationwide, reaching **16,000** people.

The SDGs we contributed to are:



Tackling litter and waste



The issue:
Scotland is facing a litter emergency.



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

We provide support to help you prevent and clean up litter and maintain greener and healthier places.

31,560 people were involved in litter picking as part of our Clean Up Scotland campaign and Wrigley Litterless school activity.

282 groups carried out litter picks through our Upstream Battle®, Beautiful Scotland or It's Your Neighbourhood activities.

Community litter picking stalled due to the pandemic, however in the second year, when people were able to meet in outdoors in small groups, numbers rose, giving us confidence for greater involvement in the future.



“We’re delighted to partner with Keep Scotland Beautiful and help expand some of the innovative ideas being trialled to support communities take action on litter. As a business, we pride ourselves on progressive action and we hope we can help inspire real change across the communities we serve and beyond.”

Iain Boyle, Director of Franchising
at McDonald's



Our work in tackling litter and waste contributes to these SDGs:



Quality Education



Clean Water and Sanitation



Sustainable Cities and Communities



Responsible Consumption and Production



Partnerships for Goals



Litter strategy

We supported people from across Scotland to have their say on litter, by hosting a series of online consultation events as part of the National Litter and Flytipping Strategy consultation. We held **4** events, with over **35** organisations and community groups represented. To ensure the voices of young people were included, we ran a survey returning **231** responses across the full spectrum of school years.



Public perception survey

We published [research in a new report](#) revealing the depth of the perceived litter problem across Scotland. We found that **88%** of Scots agree that litter is a problem across Scotland and **70%** are concerned about the issue in their own neighbourhoods. There is a clear appetite for greater action to tackle litter, with particular support for improving waste disposal services and educational campaigns.



Scotland Is Stunning

We partnered with Zero Waste Scotland and the Scottish Government to deliver two phases of the award-winning Scotland Is Stunning – Let's Keep It That Way litter prevention campaign, highlighting Scotland's natural beauty and urging visitors to take their litter home.

Community engagement

We support, celebrate and recognise the achievements of those taking positive action across Scotland to protect and enhance the places we care for.



We've been keeping Scotland beautiful through Beautiful Scotland. The award gives us and our community a common goal to work towards, showing we care about where we live, and this national recognition really helps to keep us all motivated throughout the year. We really would encourage any group thinking about entering, either for the first time or following a break, to get involved – the friendly support network, inspiration and motivation it provides is invaluable!

Ray Theedam Parry – Lauder in Bloom

We've been keeping Scotland beautiful through It's Your Neighbourhood. It helped us focus on our achievements and made us realise we could do even better! It instilled further community pride in the garden and gave a real sense of achievement in that our efforts had been recognised. It has inspired us and actively encouraged us to drive forward our community plans.

David Carruthers - Gairloch Sitooterie



Our work in community engagement contributes to these SDGs:



Quality Education



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Supporting community climate action

For over a decade we developed and administered the Scottish Government's Climate Challenge Fund (CCF) across Scotland. The fund enabled community groups to run projects that reduced carbon emissions. During the pandemic these groups also helped their communities to navigate the associated lockdowns.

- We funded and supported **68** community groups from **24** local authority areas.
- We distributed just over **£5 million** of CCF grants.
- **170** people attended the first online CCF Gathering, where achievements were celebrated and success and learning shared.
- **8** people were recognised as climate heroes for their fantastic efforts to tackle climate change during an incredibly challenging year.

During 2020-21, we also administered the Community Climate Asset Fund on behalf of the Scottish Government:

- We supported **279** community-based organisations across Scotland, who received **£3.2 million** of funding to help deliver a green recovery from the pandemic.
- Of these, **102** were schools, covering early years, primary, and secondary settings.

In June 2021 [we published a report](#) focusing on the achievements of the last four years and released a film celebrating a decade of CCF as we passed the baton on to the Scottish Government and ceased to administer both funds.



Your charity for Scotland's environment

Community Climate Action Plan



As this chapter ended, we continued to support community climate action with new activities. During 2021/22 we:

- Launched and delivered a nine-month youth climate programme in partnership with YouthLink and YoungScot. Backed by Scottish Government funding, the programme put the voices of young people in Scotland at the heart of the climate conversation during the COP26. Young people co-designed the programme, connecting local champions with communities to tackle climate change.
- Invited applications to join our Community Climate Action Plan programme, recruiting **7** communities, which we are still supporting.
- Delivered a series of free Climate Emergency Training to over **100** Scout and Girlguiding volunteers and employees across Scotland.

The SDGs we contributed to are:



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

The COVID-19 lockdowns had a big impact on Beautiful Scotland and It's Your Neighbourhood, our two annual community environmental improvement programmes. Restrictions meant that the judges' tour and assessor visits were called off for a year and we waived our fees. The competition part of Beautiful Scotland was cancelled in 2020, and we introduced an optional non-judged category for 2021 to reflect the ongoing impact of COVID-19 in some areas. Throughout this difficult time for our communities, we embraced the challenges and were inspired by the actions of those we work with. We:

- Recognised the efforts of **153** It's Your Neighbourhood groups in 2020 and **202** in 2021.
- Celebrated the achievements of **42** Beautiful Scotland groups in 2020 and **49** in 2021 – of which we visited and presented **27** with awards.
- We set a theme of Climate and Nature Friendly to provide focus to entrants during the year COP26 came to Scotland.
- Sent out a weekly newsletter to all involved in both Beautiful Scotland and It's Your Neighbourhood, keeping everyone involved in both programmes up-to-date and connected.
- Ran our #GrowASeed campaign, to encourage as many people as possible to have a go at growing at home.
- Organised a series of online Q&A sessions to allow our volunteers to learn from each other and share what they were up to, including hosting a virtual gardener's question time.
- Moved our Beautiful Scotland celebration and seminar events online, allowing some of our community groups from across the programmes to attend for the first time.
- Supported **5** of our Beautiful Scotland groups representing Scotland in the RHS Community Awards category.



In 2020 we secured funding to deliver the Placemaking Through Heritage project supported by Historic Environment Scotland – an important three-year programme of activities encouraging and supporting communities to explore and enhance their local heritage. Through this project we:

- Worked with local people from Cumbernauld Village to explore and record memories associated with historic buildings in the village. Due to the pandemic, we moved this project online with a call out for images and stories about the village along with webinars and activities. Around **12** building biographies were created including the Church and will be submitted to MyCanmore to form a permanent record of the stories.
- Supported the typing up of inscriptions from around **400** gravestones to be included in a genealogical research booklet.
- Worked with the community of a former pit village, Twechar, to explore how the village has changed over time; encouraging the young people to connect with and imagine the mining works as part of the landscape, with the fieldwork conducted added to the Landscape Legacies of Coal Mining app.
- Developed a Cultural Heritage SVQ course which we are delivering to members of 'The Sorted Project', one of the partners in our Union Canal 200 project.
- Worked with schools and student teachers to explore the historic and modern uses of the Union Canal – with activities and exhibits that will be featured in the 'Flotilla 200' event planned as part of the 200th Anniversary celebrations in May 2022.

The SDGs we contributed to are:



Protecting and enhancing places



The issue:

Our natural and built heritage is under threat.



Our ambition:

Scotland's places and their heritage are improved.

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

People across Scotland participating in our Beautiful Scotland and It's Your Neighbourhood activities committed over **180,000** hours to enhancing the places they love over 2020 and 2021. Volunteer judges and assessors who supported these activities volunteered a further 2,000 hours to support the two programmes and provide support to entrants.



"We're delighted to play our part to keep Scotland beautiful. We want our historic sites to inspire positive behaviour change, connecting communities with their local area and restoring pride in our local environments. We will be working hard to ensure that this challenge is met and amongst other things, we help make litter history."

Alison Turnbull, Director of External Relations and Partnerships at HES



Our work in protecting and enhancing places contributes to these SDGs:



Quality Education



Clean Water and Sanitation



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Partnerships for the Goals





Royal celebration event

We were delighted to be joined by HRH The Earl of Forfar at a showcase visit to Saughton Park in Edinburgh, a Green Flag Award winner. He met with, and thanked, Charity Trustees and volunteers that we work with to keep Scotland beautiful, along with presenting our Honorary Fellows John Frater and Lindsay Montgomery CBE with Certificates of Fellowship marking their outstanding contributions to our Charity.



Canal College®

Participants and members of our team took part in an exciting Archaeology Scotland excavation to uncover the original Hampden Park – the world's first purpose built international football stadium. The exact location of the former stadium was rediscovered in 2017 by a member of Hampden Bowling Club. We worked with Archaeology Scotland to teach participants new skills and help intergenerational learning and community building.



Community Climate Action Plans

We launched an exciting new programme to support seven communities from the Highlands to the Scottish Borders to produce tailored Community Climate Action Plans specific to their area and challenges. We supported the groups to begin their actions, signposted them to sources of further advice and funding relevant to their plans and helped them establish how they will evaluate impact.

Education and training

We work to educate people about the challenges our environment faces and to empower everyone to take positive action.



Speyside High School has been keeping Scotland beautiful by participating in Climate Ready Classrooms. Here's what Keith Turner, Principal Teacher of Geography had to say:

"As we move forward, I know that the experience of Climate Ready Classrooms has massively helped my students. It has also given me another layer of evidence that they understand the issues and complexities of our changing world."



Netherlee Primary School in East Renfrewshire has been working hard to keep Scotland beautiful too. Here is what they said:

"I would like to take this time to say how well supported I have felt taking on my new Eco-Schools coordinator role by Keep Scotland Beautiful. We successfully applied for the Community Climate Action Fund and Pocket Garden competition, and I have attended many Eco-Schools training courses. I cannot speak more highly of the support I received during these programmes. The benefit they have had on our children, staff and wider community over the past 18 months has been immense and we have so much to show in our outdoor spaces from your help."



Our work in education and training contributes to these SDGs:



Quality Education



Decent Work and Economic Growth



Sustainable Cities and Communities



Responsible Consumption and Production



Climate Action



Partnerships for the Goals

Working to make Scotland a climate literate country

We know it is vital for everyone to understand the climate emergency, which in turn empowers climate action. We're the only accredited Carbon Literate Training organisation in Scotland and with our strategic partner the Carbon Literacy Project we delivered our Climate Emergency Training to a wide range of sectors in Scotland – here are some of them:

- In partnership with YoungScot and YouthLink Scotland, we provided Climate Emergency Training to **248** youth workers, and delivered **25** train the trainer sessions. We also produced a toolkit to help youth workers nurture and direct young people's climate change concern into positive, practical action.
- Climate Ready Classrooms is our unique adaptation of Climate Emergency Training for secondary school pupils. COVID-19 put a pause to our in-person approach, and we adapted our course for online delivery. We now offer the programme online or in-person. Over the report period we reached **1,129** young people, delivering **240** sessions.
- We ran Train the Trainer sessions with **195** teachers so that they were empowered and qualified to reteach our materials to their students.
- We were proud to take part in the first Carbon Literacy Action Day on 1 November 2021, a day of climate action training on a huge scale, led by The Carbon Literacy Project.
- We were delighted that the CEOs from **8** housing providers attended bespoke Climate Emergency Training, which is now being rolled out to staff across all participating organisations.
- Glasgow City Council was the first local authority to engage with our Climate Emergency Training, with a bespoke version delivered to elected members as well as staff. We have since worked with **8** local authorities to offer bespoke Climate Emergency Training.
- We developed Scottish Credit and Qualifications Framework (SCQF) Climate Emergency Training, which we are piloting as part of the Falkirk Canal Connections Project to help people of all ages and circumstances access it.



- In collaboration with construction firms McLaughlin & Harvey, GRAHAM, McAleer & Rushe, and Henry Brothers we developed and delivered Climate Emergency Training to help the construction sector tackle the climate crisis at the individual and business level.
- We delivered Climate Emergency Training to a group of Sustrans volunteers. Following the training all learners reported an increased confidence in talking about climate change.
- Working with Skills Development Scotland we offered free Climate Emergency Training to anyone living in Scotland over the age of 25 and working in the Tourism, Transport, Energy, and Construction sectors to support Scotland's journey to net zero.
- The Tourism Climate Emergency Training reached **66** participants from across the sector including B&Bs, hotels, caravan parks, tour guides, and tourist attractions.
- We opened our new self-guided introduction to the Climate Emergency eLearning module to participants in November 2021.
- We worked in partnership with Scottish Cities Alliance and the Improvement Service to support elected members across Scotland's cities deliver a just transition to net zero.

The SDGs we contributed to are:



Providing environmental education during a pandemic

The pandemic gave us the opportunity to rethink our approach to delivering our sustainable development education programmes. Moving them online meant we increased our geographical reach. Throughout this time, we continued to make learning for sustainability easily accessible to all whether at school or at home. This led to a particularly busy year in 2020-2021; here are some of the achievements:

- We reimagined the annual Pocket Garden competition by challenging young people to design and grow a miniature garden at home, resulting in **35** winners. We were delighted when the BBC's Beechgrove Garden featured it in a show.
- We celebrated **2** winning entries in the international FEE #YREStaysHome competition following nomination from our newly online and Scotland-wide Young Reporters for the Environment competition.
- We supported **6,415** pupils across **26** schools to take part in the annual Litterless campaign, funded by FEE and the Wrigley Company Foundation. Schools adapted their activities and encouraged pupils to carry out local litter surveys or litter picks with their own households as part of their outdoor exercise.
- We were excited to work with Screen Scotland to offer online film-making training for youth workers. The training allowed **83** youth workers to support young people to create short films that explored the climate emergency.
- We supported the National Network for Outdoor Learning's call for outdoor learning and play to be central to schools and education once places were open again.
- We developed new twilight webinar sessions for teachers covering all aspects of Eco-Schools and delivered **20** sessions to **795** teachers.



- In partnership with e-Sgoil, we ran **18** online Eco-Schools@Home sessions for pupils during the first national lockdown. These covered a range of Eco-Schools subjects and provided practical activities and work that young people could do in their own homes and local areas. Alongside this, we ran teacher training:
 - **255** teachers attended one of **7** Eco-Schools twilight sessions.
 - **56** teachers attended one of **4** Pocket Garden sessions.
 - **7** One Planet Picnic sessions were delivered to **55** teachers.
- During the summer holidays we ran a series of online environmental education activities attended by **89** young people.

As we moved into the second year of the pandemic, we continued to support environment and climate change education. Projects returned following a pause, partnerships continued, and several new initiatives were launched. Some of our achievements in 2021/2022 include:

- During Scotland's Climate Week in November 2021, we livestreamed lessons to approximately **11,000** pupils a day during our first online Climate Action Week for Schools, and launched a new Climate Action Eco-Schools topic.

- Our Canal College® programme returned in Falkirk in October 2021, following a pause during the initial lockdown. It continues as part of the Falkirk Canal Connections project.
- The Pocket Garden competition saw **45** winners feature on an online showcase which was visited by **14,395** people who voted for their favourite.
- We had **59** entrants to our Dear World Leaders project which ran during COP26, and saw young people describe what they hoped the planet would be like when they were adults. This was collated into a [Dear World Leaders film](#) and book.
- We were delighted to once again work with the Confucius Institute for Scotland's Schools (CISS), Scotland's National Centre for Languages SCILT, the Scottish Government and the Centre for Languages Education and Cooperation (CLEC) to deliver training on our award-winning Eco-Schools Scotland programme to primary Confucius teachers and students in Scotland and their partner schools in China.
- In March 2022, we hosted a 'Live Litter Lesson' in partnership with Eco-Schools Scotland, Scottish SPCA and Auchindrain Historic Township. A total of **485** Scottish classes registered, with **20** in Wales, **37** classes in Northern Ireland and **18** in England, reaching **12,125** pupils.
- We launched the Dandelion Schools Growing Initiative, recruiting **464** schools. **89,000** school pupils received tatties and **113** schools received hydroponic growing cubes.

Across the two-year period of this Impact Report, almost **5,000** people enjoyed a One Planet Picnic that was good for them and good for our planet, and we supported **958** and **737** active schools per year working towards their Eco-Schools Green Flag Award.

The SDGs we contributed to are:



Developing capacity and capability to tackle litter and waste

We believe a community-focused programme of education and behaviour change is needed to create a 'literate' Scotland. Working with community groups, and aimed at all sections of the population, we have developed a Litterate course to fill this identified gap, and to complement our existing training to support enforcement teams across Scotland.

As we continue our work to increase awareness of litter and waste, and to empower and enable communities and duty bodies to develop the capacity and capabilities to tackle litter and waste, we have:

- Provided support and training to **19** local authorities on the new Litter Monitoring System (LMS).
- Delivered **20** LEQ training courses reaching **200** people following a pause in our LEQ training course delivery in 2020.
 - Our LEQ training has included modules covering Use of Fixed Penalty Notices, Commercial Waste and the Duty of Care, along with Abandoned Vehicles and other related enforcement activities.
- Researched and developed our Litterate training offer, to inform people about litter, the problems, and what action can be taken to tackle it. We delivered an open introductory session in February 2022.
- Commenced a Litterate pilot with Glasgow City Council, which will reach **90** employees across general staff, elected members and community councils, as well as resident/community groups.
- Delivered citizen science and behaviour change training to our **9** new Anchor Groups along the Tay, expanding their capacity and capabilities to gather evidence, develop local interventions, and explore future prevention methods.

The SDGs we contributed to are:



Looking to our future

As we start a new chapter, we know that we need to do more to change behaviours, improve our environment, the quality of people's lives and their wellbeing, and the places that they care for.

We are committed to embracing and harnessing the opportunities that lie ahead of us with passion and ambition. #TeamKSBScot has the drive and motivation to overcome those fears and challenges that we all have about the state of our environment. The climate anxiety, the volunteer fatigue, the ongoing battle to pick up litter; we hear you, and we want to collaborate with you to keep Scotland beautiful.

It is clear that comprehensive change to reverse and tackle environmental problems isn't going to be possible without significant commitment by everyone. Yet, we remain positive; we know that individual action can make a real difference. The challenges that our environment faces are daunting, but by empowering individuals to make small achievable changes in their actions we know that we can put Scotland on the path to net zero.

We are here to support and influence people of all ages to make those small sustainable choices and actions, as well as the big brave changes needed to see our ambition for a net zero, carbon literate, biodiverse, litterate, and litter free nation realised.

Building on our external policy and development work, we will continue to influence, input, and respond to the range of policy and legislative measures including consultations, calls for evidence, formal submissions, advisory groups, and cross-party working groups. We will continue to collaborate and work with Scottish Environment LINK, the SDG Network Scotland, Cross Party Working Groups, and Stop Climate Chaos Scotland in influencing policy and legislation in Scotland to achieve positive change.

The ambitions of the United Nations Sustainable Development Goals to tackle poverty and inequality and promote sustainable development across the world are key to what we do. We will continue to align our work to the 17 Global Goals and will track how our activities contribute towards progressing the SDGs in Scotland.

We can't silo the challenges our environment is facing; the twin global crises of Climate and Nature, along with the looming litter emergency in Scotland are all inextricably linked. We will continue to work hard to ensure that everyone understands that dropping litter is as damaging to our planet as unnecessarily leaving a light on all night.

Despite the challenges that everyone across the globe has faced since March 2020, we have kept on going; in fact, we have excelled in many areas. We are proud of the achievements that have been made, and the way that our employees, the communities and businesses we work with, and the educators and young people who engage with our activities have adapted. The resilience, passion and commitment demonstrated to keeping Scotland beautiful has been outstanding.

As we look to the future our vision remains that of a clean, green, sustainable Scotland.

- We want Scotland to be a climate literate country.
- We want Scotland to be a 'litterate' country.
- We want people to love the places they live in, work in and visit, and we want people to value their heritage.



With your help we can keep Scotland beautiful.
Join us.

In order to evidence our commitment to this, our focus over the coming year will be building on our successes and partnerships including:

- Launch Climate Action Schools to further Learning for Sustainability, climate education and amplify the voices of young people.
- Support the outcomes and implementation of the revised National Litter and Flytipping Strategy for Scotland.
- Ratchet up delivery of our Climate Emergency and 'Litterate' training.
- Focus our work on placemaking and heritage.
- Help people to reduce their waste and consumption.
- Further support businesses and organisations to achieve net zero.
- Embed support to enhance biodiversity in our schools, communities and businesses.

We will do this through new collaborations as we continue to push for a more circular economy, implementing the Climate Emergency Skills Action Plan, the inclusion of litter payments within forthcoming Extended Producer Responsibility (EPR) legislation and support the incoming Scottish Deposit Return Scheme (DRS).

It has been a busy two years and we are delighted with what we and all those we work with have achieved to combat climate change, reduce litter and waste, and protect and enhance the places we love.

It promises to be a busy year ahead too, and we're determined to engage with new challenges and accomplish even more.



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, reduce litter and waste, and protect and enhance the places we care for.



T: 01786 471333 E: info@keepscotlandbeautiful.org

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www.keepscotlandbeautiful.org

