

Flytipping Campaign Comms Pack 12-25 October 2026

The campaign focuses on one key message: **ASK THE QUESTION**. If you're paying someone to take your waste away, make sure you know who you're giving it to and that they are authorised to carry it. Ask for their SEPA registration number, then check it on the SEPA register before handing over your waste.

Social media

Please help us spread the word by sharing our social media content or posting your own. You can tag us on our social channels below. Please note Keep Scotland Beautiful no longer has an X account.

Facebook/LinkedIn - @Keep Scotland Beautiful

Instagram/Threads - @ksbscotland

BlueSky - @keepscotbeautiful.bsky.social

Facebook/LinkedIn/Instagram Captions

1. Did you know around 26,000 tonnes of waste is estimated to be flytipped in Scotland every year? We're supporting Keep Scotland Beautiful's campaign to help tackle flytipping across Scotland. Find out more information about flytipping on the Community Litter Hub - <https://www.keepscotlandbeautiful.org/community-litter-hub/prevent/preventing-waste/>
2. Got someone collecting your waste? Ask the question: "What's your SEPA registration number?" If you're paying someone to take your waste away, ask for their registration number and check it on the SEPA register. If they can't provide one, or you can't find them on the register, walk away. It only takes around 30 seconds to check. Find out more information about flytipping on the Community Litter Hub - <https://www.keepscotlandbeautiful.org/community-litter-hub/prevent/preventing-waste/>
3. 84% of people in Scotland agree that flytipping is a problem nationally. We're supporting Keep Scotland Beautiful's campaign to help tackle flytipping across Scotland. Find out more information about flytipping on the Community Litter Hub - <https://www.keepscotlandbeautiful.org/community-litter-hub/prevent/preventing-waste/>
4. 72% of people think more should be done to prevent flytipping in their local area. We're proud to be supporting Keep Scotland Beautiful's campaign. Together, we can help prevent waste from ending up where it shouldn't. Find out more information about flytipping on the Community Litter Hub - <https://www.keepscotlandbeautiful.org/community-litter-hub/prevent/preventing-waste/>

Copy for your website and newsletters

Only have a small amount of space? The below text is just 55 words:

Flytipping doesn't make waste disappear. It passes the problem on because someone always pays the price. We're supporting Keep Scotland Beautiful's campaign to tackle flytipping and encourage everyone to dispose of their waste responsibly. If you're paying someone to take your waste away, ask for their registration number and check it on the SEPA register before handing over your waste.

Looking for more? Here is a longer paragraph with 134 words:

Flytipping is the illegal dumping of waste, ranging from household waste and bulky items to commercial and construction waste. Around 26,000 tonnes of waste is estimated to be flytipped in Scotland every year.

Flytipping can have serious consequences for communities and the environment. Waste can contain hazardous materials, harm wildlife and affect land and water. It can also leave local authorities, landowners and businesses dealing with the cost and practical work of clearing it up. Someone always pays the price. If you're paying someone to take your waste away, ask the question before handing it over. Ask for their registration number and check it on the SEPA register. If you can't find them on the register, or they don't have one, don't hand over your waste. We're supporting Keep Scotland Beautiful's national campaign to tackle flytipping and encourage everyone to take responsibility for their waste.

You can tag us on Facebook and LinkedIn with @Keep Scotland Beautiful or on Instagram with @ksbscotland.