

Keep Scotland Beautiful 2022 Manifesto



Keep Scotland Beautiful 2022 manifesto asks

This document provides a summary of Keep Scotland Beautiful's manifesto asks for the 2022 Scottish Local Government elections, linked to each area of our strategy.

We are your charity for Scotland's environment, with a vision for a clean, green, sustainable Scotland. We're lucky to live in such a beautiful country and we want to keep it that way.

We have three goals - to combat climate change, tackle litter and waste, and protect and enhance the places where we live, work and visit.

We know that we can't make a difference on our own, so we want to work with you to enable positive change. Throughout our manifesto you will find links to further information about highlighted asks, offers, or initiatives. We encourage you to engage with these, and with us and initiatives we have to offer. Together we can get Scotland to Net Zero.

We already have great programmes in your area, however there is so much more that we can achieve in your communities and neighbourhoods through collaborating and working together.

The Green Recovery

We call upon all parties to stand behind the commitment given to achieving the ambitions of the UN Sustainable Development Goals by 2030, and to ensure that they are used as the framework for a green and just recovery. We also call upon all parties to ensure that our recovery is one which truly empowers and involves our young people and communities with the task of building a cleaner, greener and more sustainable Scotland.



Reduce litter and waste



The issue:

Scotland is facing a litter emergency.



Our ambition:

Scotland is litter free and has a circular economy.

We are asking parties to commit to:

- Ensuring that Scotland, and the UK, commit to **litter proposals within Extended Producer Responsibility (EPR) legislation**.
- Ensuring that powers for **EPR implementation are devolved** to Scotland.
- Working with Keep Scotland Beautiful to implement and further the new **National Litter and Flytipping Strategy** in 2022.
- Making Scotland a **fully 'litter-ate' country**, through a community-focused programme of education, training and public engagement.
- Invest in and support **national behaviour change campaigns** and messaging to address Scotland's litter crisis and implement at a community level to **tackle local issues**.

Our Offer: Reducing litter and waste

Scotland is blighted by litter, dog foul, flytipping. Our wildlife, our people, and our country deserve better. We work closely with local authorities, communities, and businesses to keep our country and local environment clean, green, and healthy. We do this by adding value to local government.

- Work with us and support the implementation of our national campaigns to tackle litter in your local area through [Clean Up Scotland](#).
- We recently [teamed up with North Lanarkshire Council](#) to launch a local campaign encouraging the public to give their litter a lift home and will be targeted in known litter hotspots. The campaign is supported by Costa and McDonald's.
- Are you ready for EPR? [We want to meet with you](#) and support you to begin thinking about what reformed waste and litter legislation could mean for your council area.



Combat climate change



The issue:

Scotland is in a climate emergency.



Our ambition:

Scotland achieves its net-zero ambition by 2045.

We are asking parties to commit to:

- Supporting and investing in bottom-up, **community-based climate action**, to help build large-scale public involvement in the just transition to a net-zero society.
- Delivering bold action in the **just transition** across key sectors including energy, buildings, transport, agriculture, and tourism during the lifetime of the next parliament so we can meet our net-zero ambition.
- Making Scotland a fully **carbon literate country** through a comprehensive programme of education and training for all, to encourage behaviour change and build public support for significant change.
- Supporting **environmental skills** and careers development, through investment in both vocational and academic learning.

In addition, we call upon all parties to ensure that through our national curriculum we step up our commitment to fostering a nation of environmentally aware and carbon literate young people, equipped with the knowledge and skills they will need to meet the challenges of the years ahead.

Our Offer: Combat climate change

We know that we can't make a difference on our own, so we work with you to enable positive change. Education is vital to helping people make positive decisions for our environment. Our climate change offerings allow participants to explore what practical action can be taken to minimise impact on the environment and help Scotland achieve its net-zero target by 2045.

- We work extensively across sectors and subjects delivering [Climate Emergency Training](#) to help people understand the climate emergency.
- Our network of Climate Action Schools participate in [Eco-Schools Scotland](#) and [Climate Ready Classrooms](#), supporting and helping educators and young people take action on climate change and sustainability.
- In addition, our [Community Climate Action Plan model](#) enables communities to develop bespoke plans for climate action.



Protect and enhance places



The issue:

Our natural and built heritage is under threat.



Our ambition:

Scotland's places and their heritage are improved.

We are asking parties to commit to:

- Investing to **protect our green and blue spaces** and their connecting green corridors, supporting biodiversity as part of the green recovery.
- Giving local communities more ability to protect the places they care about by more adequately resourcing and encouraging use of the **Place Principle and Place Standard Tool**.
- Implementing a national programme of **green prescribing** to support mental wellbeing and increase people's connectedness with their local built and natural heritage.
- Supporting **heritage skills** and careers development, through investment in both vocational and academic learning.
- Making Scotland a global leader in **responsible tourism**, enhancing appreciation of the beauty and richness of Scotland's environment while also benefiting the communities who live and work here.

Our Offer: Protect and enhance places

The impact of the COVID-19 pandemic has shown to many of us just how important our local places and spaces really are. They help to support our health and well-being, as well as providing spaces for socialising and exercising. As part of our goal to protect and enhance the places we live, work and visit we engage with communities to recognise the value of their heritage, and take action to protect it.

- Our [Placemaking Through Heritage](#) project works with communities across Scotland to recognise the heritage story of that place. Communities have unique heritage so activities will be tailored to each place, and could include storytelling, guided walks, developing traditional skills, and raising awareness of the impact of climate change on heritage.
- The [Green Flag Award](#) is awarded to parks and greenspaces that demonstrate excellent management and environmental standards, recognizing the best parks and greenspaces across Scotland.
- [Whitelee Windfarm and Visitor Centre](#) was awarded for the first time in 2021. This is the first time anywhere in the world that a windfarm has featured in the list of awarded parks.

Finally, we are members of [Scottish Environment Link](#) and [Stop Climate Chaos Scotland](#) and endorse their positions and asks. We also support the work of the [Climate Emergency Response Group](#) in informing Scotland's response to the climate emergency.





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.



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