



Inspiring action for a clean, green, sustainable future

# Keep Scotland Beautiful

Our Strategy 2026 - 2031

# Introduction

**We've been keeping Scotland beautiful for 70 years and have a proven track record of meaningful, practical and impactful action.**

This strategy sets out our charity's ambition to inspire environmental action across the country. It aims to build on the incredible work already being undertaken to make our country cleaner, greener and more sustainable.

We lead environmental education in schools, encourage litter picks, harness the power of community gardening, celebrate climate and nature friendly achievements and support businesses to operate more sustainably.

Connecting people and championing practical environmental action remains at our core and with new partners we aim to continue this important work with communities in every corner of our country by 2031.

We remain committed to combatting climate change, to tackling litter and waste, to restoring nature and biodiversity and to improving places that matter to us all – but we couldn't do it without your support and funding.

The success of our strategy will rely on new partnerships, additional sponsorship and stronger collaborations.

Let's bring about positive change for people, nature and our economy. Let's start by keeping Scotland beautiful.



**Tom Brock OBE**

**Chair, Board of Charity Trustees**

*"We couldn't do what we do without your support through donations and time. We know that together our work makes a difference and our impact is valued. Which is why we are committed to remaining professional, respected and present in communities across Scotland.*

*"Through all our activities, campaigns and programmes we remain dedicated to bridging the gap between policy and practical solutions, between communities and business, and across all sectors of society. Environmental action has the power to unite us all - as well as deliver a more beautiful, economically viable Scotland."*



**Barry Fisher**

**Chief Executive**

*"Our strategy is very much a compass directing us, not a chart which cannot be changed. At times the scale of the environmental challenges, the policy and political backdrop, the financial landscape and the behavioural changes that we need to make seem overwhelming. If the last five years have taught us anything it is that things change, rapidly, and we know that we need to be agile, flexible and continue to refresh our offer to meet the demands of those we work with and the funds available to us.*

*"The climate, nature and litter emergencies require collaborative action now. And I believe our determination to inspire behaviour change through our range of activities, training and programmes will steer the success of this strategy.*

*"We need everyone to invest in our vision and mission - please join us."*

# This is us

Every campaign, programme, activity, survey and piece of research we do is part of our strategic approach to making a positive difference to the environment in your community.

## Our vision

A clean, green, sustainable Scotland.

## Our mission

To inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.

## Our objectives:

- ✓ Combat climate change
- ✓ Tackle litter and waste
- ✓ Restore nature and biodiversity
- ✓ Improve places
- ✓ Develop our people and organisation



# Our shared ambition for the future

**By 2031 we want to see activity to keep Scotland beautiful taking place in every community, school and workplace.**

We aim to grow and nurture our strong strategic, community, business and national and local government partnerships, and to strengthen our relationships with schools and other education establishments.

Our aim is to do more of what we know works. To build on the successes of our award-winning campaigns, internationally recognised awards schemes, accredited training and proven track record of innovative and practical delivery based on data and evidence.

As we look to the future our vision remains steadfast.

**We see a clean, green, sustainable Scotland. We see a beautiful Scotland – cared for and enjoyed by us all. One where environmental action is championed and celebrated.**



# Who we work with and how we do it

**Our work wouldn't be possible without the financial donations and time volunteered by those who believe and invest in us.**

We work together with those who want to achieve our mutual goals for Scotland's people and environment.

As the partner of choice for so many schools, communities, local authorities, private and public organisations and businesses we pride ourselves in creating strong and ethical connections, maintaining relationships and supporting local action connected to national and global ambitions.

Stakeholder survey feedback:

Practical projects on the ground

"I love seeing the great hands-on projects that Keep Scotland Beautiful is involved in. Keep up the great work - you're inspiring and we need a charity that can go out and do these practical projects on the ground to help Scotland learn and develop."

One common purpose

"Keep Scotland Beautiful has fantastically brought together citizens, businesses and stakeholders to work towards one common purpose."

We champion informed action based on robust evidence and research. We lean on what people care about to inspire environmental change – tapping into sectors such as sport, heritage and community pride.

**Our values define our culture and describe how we get things done**



We are **collaborative** and believe in the power of working in partnership with a cross section of society.



We are **positive** about the changes that people, communities and organisations can make.



We are **ambitious** and will match the environmental challenges we face with positive action.



We are **innovative** and ensure our work develops to meet the needs of those we aim to inspire and support.



We are **influential** as we support others to make environmental improvements.



We are **professional** in our approach and in the way we work with people and organisations.

# Combat climate change



**Issue:** Climate change is impacting us all. Now.



**Our ask:** Join us to combat climate change through education, training and building community capacity.

Environmental change starts when people understand the challenges and learn about the benefits of taking action for our people, our planet and our pockets.

We are committed to delivering climate education at scale across all education settings and supporting communities and businesses to engage in positive actions for climate and nature.

## How we will make this happen

We will expand and grow:	This will:
Our role in leading and delivering climate education and sustainability opportunities for children and young people across Scotland.	Inspire action and behaviour change to contribute to the achievement of national outcomes and targets.
Our role in developing and delivering practical community climate action, building on our existing relationships and networks.	Identify opportunities for regional and local projects to develop community capability and capacity for climate action.
We will develop and strengthen:	This will:
Our work with local authorities and other relevant organisations.	Identify opportunities for collaboration to ensure young people have spaces to be heard, engaged and involved in climate action locally and nationally.
Our advice, support, and training for businesses, communities and others.	Increase awareness, improve understanding, and build capability.



# Tackle litter and waste



**Issue:** Litter is damaging our country.



**Our ask:** Join us to make Scotland litter free and reduce waste through education, training and building community capacity.

We spearhead national efforts to tackle litter in communities across the country. But, with nine in ten people stating Scotland has a litter problem, we know that more must be done to address litter through prevention, behaviour change and enforcement.

We are committed to playing our part to help people reduce what they buy and use, choose to reuse items when possible and reduce the litter polluting our country.

## How we will make this happen

We will expand and grow:	This will:
Our work to identify opportunities to develop and deliver a range of campaigns, working collaboratively with national and local stakeholders.	Tackle litter, promote reuse, increase recycling and reduce waste.

We will develop and strengthen:	This will:
Our role as a leading organisation bringing together national and local stakeholders to tackle litter and waste.	Increase engagement with our Clean Up Scotland Programme and support the delivery of the National Litter and Flytipping Strategy.
Our work to tackle marine litter from source to sea through Upstream Battle.	Facilitate clean ups and litter surveys by our waterways and on our beaches and coastline to support the delivery of the Marine Litter Strategy.
Our ability to leverage technology.	Improve access to the collection, analysis and reporting of data on environmental indicators, to support stakeholders in strategic decision making and targeted interventions.



# Restore nature and biodiversity



**Issue:** Nature is under intense pressure.



**Our ask:** Join us to make Scotland nature-rich through education, training and building community capacity.

We help communities, businesses and schools to restore nature and increase biodiversity through our programmes and activities. We bring together national and local stakeholders and empower people to transform spaces in their neighbourhoods into thriving habitats supporting nature recovery, wellbeing and inclusive access.

We are committed to celebrating the role that volunteers who deliver community environmental initiatives across the country play in combating climate change and restoring nature.

## How we will make this happen

We will expand and grow:	This will:
Our support and training for communities, businesses and others.	Build capacity and capability to protect and restore nature and biodiversity.

We will develop and strengthen:	This will:
Our role as a leading organisation bringing together national and local stakeholders.	Identify opportunities to develop and deliver action to restore nature and biodiversity.
Our engagement with communities.	Support local action for nature and biodiversity, promoting collaboration to contribute to national outcomes and targets.
Our work to create opportunities for environmental education for children and young people.	Inspire the action, nature connection, and behaviour change required to achieve our ambition for a clean, green and sustainable Scotland and contribute to national outcomes and targets.



# Improve places



**Issue:** The environmental quality of our communities is declining.



**Our ask:** Join us to improve our local communities and restore our places and heritage through education, training and building community capacity.

We acknowledge the widening and deepening inequalities around good quality environments and are committed to programmes and activities to address this at a national and community level, ensuring the benefits to improved mental health, and the value of good quality spaces to people, business and nature is key.

## How we will make this happen

We will expand and grow:	This will:
Our network of local community groups driving community gardening and local environmental quality improvements.	Provide advice, practical support and opportunities for peer learning and collaboration at a local, regional and national level.
Our engagement with communities of place and interest.	Explore, celebrate and take positive action for heritage in the context of placemaking and climate change.

We will develop and strengthen:	This will:
Collaboration between our networks of community groups involved in improving local places.	Connect schools and businesses, promote engagement, and provide advice, support and training that enables local action.
Our engagement with partners and communities.	Enhance the impact of our services, including our core awards programmes, and look to identify opportunities for further collaboration with national, regional and local stakeholders.



# Develop our people and organisation

To ensure we have the capacity to lead change and respond quickly to opportunities and emerging environmental issues we are committed to developing our people and ensuring we are a sustainable organisation.

## How we will make this happen

### We will expand and grow:

- The capacity and capabilities of our team through training and development opportunities.
- Our diverse, skilled, effective and supported volunteer network to help us expand our reach.
- Our use of appropriate digital solutions to make best possible use of our data collection, evidence and knowledge.
- Our reputation and profile by reframing the Keep Scotland Beautiful brand.
- Our networks and cross-sectoral partnerships to bring people into the heart of our priorities and actions.

### We will develop and strengthen:

- Actions that reduce our negative carbon emissions.
- Our financial capacity, ethically and sustainably.
- Our digital infrastructure and focus on a purposeful digital transformation.
- Our governance standards ensuring we are a charity people want to work with.
- Our use of appropriate communication channels and technology to ensure we reach our key audiences.
- Our use of data and research to ensure we have a strong voice which influences national policy and regulation.



# We see a future where:

**Young people are empowered with knowledge, curiosity and skills to tackle the environmental challenges we face.**

**Communities are supported to take environmental action at a local level and to inspire others.**

**Businesses recognise the economic benefits of putting our environment first.**

**Organisations establish and strengthen collaborations to maximise opportunities, engage new audiences and ensure the impact of scarce funding is maximised.**

**Local and national government consider our data and evidence when drafting policy and legislation, celebrate successes and access our expertise to add value to national action plans.**

**But to get there, we need to engage new audiences, secure new sponsors and funders and inspire everyone to think differently, believe in positive change and take action. Our call to you is to invest in our aspirations – join the movement to keep Scotland beautiful!**





We support the Sustainable Development Goals.

**Keep Scotland Beautiful inspires environmental action.**

**Support us to combat climate change, tackle litter and waste, restore nature and biodiversity and improve places.**

**Donate ✕ Partner ✕ Sponsor**



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