

Spring Clean Scotland 2024

Communications pack



www.keeptscotlandbeautiful.org/springclean

Scotland is facing a litter emergency

We need your help to make #SpringCleanScotland 2024 the best yet – you can play your part by encouraging your supporters and audiences to join us in tackling litter in communities across Scotland, promoting health and wellbeing and protecting the environment and wildlife.

Last year's #SpringCleanScotland saw over **30,000** volunteers roll up their sleeves and join more than **1,700** events across Scotland.

#SpringCleanScotland 2024 will take place from **15 March - 28 April** and we are aiming to engage even more people to make this year's event bigger and better.

Once again we will be working with Keep Britain Tidy and Keep Wales Tidy to support the Great British Spring Clean and, as always, we're grateful for the support of our partners who help spread our messages, encourage their own audiences to clean up and organise their own litter picking events to help protect the places we live in, work in and enjoy.

In this pack you will find key figures, social media content and text for web and newsletters to help you promote Spring Clean Scotland to your audiences.

Find out more about Spring Clean at
www.keeptoscotlandbeautiful.org/springclean



90% believe litter is an issue across Scotland.



70% believe litter is an issue in their local area.



75% of people said that taking part in #SpringCleanScotland 2023 made them feel part of a national movement that is taking action to tackle litter.



89% of people said that getting outdoors for #SpringCleanScotland 2023 helped them de-stress, relax and unwind.




Social media



Please help us spread the word by sharing our social media content or posting your own using **#SpringCleanScotland**.

You can tag us on X, Facebook and Instagram with [@KSBScotland](#) or on LinkedIn with [@Keep Scotland Beautiful](#).

Below are some examples of content you can share on your own social media accounts.

 X

We are helping to keep Scotland beautiful.

[#MakeYourLitterPickCount](#) and join the [#SpringCleanScotland](#) 15 March - 28 April [@KSBScotland](#)

www.KeepScotlandBeautiful.org/springclean

 X

 We are facing a [#LitterEmergency](#)

 90% of people believe that litter is an issue across Scotland.

!! It's time to take real action.

 Take part in [#SpringCleanScotland](#) in your community [@KSBScotland](#)

www.KeepScotlandBeautiful.org/springclean

Facebook

 We are facing a [#LitterEmergency](#)

 90% of people believe that litter is an issue across Scotland.

!! It's time to take real action and [#CleanUpScotland](#)

 You too can take part in [#SpringCleanScotland](#) in your community from 15 March - 28 April.

www.KeepScotlandBeautiful.org/springclean



 "For the third consecutive year, the impacts of litter on animals and the environment are deemed the most concerning. Litter harms local wildlife in several ways, but the most common is being mistaken for food. Bright coloured wrappers, the scent of old food, it can be deceiving. Ingesting litter will not always instantly harm wildlife, but over time the effects can be severe and even cause death.


We're supporting Keep Scotland Beautiful to clean up for nature this [#SpringCleanScotland](#)

[#MakeYourLitterPickCount](#)

Instagram

 Litter is care-less, show you care.


 Complete a litter survey, it's as easy as 1, 2, 3...

 Here's what we found..

We have joined Keep Scotland Beautiful for the 2023 [#SpringCleanScotland](#) from 15 March - 28 April.


Let's all do our bit! [@ksbscotland](#)

(**Use your pictures from litter surveys here!**) 





Care for your community and yourself. Get outside and [#MakeYourLitterPickCount](#).

Good for you. Good for the environment. [@ksbscotland](#) [#SpringCleanScotland](#)


(**Use your pictures from litter picks here!**) 

LinkedIn


 We are facing a [#LitterEmergency](#).


 According to Keep Scotland Beautiful, 90% of people believe that litter is an issue across Scotland.


!! It's time to take real action and [#CleanUpScotland](#)


 We are taking part in [#SpringCleanScotland](#) from 15 March - 28 April and you can join in your community too.

www.KeepScotlandBeautiful.org/springclean



 Litter is care-less, show you care.

 Complete a litter survey, it's as easy as 1, 2, 3...

 Here's what we found...

We have joined Keep Scotland Beautiful for the 2023 [#SpringCleanScotland](#) from 15 March - 28 April. Let's all do our bit!

Complete a litter survey in your community www.KeepScotlandBeautiful.org/littersurveys

(**insert picture of litter you found/ yourself on litter pick with LinkedIn post!)

Copy for websites and newsletters

Only have a small amount of space? The below text is just 39 words:

Did you know that 39% of Scots believe that litter has become more common locally over the last 12 months? We want to change that so we're supporting Keep Scotland Beautiful's **#SpringCleanScotland**. Find out more at www.KeepScotlandBeautiful.org/springclean

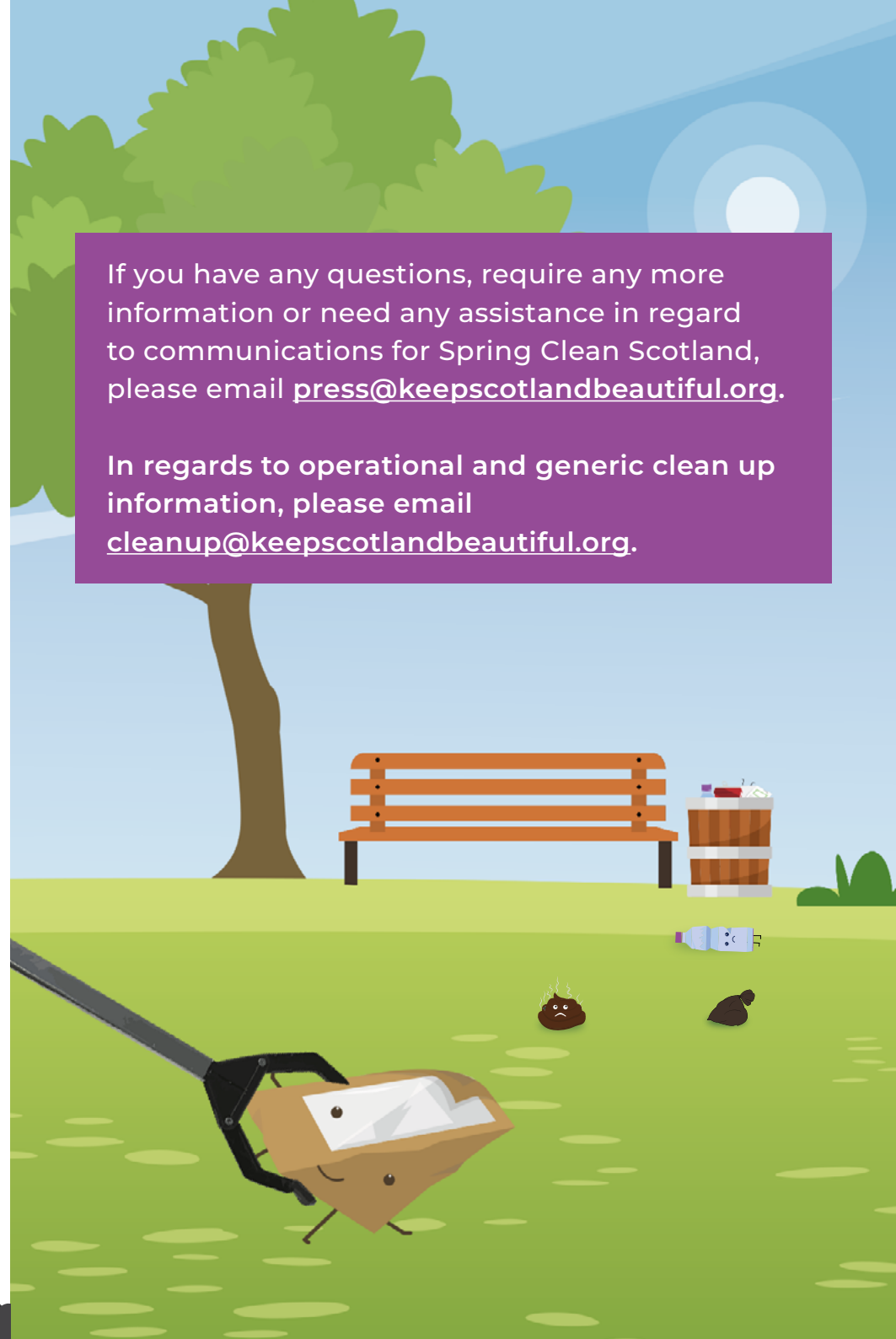
Looking for more? The paragraph below has 63 words and more information:

Environmental charity Keep Scotland Beautiful has declared a litter emergency and we're aiming to help by supporting their 2024 Spring Clean. By taking small actions such as organising or participating in a litter pick, you can make a difference to one of the country's biggest environmental charities. To find an event near you, or to register your own and get involved, visit www.KeepScotlandBeautiful.org/springclean



If you have any questions, require any more information or need any assistance in regard to communications for Spring Clean Scotland, please email press@keepscotlandbeautiful.org.

In regards to operational and generic clean up information, please email cleanup@keepscotlandbeautiful.org.





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, tackle litter and waste, restore nature and biodiversity and improve places.



**Keep Scotland
Beautiful**

T: 01786 471333 E: info@keepscotlandbeautiful.org



www.keepscotlandbeautiful.org

