



Keep Scotland  
Beautiful

# Litter Pick Plus Toolkit

Your guide to running a successful Clean Up event and maximising its impact



Clean Up  
Scotland



PART OF THE  
Keep Scotland Beautiful  
CHARITY

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## What is this toolkit and who is it for?

Scotland is beautiful and we want to keep it that way. We all have a responsibility to help keep Scotland clean and green, and there are already lots of dedicated people taking action by organising and participating in Clean Ups.

Local environmental quality is of significant importance to communities – evidence from national and local research shows that it is consistently one of the most central issues to people across Scotland.

However, litter remains a problem within Scotland and we want to address this. This toolkit has been designed to assist anyone interested in tackling litter by providing guidance on how to develop effective local anti-litter campaigns. It gives you a range of suggestions and resources to get the most out of your Clean Ups by communicating effectively, adding activities to the litter picks and ways to encourage behaviour change to prevent litter.

We know that many of you are already going that extra mile and that is what we want to share with others. If you think of something that would help which is not included, or examples of things that have worked in your community, please email: [cleanup@keepsotlandbeautiful.org](mailto:cleanup@keepsotlandbeautiful.org) with suggestions on how we can improve the support we give you.



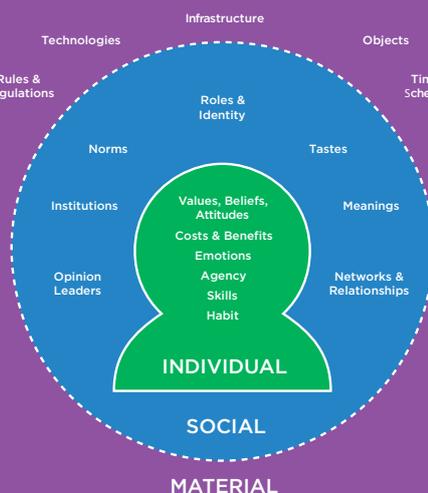
## History of the Clean Up Scotland campaign

We officially launched Clean Up Scotland in November 2012, after over 10 years of success with the National Spring Clean campaign. Clean Up Scotland has the ambitious target of making Scotland the cleanest country in Europe and since it began over 580,000 volunteers have taken part in Clean Ups. By supporting communities to actively tackle litter, we are creating a network of individuals working to make Scotland's environment better for everyone.

We are also co-ordinating the national alliance of supporters for Clean Up Scotland, including politicians and government, small and large businesses, public bodies and charities. Organisations such as VisitScotland, McDonald's, Historic Scotland, BT, Scottish Water, SSE, Wrigley, The Scottish Government and all 32 local authorities have already committed to supporting the campaign.

With these supporters, we are leading the campaign against litter and challenging our society's relationship with litter.

However, we want to go further. We want to increase awareness and understanding of litter prevention with new audiences, bringing even more people into the campaign. By working to change long-term behaviour, we are aiming to make dropping litter as socially unacceptable as drink driving is today. By taking interest in this toolkit you are joining this movement to make Scotland's environment cleaner, greener and more sustainable.



## Understanding influencing factors on littering behaviours

All of the activities suggested in this toolkit are ultimately aimed at challenging your community's relationship with litter and promoting behaviour change. There is no silver bullet to prevent littering behaviour as there are a complex mix of influences upon it, which can be understood through the Individual, Social and Material model (ISM) above<sup>1</sup>.

**Individual** factors around litter can include bad habits, the belief that their litter is small and insignificant, lack of knowledge around the impacts of litter, or the attitude that the problem is too big to tackle.

**Social** factors around litter can include littering not being included in education, a social norm where littering is simply accepted or expected, community leaders not placing priority on the local environment, or the lack of social networks that encourage environmentally responsible behaviours.

**Material** factors around litter can include lack of bins or recycling facilities in the community, lack of funds or resources to empty bins, insufficient technologies to correctly sort and process recycling locally or a perceived lack of time to devote to waste reduction.

Each of these levels of influence present opportunities and challenges for engaging with. Ultimately, litter prevention will be seen across all of these scales:

through active community groups reinforcing pro-environmental social norms, infrastructure providing support to tackle litter, and individuals' attitudes and behaviour matching this.

Being aware of this model might enable you to understand the differing influences that lead to littering behaviour.

Through your Clean Up campaign you might change individuals' attitude towards litter as they begin to understand it more. Equally, you might find by creating a network of interested individuals you begin changing the wider social perception of litter. Or, you might campaign for more bins - changing factors at the material level

By working on various elements within these levels, your litter prevention activities will begin to influence the bigger picture and feed into wider litter prevention initiatives.

<sup>1</sup><http://www.gov.scot/Resource/0042/00423436.pdf>



As the ISM model shows, there are many factors that influence behaviour. For effective and long term littering reduction to happen, there will need to be change across individual, social and material factors. Within this toolkit, we will focus upon community level initiatives: things you can do now on individual and local social factors, whilst working toward wider social and material change. The activities suggested should enable you to encourage others to have increased personal responsibility in relation to litter and begin to foster civic pride.

Research commissioned by Zero Waste Scotland in the “Litter Prevention Community Engagement: Options Paper” investigated different community level approaches which have the most potential to prevent littering<sup>2</sup>. This toolkit takes the approaches proposed and offers practical ways for you to implement them within your community. The broad options which the research paper covers are:

### 1. Litter Pick Plus

This refers to Clean Ups which have been designed to maximise the litter prevention impacts. This involves broad engagement with the wider community, including harder to reach groups who might not have shown an interest in litter picking before, or who seem to be the worst offenders.

Within the Taking Action section, we suggest easy, individual actions that could empower other people to join in with reducing litter. We also propose activities you can add to your Clean Ups to make them appealing to a wider range of interest groups, going beyond the ‘usual suspects’ who regularly come to your Clean Ups.

### 2. Community campaigns

This refers to campaigns which are focused on increasing the awareness of local litter and motivate others to change their behaviour. Within the Communications section, we offer suggestions and resources which will enable you to develop a tailored anti-litter campaign, whilst linking into our national and widely recognised Clean Up Scotland initiative.

<sup>2</sup><http://www.zerowastescotland.org.uk/sites/default/files/Community%20Litter%20Prevention%20Options%20Paper%20FINAL.pdf>



### 3. Monitoring and citizen science

This refers to community volunteers undertaking research and monitoring before and after effects of Clean Ups. Engaging your community with monitoring litter in your area not only gives them a greater understanding of the problem, it can also ensure that the rest of your anti-litter campaign is effective and supported with evidence.

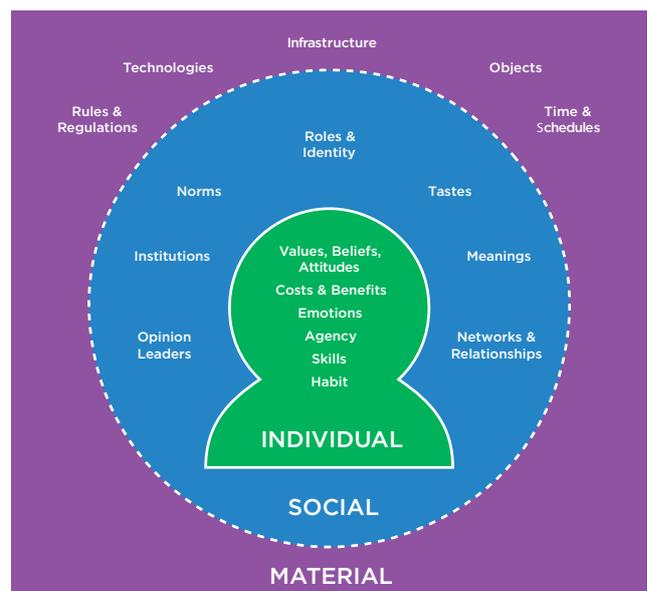
Throughout the Taking Action and Campaigning sections, we suggest the use of surveying during your Clean Ups but also running Nudge projects as stand-alone activities to raise awareness and monitor behaviour change.

### 4. Wider community approaches

This refers to the wider environmental elements that link together to make an area clean and green. By going beyond your Clean Up and thinking of ways to improve some of the other factors within your area, you will begin to increase civic pride and foster an active and positive community spirit.

Within the Campaigning section, we suggest several ways to improve your area after it has been Cleaned Up, making it less likely to get littered again.

You can use this toolkit to select activities to develop your own anti-litter campaign that will best suit your community. They are not mutually exclusive and a combination of different activities is likely to keep the awareness of litter and its prevention high within community priorities.





## National Litter Strategy 2014: the context for Clean Up Scotland

The Scottish Government launched The National Litter Strategy: towards a litter-free Scotland in June 2014<sup>3</sup>. It provides part of the national context to Clean Up Scotland and sets out the strategic approach to addressing litter and flytipping problems nationwide. It recognises the impact of litter at social, economic and environmental levels and aims to promote higher quality local environments for everyone.

Clean and green environments can nurture positive mental and physical wellbeing and community cohesion and civic pride<sup>4</sup>. Reducing litter has financial and economic benefits: the £53 million of public money spent tackling litter and flytipping each year could be used to provide further economic opportunities, such as investments in tourism<sup>5</sup>. A litter-free Scotland reduces damage to local habitats, and by recycling materials that might otherwise become litter, natural resources are also protected.

This is the first National Litter Strategy for Scotland which provides the leadership and guidance on litter and flytipping, placing emphasis on efforts to reduce, reuse and recycle more. At the heart of the strategy is prevention; encouraging individuals to take responsibility to ensure litter does not pollute the environment in the first place. These priorities are central to this toolkit, which aims to communicate simple ways of supporting the National Litter Strategy in your community.

<sup>3</sup><http://www.gov.scot/Resource/0045/00452542.pdf>

<sup>4</sup>The Carnegie Trust: Pride in Place: tackling environmental incivilities. (2012) <http://carnegieuktrust.org.uk/CMSPages/GetFile.aspx?guid=2ccfd58-24fc-4acf-beb5-c35e427d6cf0>

<sup>5</sup>Zero Waste Scotland, Scotland's Litter Problem: quantifying the scale and cost of litter and flytipping. (2013). <http://www.zerowastescotland.org.uk/sites/default/files/Scotland's%20Litter%20Problem%20-%20Full%20Final%20Report.pdf>

**Tackling litter in your community can take many forms, but aiming to prevent it will need a multifaceted approach. We have split up the toolkit into three further sections.**

**Section 2** is about taking action and setting the example in your community through a range of Clean Up activities.

**Section 3** is about communicating your anti-littering message effectively; through social media, posters and letters to local businesses and charities.

**Section 4** is about turning your Clean Up activities into a sustained campaign and offers ideas of how to take ownership within your local neighbourhood. It also suggests some further ways of getting involved with Clean Up Scotland by carrying out citizen science projects aimed at preventing littering behaviours.



## Case study

# Ahmadiyya Muslim Youth Association: working in partnership to Clean Up

The Ahmadiyya Muslim Youth Association take pride in serving their local communities and have worked across Scotland to make a difference to local areas' cleanliness. Naseh Ahmad, youth leader for the Dundee group, said that across the UK the different regional groups work with various charities "to make sure the society we are living in is well looked after" and that their "volunteers are always ready to sacrifice their time whenever they are called."

Taking part in Clean Ups was a great way for them to work in their communities, so the Dundee group has begun working in partnership with the local authority on their 'Take Pride' campaign. Their first Clean Up on New Year's Day saw a group of 13 volunteers cleaning Dundee Law Hill, collecting approximately 30kg of litter.

After such a successful event, the Dundee group are planning to continue working with the local authority throughout the year, holding annual Clean Ups to keep their area beautiful. They are also keen to work with other people on the Clean Ups, and have worked with local newspapers and radio stations to advertise their events and to invite others to join in.

Even though they are at the beginning of their Clean Up campaign, by linking into other local initiatives and networking with other charities, the Ahmadiyya Muslim Youth Association are making sure that their campaign has the best chance of having a long term impact.

[www.muslimsforhumanity.org.uk](http://www.muslimsforhumanity.org.uk)

# Taking Action

## Cleaning up your community

It is well known that litter breeds litter; people are generally less likely to drop litter in an area that is clean. The first and most effective method of prevention, therefore, is setting the example in your community by organising or taking part in a Clean Up. Not only will this kick start the reduction of litter in your community, it also gives other people the perception that the area is well cared for. The 'broken window' hypothesis and research asserts that clean and cared for areas are also likely to have lower levels of other incivilities - such as graffiti - and reduce locals' anxiety about other criminal behaviour<sup>6</sup>.

<sup>6</sup>The Carnegie Trust: Pride in Place: tackling environmental incivilities. (2012)  
<http://camegieuktrust.org.uk/CMSPages/GetFile.aspx?guid=2ccfcd58-24fc-4acf-beb5-c35e427d6cf0>



## Clean Ups

### Individual actions you can take now

#### One a day

Next time you are out, pick up one bit of litter from your route. On dog walks, at the bus stop or on the way to the shops; if you try to make this a habit, you will quickly see your regularly travelled routes becoming cleaner. When someone takes notice, explain to them what you are doing and encourage them to make picking up one thing a habit too.

[People Against Litter](#), established in Edinburgh, have been doing exactly this since 2003. So far they have over 1,000 committed to doing this, or more, per day in their area.

#### #2MinuteCleanUp

It can take only two minutes to make a big difference to how clean an area is. Take a bag out with you (and some rubber gloves) and tackle a grot spot by bagging all the rubbish you can see. You can then bin or recycle this en-route or at home. On average, a black bin bag of rubbish contains 133 separate items, which spread out along a pavement would cover over 100m. Take a friend along for a #2MinuteCleanUp and you will soon find you have got the equivalent of a black bin bag full between you, which is 100m cleaned for you and others to enjoy.

### Larger group actions:

#### Organise and register a Clean Up with us

Clean Up Scotland is our widest reaching community campaign and so far over half a million people have been involved. As a rapidly developing and widely recognisable volunteer activity, by organising a Clean Up you will be setting the example for others in your community and showing them that it really is possible to make a difference. By wearing the bright recycled tabards we supply, your group will also be providing others with a behavioural 'nudge', reminding people that littering will not be tolerated by the community. It is really easy to register your Clean Up with us and to get advice and resources to make it a great success. There is lots of useful information on the Clean Up Scotland pages of our website but the community projects team are always happy to answer any of your queries by phone or email.

If you would like to register your Clean Up event, please visit:

[www.keepsotlandbeautiful.org/register](http://www.keepsotlandbeautiful.org/register)



## Making your Clean Ups even more successful

We know that there are a lot of people who have been successfully organising Clean Ups for a while and are looking for ways to make them even more impactful on the day, or wondering what to do with an area once it has been cleaned. We also know that sometimes it can be disheartening to organise a Clean Up and have a lower turn out than expected, or to feel like you are repeatedly cleaning an area but are not having a long term impact.

We have brought together some ideas on how to add other activities to your Clean Up to start tackling these common problems. These ideas make your Clean Up more varied and have the potential to attract new members of the community to join in. By doing this, you will raise the topic of litter with new audiences and encourage them to help keep the local environment clean too, so beginning to challenge the wider community's perception of litter.

### Before your Clean Up

#### Plan

What exactly do you want to achieve by doing a Clean Up? Here are some ideas to get you started:

- Which area are you going to Clean Up?
- How much litter do you hope to remove?
- Are there any events you can link to?
- How will you encourage others to get involved?

#### Network

If you have noticed a litter problem in your community, others are guaranteed to have the same concerns. Work out who might be a stakeholder and contact them - you may be able to share resources and responsibility for the Clean Up. Perhaps more importantly, by gathering other locals' opinions and ideas you will begin building up a network of people who are invested in and engaged with your campaign. This will raise the awareness of the litter problem with a wider audience

and begin to change the community's attitude and behaviour towards litter.

Does your local area have:

- Friends of or environmental interest groups?
- Youth groups such as Guides / Scouts and the Boy's/ Girls Brigade?
- Sports and fitness teams who use the area for training?
- Local craft groups who might be able to upcycle the litter you collect?

#### Support

When you decide your Clean Up stakeholders, you might find some of these are local authorities, businesses or charities. These groups might be able to provide you with support and further develop your network of partnerships working to tackle litter. Your local council will be able to let you know of other linked initiatives, might be able to provide you with litter-pickers and coordinate removing the litter you collect. If you want to know who to contact in your council, we have a list in our Clean Up Scotland toolkit, which is in the [library on our website](#). This also gives more general advice about organising your Clean Up.

You could get:

- Prizes and treats for volunteers
- Sponsorship
- Staff volunteer time
- Experts from environmental charities supporting with workshops



We have developed a planning support document for you to work through to help you plan your Clean Up, what you might like to achieve and who you might contact. This is downloadable from the library section of our Clean Up Scotland website.

<http://www.keepsotlandbeautiful.org/local-environmental-quality/clean-up-scotland/library/category?id=9919>

## During your Clean Up:

### Have fun!

There are lots of ways to have fun - these are just a few suggestions:

- Hold quizzes
- Have a competition for the most random piece of litter found or most litter collected
- Create temporary litter murals
- Take selfies

### Survey

Surveying the amount and types of litter that you collect is valuable information and might enable you to target future activities where they are most needed.

For example, you might find that you are repeatedly finding litter from a certain takeaway, or that litter collects in a particular spot. You could use this information to begin a conversation with the takeaway about switching to easily recyclable packaging, or talk to the landowner about improved lighting or other barriers to prevent litter or fly-tipping. Additionally, you could feed into national databases such as the Nurdle Hunt ([www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)) to share your learning to a wider audience.

### Consult

Perhaps the most vital thing to do during a Clean Up is to talk to your participants and find out their opinions on how to tackle litter.

By consulting with other people, you will be able to provide context to your future campaign, target areas or issues at where they are most needed and gather community support.

You could:

- Set up voting ballots with litter
- Chat over cups of tea
- Draw maps of the area with ideal outcomes
- Use questionnaires

### Report

You can report litter and fly-tipping to your local council, who are able to support your Clean Up by removing bulky items or potentially issue fines. Additionally you could begin working together to make sure bins are in appropriate areas, for example.



## After your Clean Up

### Reuse and recycle

If you can incorporate ideas around reducing waste and reusing items before discarding them, you are beginning to get people to think about actions that might lead to litter, and minimise the amount they throw away. The easiest way to start this is to separate collected litter into recycling.

What creative ways can you upcycle your litter?:

- Could broken buckets, containers or tyres be turned into planters to brighten up the area after the Clean Up?
- Are there any pieces of wood that you could upcycle into DIY litter pickers for your next Clean Up?
- Could you use the litter to create a temporary mural which you could photograph and share on social media?

### Keep the momentum going

The Clean Up was the first step in raising the issue of litter in the community's mind. To work toward longer term behaviour change, try to keep the momentum going by sharing stories and pictures on social media, local blogs and newspapers and with Keep Scotland Beautiful. You may want to display posters in the area to let people know that the area was cleaned by volunteers and to offer contact details so they can get involved.

It is likely you already have some ideas of how to do this but the section on communicating about litter brings together some ideas, resources and top tips to ensure that your messaging is relevant and targeted to your community.

### Take further action and make your Clean Up into a long term campaign

This is easier than you think, and you have already done the difficult part by getting the campaign off the ground by holding a successful Clean Up. By taking the time to listen to what other local people would like to see in the newly cleaned area, you are already bound to have loads of ideas of how you'd like to see your litter prevention campaign develop. The section on campaigning will provide you with some further ideas for actions and prevention initiatives you could take inspiration from.



## Case study

# The Old Coach House Clean Up and transformation

The Old Coach House Clean Up is a great example of how holding a litter pick can transform a local eyesore and spark transformation into something much more beneficial for the community. The annual Clean Up was so successful that the local community began to consider what the potential of The Old Coach House site was, if it remained clean and litter free.

After discussing with the owner of the site, as well as several contributors, they decided to turn the site into an attractive community garden which can be used by everyone. The project had support from North Ayrshire

Council, the Christian Action Group, Neighbourhood Watch, the Community Pay Back scheme and many local businesses. Flower beds, benches and a children's play area are all in the pipeline; instigated by interested people coming together to litter pick and plan their ideas for the future.

Local resident and volunteer in the project, Norrie Brown, believes that now the site has been transformed "from an ugly unkempt wasteland into something attractive" it will "be enjoyed by everyone and will hopefully attract visitors to the town."



# Communications

## Sharing your anti-littering campaign

The success you will have in engaging others with the issue of littering in your community is dependent on how you communicate your campaign. Good communications will motivate, inspire and educate others about litter.

There are a variety of factors involved in littering; including location, social situation and perceptions of the individual. There are also many ways of communicating; posters, social media, contacting local reporters or sending letters to your local authority. Whichever method you choose, you are likely to be more effective if they are specific and relevant to your intended audience. By considering these, you can target your communications to your community, encourage them to change their behaviour and get involved.



## Sharing your campaign

### Social media

Social media has changed the way that people communicate and share information. It is a great tool for engaging people with your Clean Up campaign and for communicating how they can get involved. Facebook, Twitter and Instagram are all tools that are freely accessible and a great way of keeping people up to date with community action.

**Keep Scotland Beautiful are social too: find us on Facebook [facebook.com/CleanUpScotland](https://www.facebook.com/CleanUpScotland) and on Twitter [@CleanupScotland](https://twitter.com/cleanupscotland) so we can share your stories.**

### Top tips

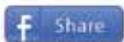
Whichever channel you choose to use, try to keep all of the key details and contacts up to date as this will be most people's first port of call to find out more information about your Clean Up or campaign. Set aside time to respond to messages or comments. People might need specific information, confirming a meeting time for example, but engaging with people's comments shows that you value their input.

Facebook allows you to put lots of detail into each post, create events and for you to have discussions. You can use Facebook almost like a mini-website with information about the wider local environment to put your community actions into context, and to promote your scheduled events. Find local groups, like their pages and tag them in your posts, where relevant, to spread your messages further.

Twitter is great for getting key messages out to lots of people quickly and allows you to retweet and share information easily, but is limited to 140 characters per message. Tweets that contain #hashtags hit larger audiences and are more likely to get retweeted, as are tweets which have people or groups tagged in them.



Here are a few example Facebook posts and tweets that you could use within your local campaign<sup>7</sup>:



£53 million of public money is spent tackling litter and flytipping in Scotland each year. Let's make Scotland the cleanest country in Europe and invest this money into our future

At least 26,000 tonnes of waste is illegally flytipped in Scotland each year over 61,000 incidents. That's potentially 61,000 laybys ruined for tourists and businesses: let's change behaviours to Clean Up Scotland

Litter breeds litter: people are less likely to drop waste in a clean environment. Set the example and Clean Up Scotland



**Keep Scotl Beautiful** @KSBSScotland · 22h

Littering is illegal with an £80 fine for offenders. Don't risk getting caught by making #littering a thing of the past



[View conversation](#)



**Keep Scotl Beautiful** @KSBSScotland · 22h

1 in 5 Scots admits to littering: don't be one of them, bin your waste



[View conversation](#)



**Keep Scotl Beautiful** @KSBSScotland · 22h

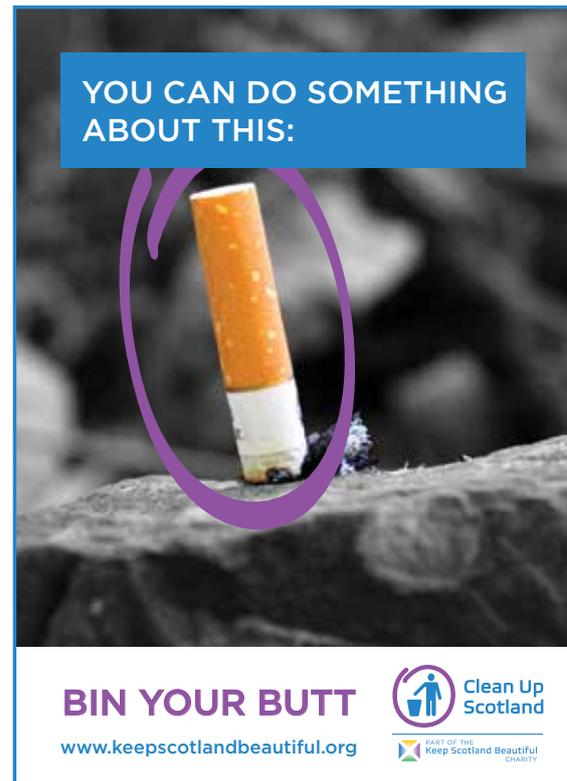
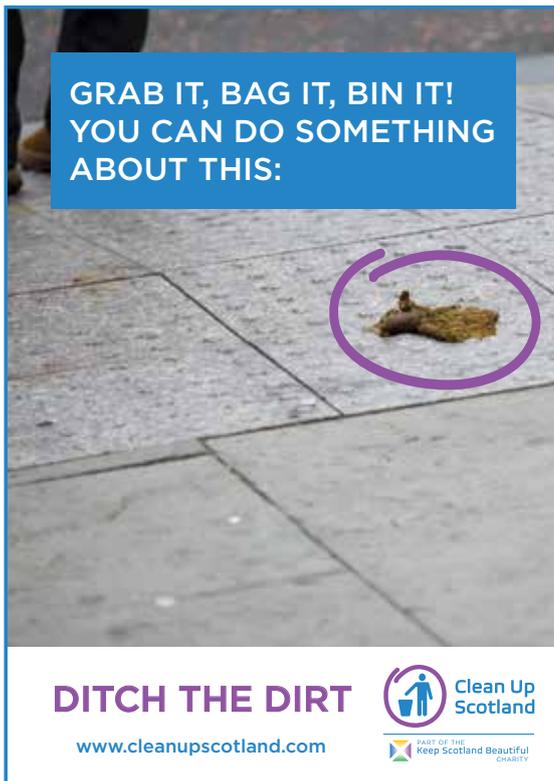
Volunteers from <your community / group name> are working hard to fight #litter Join us to make a difference



[View conversation](#)

<sup>7</sup>Figures for these messages from

<http://www.zerowastescotland.org.uk/sites/default/files/Scotland's%20Litter%20Problem%20-%20Full%20Final%20Report.pdf>



## Posters

Displaying posters in your community is a great way of spreading your message to other local residents. These could advertise Clean Ups and let people know how to get involved or tell people to respect an area that your volunteers have cleaned and raise understanding of the issue of litter. It is important to make sure you have the landowner's permission to put up posters and also have a date when you will remove them – you don't want one of your posters adding to the litter problem!

Posters are most effective at preventing littering when they are designed specifically for the community you are in. There will be a reason why the area you have decided to Clean Up is special; maybe there are

rare flowers or it has an interesting history. If you can use this as part of your litter messaging, you are contextualising the reasons not to litter and promoting more responsible behaviours<sup>8</sup>.

Additionally, when posters are designed by people from within the community, they can reinforce the message that the volunteers are local. This again strengthens the message as it brings it closer to home. You could consider running a poster competition for your local school or youth group, asking them to design posters which explain that the area has been cleaned and why littering is unacceptable. Messages from young people, such as 'I play here, please don't mess up my environment', provide nudges to influence behaviour and prevent littering.

We have got a range of downloadable and editable posters to get you started. These are available here:

[www.keepsotlandbeautiful.org/local-environmental-quality/clean-up-scotland/library/category?id=9920](http://www.keepsotlandbeautiful.org/local-environmental-quality/clean-up-scotland/library/category?id=9920)

<sup>8</sup>Zero Waste Scotland, Context specific litter interventions: overview of materials (2015)  
<http://www.zerowastescotland.org.uk/LitterCommunicationsMaterials>



### Newspapers and local radio

Sharing your story with wider media outlets, such as local newspapers and radio stations, allows you to reach new audiences and generate support for your campaign. Many local newspapers will have a contact form or address which you can send details of your activities to. Local media may support you by publishing a request for volunteer assistance to help with your Clean Up, or you could request a photographer to come along to capture before and after images of the Clean Up, demonstrating the impact of your campaign.

You can find a template press release to publicise your Clean Up at:

<http://www.keepsotlandbeautiful.org/media/846254/lpp-pre-event-press-release-template.docx>

### Developing partnerships by contacting local groups, businesses and charities

When planning your Clean Up, you might have identified other community groups, businesses or charities that you would like to engage with on your campaign. We have drafted a letter which you might find useful as a starting point for contacting them:

<http://www.keepsotlandbeautiful.org/media/846253/lpp-letter-to-interested-parties-template.docx>

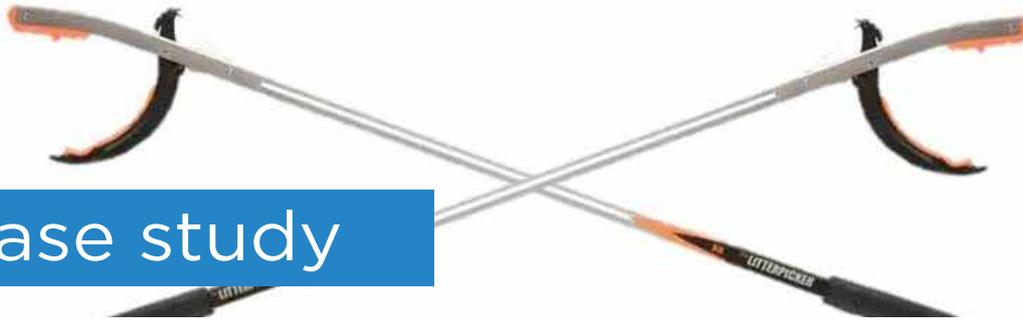
### Share your story with us

We want to spread the word and show everyone what is achievable when ordinary people take action against litter. By sharing your success stories with us, we can make littering as anti-social as drink driving and promote Scotland as a clean, green and sustainable place for now and the future. The Clean Up Scotland newsletter is distributed to all local authority areas and reaches over 3,000 people. You can share your story with us by emailing [cleanup@keepsotlandbeautiful.org](mailto:cleanup@keepsotlandbeautiful.org) We also have a feedback form which you can complete to give us your comments and suggestions.

This is available at:

[www.surveymonkey.com/r/CleanUpScotland2015](http://www.surveymonkey.com/r/CleanUpScotland2015)

# WEAPONS OF MESS DESTRUCTION.



## Case study

## Leithers Don't Litter: how effective communications make a campaign

Leithers Don't Litter has gone from strength to strength since being established in August 2015. Gerry and Zsuzsa, who set up the group, are passionate locals who feel that Leith could be one of the best parts of Edinburgh, if only the streets were cleaner.

Their anti-litter campaign shows the power of effective communications. Through social media and their tongue in cheek posters, they have gained nearly 1,000 followers on Facebook and have been featured in several local papers and TV programmes.

Alongside their communications, they encourage other residents to Clean Up their own streets, report overflowing bins or flytipping and are working in partnership with the local high school. Through these activities, and in a short space of time, Leithers Don't Litter has begun to create a zero-tolerance attitude toward litter in the community.

[www.leithersdontlitter.org](http://www.leithersdontlitter.org)



# Campaigning

## How to campaign about litter in your community

If you have held a successful Clean Up and have a plan for how you will communicate this, you are close to having the structure for your future litter campaign. You can build upon the momentum you have gained so far through one off stunts or carrying out initiatives throughout the year. Additionally, we have suggested a couple of citizen science experiments you could do to further understand what motivates people not to litter in your community.



## One off campaign stunts

### First steps

#### ■ Take the pledge

Demonstrate your, or your groups', commitment to cleaning up Scotland by signing the Clean Up Scotland pledge. Share this with your friends and other groups to encourage them to do the same:

[www.keepsotlandbeautiful.org/pledge](http://www.keepsotlandbeautiful.org/pledge)

#### ■ Hire a mascot

We have a range of costumes that are free to hire. They are great for adding another element of fun to help engage children and families with your activities:

[www.keepsotlandbeautiful.org/costumes](http://www.keepsotlandbeautiful.org/costumes)

#### ■ Nominate a hero

It is great to be able to recognise and reward people for all of the work that they put into their community. Every month, we nationally recognise someone who has made an outstanding contribution to their local environment and present them with a certificate:

[www.keepsotlandbeautiful.org/hero](http://www.keepsotlandbeautiful.org/hero)

### More ambitious

#### ■ Flash mobs

Flash mobs often go viral on social media and are a fun way of raising awareness on topical issues. You could organise your friends or community group into a flash mob: design a wacky idea and make sure you designate someone to film it to share on social media. You could pick a bin on a busy high street and celebrate when an unsuspecting member of the public puts their litter in it, or if you are musically minded, perform a litter inspired song in a public place.

#### ■ Highlighting the problem

If there is a particular type of litter that blights your area repeatedly, you could make sure that everyone notices it by highlighting it in a novel way. You could spray biodegradable paint or place flags into every dog poo within a certain area with signage explaining why you have done this and why it is a problem. You could also create a litter crime scene, by marking an area around the litter with crime scene tape and highlighting the fines that can be issued alongside it. All of these will require the landowner's permission and need to be removed after a short period for them to remain impactful.



Throughout this toolkit, we have suggested activities that provide social nudges to change individual behaviours. The following are suggestions on nudge activities you could implement in your community. A nudge is an intervention that alters people's behaviour in a predictable way, without forcing a particular action onto them. For example, to promote healthy eating, fruit could be placed at eye level in shops or sweets can be removed from checkouts. Whilst it is not impossible to get the sweets, the emphasis and easiest action is to select the fruit. A nudge makes the behaviour you want to promote the path of least resistance, without removing the individual's ability to choose an alternative<sup>9</sup>.

Nudges have been shown to reduce littering behaviour by nearly half as they can be used to highlight where to dispose of litter correctly and also prompt people into behaviours that reduce littering. We have run three nudge projects focusing on cigarette butts, dog fouling and sweet wrappers, with results showing reduced incidents of littering<sup>10</sup>.

You could use the suggestions on the next page for nudge projects within your community as a novel way of surveying litter in your environment. These citizen science projects are great for involving and educating the community about a litter issue and also provide a local media opportunity.

However, nudge interventions are only short term and provide localised changes. Whilst you might see a reduction of littering behaviour immediately around the nudge, littering is likely to revert back to the amount that was seen before the nudge project. This is because the preventative behaviour is reliant on the intervention rather than tackling deeper attitudes or behaviours around litter. Once you have run your nudge intervention, use it as a talking point to show people that littering is an entirely avoidable behaviour and continue developing the other elements of your campaign for longer term change.

<sup>9</sup>Thaler and Sunstein: Nudge. Penguin Books (2008).

<sup>10</sup> 'We're Watching You' nudge research toolkit will soon be available on our website.



## Nudge suggestions

- Chalk footprints on the pavement, showing people the way to their nearest bin.
- Ask local businesses, charities or school groups to design and sponsor a colourful bin to make it more obvious to passers-by.
- Design templates to power wash dirty pavements with distances to bins or littering facts.

### Things to consider if you are running a nudge intervention

#### Before:

**Decide upon area and nudge intervention:** it might be that you have identified a particular area you would like to work on, or there might be a certain type of litter you want to target. You can then choose one of the suggested nudges, or come up with your own tailored idea.

**Get permissions:** find out who the landowner is (your local council should be able to help you find this out) and explain exactly what you plan to do, the reasons for this and the benefits you expect to see. Make sure they know how to contact you in case they have any queries and keep them updated on how your project is going.

**Survey the area:** this will need to be done before you place any interventions in, and after as well. This could be as simple as counting the number of items of litter types. You might want to map out the area as well, with relevant information such as the locations of bins and where the nudge is located.

**Get in touch:** we would like to hear about what you have planned and provide support. We might be able to provide template survey sheets, for example.

#### After:

**Repeat your survey:** after your nudge has been in place for an agreed amount of time, go back and repeat the survey again. This can be done once or for a few weeks running, depending on the amount of time you can commit to it. Try to keep the time of day and weather conditions the same as control measures.

**Remove the signage:** this is a vital part of the study as once posters or interventions have been around for a while, people start taking less notice of them, so they lose impact. Old and out of date posters can also add to the fly posting and littering problem when they become tatty.

**Evaluate:** work out if there has been any noticeable difference in the volume of litter dropped. Are there any significant differences between the types of litter or between repeated surveys? You will be able to use these results to communicate the issue and provide evidence about what is being done to tackle this.

**Share with us:** let us know which interventions you have used and how effective you found them. We will be able to share this with other interested community groups to advise them on how to run their own.



## Long term continuous actions

Throughout the process of planning and participating in your Clean Up, you and your participants will start to develop ideas that you would love to see happen in your area. By taking ownership within your local neighbourhood you will have the best chance of preventing litter and other antisocial behaviours. Demonstrating your commitment to reducing litter is not only about cleaning up; it is about all of the additional factors, such as well-maintained street furniture or attractive planting, which culminate into a well-cared for space. Littering behaviour does not exist in a vacuum - by looking at the wider environmental factors which lead to littering behaviour, you can begin to address larger attitudes and values.

### Record and share your success

Every time you have a meeting, Clean Up or engagement with the community, keep a record of it. The number of participants, weight of the litter removed or amount of followers on social media: all of these figures are useful for evidencing your success to local authorities, businesses and charities and gathering further support or funding. We are able to provide statistics on the Clean Ups you have registered, but make sure you keep your own records as well.

### Schedule regular Clean Ups

Spread a few Clean Ups throughout the year to maintain the standard of your local environment and to celebrate your area with other locals. It might be that you have galas or fetes in your community which you could time the Clean Ups around, or if you are feeling ambitious you could begin to develop your own community event to celebrate your local environment. Try to keep having fun and think about the focus of your campaign over the course of the year to keep the activities you do fresh and exciting. If you have not already looked at our planning support document, you can find it here: <http://www.keepsotlandbeautiful.org/media/846255/lpp-community-planning-support-document.docx>

### Start working in partnership with litter offenders

If you have been surveying the litter in your area as part of your Clean Up, you probably have a good idea of where littering is often coming from. This might be a particular area (for example, cigarette butts outside pubs), from a certain group (for example, football club repeatedly leaving water bottles after their practise) or from a specific place (for example, you might repeatedly find wrappers from the same takeaway). The first thing to do is get in contact with the group or organisation (you could use our letter template: <http://www.keepsotlandbeautiful.org/media/846253/lpp-letter-to-interested-parties-template.docx>) and raise the issue with them. It might be they are not aware of the problem or of the issues that this causes for the environment and you could suggest ways for them to work with you. If it is a business, they could display posters to their customers or even agree to supply a bin near their premises. Keep all partners updated with the progress of your campaign and offer them lots of ways, and reasons why, to get involved.



### Adopting your area

Pick a small area that you can look after and encourage others to do the same. By working to keep a single street clean, the rest of your community will see the impact of small but repeated action. Adopting your area does not have to stop at litter picking. Research has shown that well cared for areas discourage litter. With the landowner's permission, could you look into other things you could improve: is there a fence that could be painted, a gate you might be able to fix or some weeds you could remove? Beginning to diversify beyond Clean Ups will allow you to reach other individuals, who might have interest or expertise in these other aspects of keeping your area clean. Another benefit of being out in your area on a repeated basis is that it increases the amount of casual surveillance which will discourage littering as well.

### Greening and growing

If you are interested in planting, we currently have two campaigns that you could link into. The first is [Bee Diverse](#) which encourages and enables communities, groups and individuals to plant for pollinators and to encourage biodiversity. With this campaign, you could work in partnership with wildlife charities, local wildlife interest groups or community green initiatives.

If you are more interested in becoming more self-sufficient and planting food, [Tasty Spaces](#) enables groups to grow sustainable food in unused, innovative and unconventional spaces. With Tasty Spaces, you could think about how you might be able to work with food banks and provide volunteer opportunities for people in need, or the local school to educate young people about sustainable food growth. You can register your interest with both of these campaigns and receive free seed packs to get you started.

Once you have grown all your food, you could consider holding a [One Planet Picnic](#).

### It's Your Neighbourhood campaign

The next step after you and a few of your fellow campaigners have adopted a few places is to register with It's Your Neighbourhood. You will get support from a mentor who will be able to give advice and suggestions on how to continue keeping your neighbourhood beautiful. Additionally, entrants are acknowledged and rewarded with certificates at an annual ceremony, to celebrate all the hard work you are doing for your community.

### Reduce, reuse, recycle

The wider attitudes that can encourage littering behaviour are linked to consumption habits and the way people view waste. It is often easy to overlook the processes and materials that go into a product when you buy it, which makes it easier to view items or their packaging as disposable, rather than valuable.

Encourage people to think about how they can reduce, reuse or recycle resources whilst taking part in your Clean Ups. Get people to target different types of litter so they can be recycled straight away – you could create teams by printing and laminating examples of the different recyclable materials and attach them to volunteers' tabards. Additionally, you could ask local craft groups to think of ways that they could use some of the litter you collect and hold upcycling workshops after your Clean Ups (sandblasted glass from beaches can get upcycled into jewellery, as one example).



## Case study

# Brighter Bothwell introduces Bobby's Boxes to dispense dog poop bags

Brighter Bothwell's motto is 'let's just do it!' If any of the volunteers from this local environment group see things which need to be done to improve the cleanliness of their community – litter picking or graffiti removal for example – they organise work parties to tackle them.

Their latest campaign on litter is 'Bobby's Boxes'. Using their mascot Bobby the dog, they are raising awareness on the area's dog fouling issue and are distributing poop bags across the village in purpose built dispensers. By keeping their campaigns fun and creative, Brighter Bothwell are changing the attitudes in their village to encourage pride and responsible citizenship.

Brighter Bothwell is always planning something new and this dedication is what makes a real difference to their village. They bring together lots of elements that go into making their area cleaner and greener: planting for biodiversity, commissioning outdoor sculptures and taking part in Beautiful Scotland, to name a few!

Brighter Bothwell show that keeping an area clean goes beyond their regular Clean Ups: it is also about celebrating natural and cultural heritage with other members of the community and working hard to enhance it.

[www.brighterbothwell.com](http://www.brighterbothwell.com)





## Useful links

### [The Conservation Volunteers](#)

Environmental volunteering opportunities and expert project staff who work with local community projects.

### [Community Resource Network](#)

Scotland's national community reduce, reuse and repair charity where you can search for other community projects in your area.

### [SEPA](#)

The Scottish Environment Protection Agency (SEPA) is Scotland's principal environmental regulator, protecting and improving Scotland's environment.

### [Dumb Dumpers](#)

The fly-tipping reporting resource.

### [Scottish Wildlife Trust](#)

Scotland's conservation charity, able to offer guidance on local wildlife and who might have a local group in your area.

### [RSPB](#)

National conservation charity with many wildlife based initiatives and support documents you can use in your campaign.

### [Greenspace Scotland](#)

Provides information and resources about greenspaces within and around urban settlements in Scotland.

### [Young Scot](#)

Information, links and advice for young people to encourage active citizenship and local youth volunteering opportunities.

### [Scottish Council for Voluntary Organisations](#)

Supporting, promoting and connecting third sector groups across Scotland, including a database of funding opportunities through Funding Scotland

### [John Muir Trust](#)

Scottish conservation charity dedicated to protecting and enhancing wild places, who coordinate the John Muir Award, which encourages people to connect with, enjoy and care for wild places.

### [Royal Horticultural Society](#)

Advice and suggestions of planting to green up your area.

### [Changeworks](#)

Inspiring and enabling action to reduce carbon, energy and waste.

### [InspireAlba](#)

A social enterprise providing development, management, funding and evaluation support for the community sector.



We really love hearing about what you have done in your community and what you have got planned. Sharing stories inspires others and encourages us all to continue working toward making our local environments cleaner for everyone to enjoy. We also like to hear about your challenges too, as together we might be able to come up with ideas and suggestions on how we might tackle them.

We are continuing to develop the materials and support we are able to give community groups so please get in touch with your thoughts, comments and suggestions to: [cleanup@keepscotlandbeautiful.org](mailto:cleanup@keepscotlandbeautiful.org) or on 01786 471333.



The development of this toolkit was supported by Zero Waste Scotland.

Keep Scotland Beautiful is the charity that provides advice, support and training to others to achieve clean and safe local environments and to change behaviour. It's part of our work to make Scotland clean, green and more sustainable.



T: 01786 471333 E: [info@keepscotlandbeautiful.org](mailto:info@keepscotlandbeautiful.org)

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