

# Keep Scotland Beautiful

## Our strategy

2023 - 2026



# Introduction

**Keep Scotland Beautiful has inspired environmental action across the country for more than two decades. As your charity for the environment, we are a practical organisation working with communities, schools, businesses, local and national government, public bodies and individuals who share our vision for a clean, green, sustainable Scotland.**

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

This strategy outlines why we are committed to the work we do, how we to do it and what we aim to achieve as we continue our work inspiring action to combat climate change, tackle litter and waste, restore nature and biodiversity as well as improve places.

We are committed to continuing to deliver ambitious national programmes to improve our environment for people and nature.

We are dedicated to contributing to the ambitions of the United Nations Sustainable Development Goals because while we work locally, we know our impacts are part of a global mission.

By 2026 we want to see people across Scotland taking action to bring our climate, litter and nature emergencies under control.

We want to inspire people across Scotland and help everyone to understand the challenges and opportunities ahead, empowering action that makes a difference and helps keep Scotland beautiful, now and into the future.

# Our values



**We believe in collaboration and 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.**



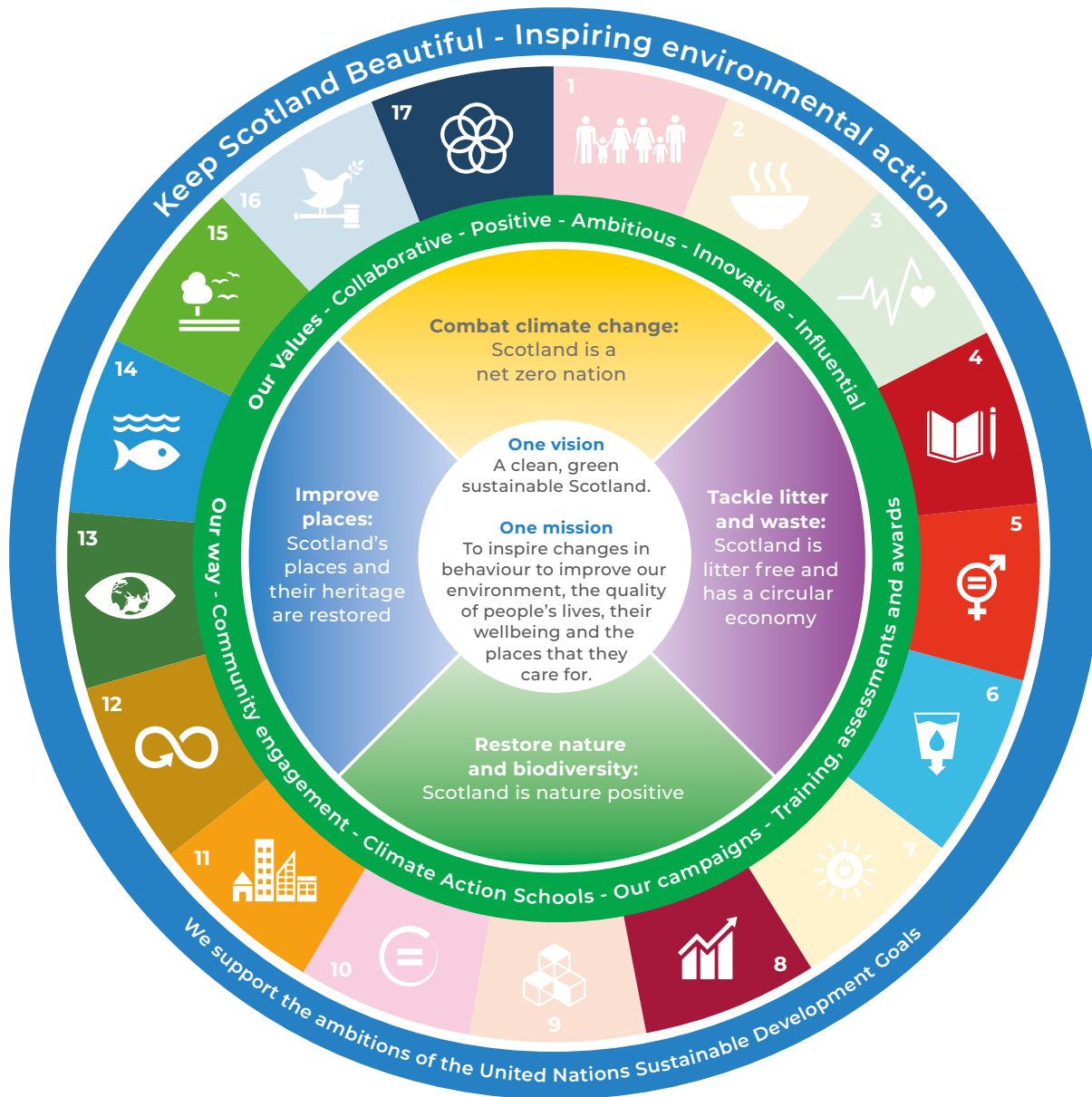
**We are innovative and ensure our work develops to meet the needs of those we aim to inspire and support.**



**We use our influence to support others make environmental improvements.**



# This is us



# Our objectives

We have five key objectives. Four reflect the external outcomes we strive for, and a fifth which reflects a vision for our charity and people.

Everything we do to support and inspire those we work with contributes to our vision of a clean, green sustainable Scotland and 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 annual business plan clearly identifies the key areas of our work, and sets out targets to ensure we deliver on our vision and mission.

We firmly believe that collaboration and positive partnerships are key to our success.

## 1 Combat climate change



### Issue:

There is a climate emergency.



### Ambition:

Scotland is a net zero nation.



### Opportunity:

Help us create a climate literate Scotland.

### How we will inspire and support action:

- Develop and deliver more accredited Climate Emergency Training to all sectors of Scotland.
- Lead on, and increase, climate action in schools.
- Grow our support for community climate action.

### UN Sustainable Development Goals



## 2 Tackle litter and waste



### Issue:

There is a litter emergency.



### Ambition:

Scotland is litter free and has a circular economy.



### Opportunity:

Help us clean up Scotland.

### How we will inspire and support action:

- Deliver our commitment to the national Litter and Flytipping Strategy.
- Provide training in all areas in Scotland to enable people to become 'Litterate'.
- Increase engagement in litter picks and survey activity.
- Maintain existing and introduce new reuse and recycling behaviour programmes and campaigns.
- Develop and carry out bespoke, consistent and valued audits and data analysis.

### UN Sustainable Development Goals



## 3 Restore nature and biodiversity



### Issue:

There is a nature emergency.



### Ambition:

Scotland is nature positive.



### Opportunity:

Help us restore nature and increase biodiversity.

### How we will inspire and support action:

- Increase number of communities engaged in our growing programmes.
- Engage more schools in practical programmes to reconnect young people with nature.
- Deliver more training to develop understanding and inspire action at a local level.
- Provide a greater number of organisations and businesses with training to enable them to become nature positive.

### UN Sustainable Development Goals



## 4 Improve places



### Issue:

The quality of our places and spaces is declining.



### Ambition:

Scotland's places and their heritage are restored.



### Opportunity:

Help us improve our local communities.

### How we will inspire and support action:

- Grow the number of volunteers and communities taking action.
- Provide more training and support at a community level motivating people to value and protect their places and heritage.
- Celebrate local environmental action and success through award schemes.
- Increase partnership working at a local level engaging business in placemaking.

### UN Sustainable Development Goals



## 5 Develop our people and organisation



### Ambition:

We have the capacity to lead change and respond quickly to environmental issues.



### Goal:

We are a Net Zero and sustainable organisation.

### How we will inspire and support action:

- Achieve our Net Zero ambition.
- Invest in our IT infrastructure and online services.
- Support our team with training and development opportunities.
- Ensure strong financial management systems are in place.
- Build on our EFQM and ISO 14001 management standards.
- Enhance our Governance standards.

### UN Sustainable Development Goals



# How we do it

As a practical organisation we focus on inspiring and supporting informed action through our programmes and activities. These are based on robust research and evidence to include and engage people across Scotland's diverse communities.

We understand that when small steps are taken this often leads to bigger action with greater impact. Based on this need for positive and incremental change we are proud of the part we play connecting communities, businesses and organisations so that good practice and experience can be shared.

In order to progress towards the ambitions of our vision, mission and objectives over the coming three years we will collaborate and work in partnership to:

- ✓ **Influence policy and communicate on the issues we care about.**
- ✓ **Run inclusive and effective campaigns to raise awareness and inspire behaviour change.**
- ✓ **Provide engaging training and education activities for all ages to help the people of Scotland become Carbon literate, 'Litterate', and Nature literate.**
- ✓ **Celebrate success and champion those we work with through our award schemes.**
- ✓ **Engage with communities to inspire, empower and take action.**
- ✓ **Provide bespoke audits and services to support businesses and organisations to take positive environmental action and monitor impact.**
- ✓ **Carry out research and monitoring with volunteers and partners to collect, evaluate and share data to inform action.**

# Our audience



**We work with communities, schools, businesses, local and national government, public bodies and individuals who share our vision for a clean, green, sustainable Scotland.**

Our training, activities, awards, programmes and services are designed to be inclusive and to resonate with people across Scotland.

We work with children and young people, parents, teachers, professionals, leaders, civil servants and politicians. We work with everyone in Scotland because our country and its nature, our built and natural heritage and our beautiful parks and beaches, villages and cities are all under threat from the environmental challenges we face. We work with people like you.

We do this because we want to inspire everyone in Scotland. We need everyone to understand the challenges and opportunities ahead, empowering us all to take action that makes a difference and helps keep Scotland beautiful, now and into the future.



# Our future

**At times the scale of the environmental challenges and the behavioural changes that we need to make seem overwhelming. We know that the climate, nature and litter emergencies we face require real understanding and collaborative action now.**

Our collective determination to inspire and support behaviour change through our range of activities, training and programmes will steer the success of this strategy.

By 2026 we want to see people across Scotland taking action to bring our climate, litter and nature emergencies under control. We also want to lead the way with our transition to a net zero organisation.


We will seek to deliver impact by increasing participation in our activities, growing the number of Climate Literate people in Scotland, increasing support for community action across the country, and working to reverse the trends that have led to the litter, climate and nature emergencies.

Additionally, we will celebrate the environmental action which connects people with nature and leads to an understanding of the positive role individuals can play.

As we look to the future our vision remains that of a clean, green, sustainable Scotland. We need Scotland to be a climate literate country. We need Scotland to be a 'litterate' country. We need Scotland's places and their heritage to be restored.

Everyone can protect and improve the places we love, our heritage and the nature and landscapes that we enjoy.

**Scotland is beautiful, but we cannot take it for granted.**



**Join us and help keep  
Scotland beautiful for  
today and our future.**



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.



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