

# Impact Report

**2024/2025**

**Your charity inspiring action for our environment**

# Scotland is beautiful

**Over the past 12 months we have supported and inspired people across the country to make Scotland a better place for nature and for everyone to live, visit and enjoy.**

*"It has been a year of success as the charity has inspired positive action across the country by working in partnership. I am delighted to share this report which highlights some of the vital beneficial impacts achieved in communities across Scotland."*

*"A huge thank you to all our supporters, volunteers, funders, partners and staff who have achieved such impressive results. This report recognises and celebrates what, together, we have achieved to improve Scotland's environment and communities."*

*"We continue to operate in challenging times, budgets are tight and the demand for our support from communities across the country is as great as ever. However, our unwavering focus on combating climate change, tackling litter and waste, restoring nature and biodiversity and improving places holds strong."*

*"We are boosted every day by the enthusiasm and encouragement we receive from all we work with, who clearly care about Scotland's environment as much as we do."*

*"As we celebrate 25 years as a Scottish charity, we urge you to join us to keep Scotland beautiful."*

*"We can be immensely proud of what we have achieved together over the past 12 months. Let's now build on this success to achieve even more for Scotland's environment and communities in the future."*



**Tom Brock OBE**  
Chair, Board of Charity Trustees

**Collaborative - Ambitious - Positive - Innovative - Influential**

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**Our 2025/2026 ambitions**



We launched our three-year strategy in 2023. This report celebrates our collaborative achievements against our strategic objectives.

**We're active in every  
area of Scotland...**

**...thanks to  
your support.**



**233**

groups in our Climate  
and Nature Friendly  
Communities Network



**32**

local authorities  
engaged with our  
activities



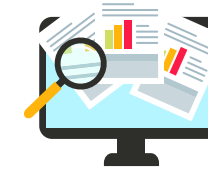
**45,000+**

involved in  
#SpringCleanScotland



**131**

parks and beaches  
awarded for  
environmental  
excellence



**5,222**

sites surveyed for  
litter



**498**

people attended  
Climate Emergency  
Training



**230,000**

pupils taking part in  
Climate Action Schools  
activities



**150+**

Clean Up Hubs across  
Scotland



**41**

tourism establishments  
recognised with Green  
Key certificates



# Combatting climate change



## The issue:

There is a climate emergency.



## Our ambition:

Scotland is a net zero nation.



Scotland can, and should, be a climate literate country. Everything we do to support and inspire people to make positive changes contributes to this vision. Over the past year we've continued to support Scotland's ambition of becoming net zero by increasing climate action in schools, delivering training, advice and support across sectors from local government to finance to food and drink as well as growing our support for community climate action.

For the past three decades we have celebrated and supported the remarkable achievements of children, young people and educators across the country and their commitment to Learning for Sustainability and understanding and taking positive action to address climate change and the nature crisis.

In September 2024 we began our [Eco-Schools](#) 30th anniversary celebrations with a Live Lesson at Stirling High School with more than **300** young people and educators joining us online and in-person. We've visited **27** schools, presenting Eco-Committees with certificates for their outstanding work and long-term commitment to the international Eco-Schools programme and their own contribution to achieving outcomes aligning with the Scottish Government Target 2030 Action Plan for Learning for Sustainability.



## AN HONOUR

"It was an honour for our school to host this fantastic event to begin Keep Scotland Beautiful's year of celebrations.

"The pupils at Stirling High School, including our Eco-Committee and beyond, are so enthusiastic about positive climate and environmental action."

Craig Auld, Geography Teacher at Stirling High School

# 894

schools involved in Climate Action Schools activities

# 17,950

pupils participated in Live Lessons

# 5,788

pupils became Climate Literate through Climate Ready Classrooms



**In early 2025 our Platinum Carbon Literacy Training Organisation status was renewed as we continue to lead the charge in delivering Climate Emergency Training to organisations, communities and individuals across Scotland.**

We remain a respected, trusted and reputable charity for people and organisations who want to learn more about the climate emergency and the actions that they can take.



**341**  
people trained to  
become Carbon Literate

**6,135**  
people completed  
Climate Emergency  
Training to date

**38**  
accredited Climate  
Emergency Training  
courses available

Carbon Literate  
Organisation  
Platinum



We offered free Climate Emergency Training to people with links to East Dunbartonshire alongside East Dunbartonshire Council and East Dunbartonshire Voluntary Action, while we trained 10 Scottish Agricultural College Consulting members to be Carbon Literate.

**LOVED IT**

"I loved the training as it concentrated on our industry, helping me to understand more the challenges and actions needed."

**RESPONSIVE**

"A very informative, friendly and interesting training experience with trainers who were helpful and responsive to questions."

**ENTHUSIASTIC**

"The instructors were enthusiastic and the approach they had was open and invited discussion."

**climate Emergency Training**

**TO THE FUTURE**

"The training was educational and I took a lot with me that will be beneficial to the future."

**HIGHLY RECOMMENDED**

"Highly recommend the training, even to those who have basic knowledge of climate change."

**SCIENCE**

"The most user friendly description of the science behind climate change I have seen."





2025 saw the completion of the three-year **Highland Community Waste Partnership**. This network of eight community groups across the Highlands, coordinated by Keep Scotland Beautiful, and funded by The National Lottery Climate Action Fund, has had a significant, positive impact on the circular economy and waste reduction ambitions and activities of communities in the Highlands.



**885,000**  
people reached

**72**  
tonnes of food waste  
diverted from landfill

**4,728**  
items repaired,  
upcycled, shared or  
swapped

**7,925**  
single-use items diverted  
from landfill through reuse  
and recycling

#### REACHING FURTHER

"The value of being part of the Highland Community Waste Partnership has been fabulous because we're learning from each other, and we don't feel as if we are alone in our own areas. We don't have to reinvent the wheel every time, because we've got a partner who has maybe tried something, that we can learn from, or we've been leading on certain areas that our partners can learn from, so we're spreading the learning across the Highlands and reaching further than our own area."

Laura Donnelly, Transition Black Isle



Find out more  
about the Highland  
Community Waste  
Partnership:



COMMUNITY  
FUND



# Tackling litter and waste



## The issue:

There is a litter emergency.



## Our ambition:

Scotland is litter free and has a circular economy.



Collectively we have worked together and inspired clean up activity across large parts of Scotland. Our annual **Spring Clean** – the biggest mass litter picking activity in Scotland - saw an increase of more than **50%** on participants from the year before and we continue to train people across the country to become 'Litterate'. We have delivered innovative campaigns to support positive behaviour change on reuse and recycling and are working on bespoke projects to improve data analysis on litter and littering behaviours.



## SCOTTISH GOVERNMENT

"Action on litter needs to be a collaborative approach and Keep Scotland Beautiful's work, through the Community Litter Hub and roadside litter project, shows what partnership working can achieve."

"It is great to see so many volunteering for the Spring Clean – everyone who takes part is helping to make a real difference to their local area. I am pleased that Scottish Government and Keep Scotland Beautiful continue to work together to deliver the National Litter and Flytipping Strategy."

Cabinet secretary for Net Zero and Energy,  
Gillian Martin MSP

## We have continued to support the delivery of Scotland's National Litter and Flytipping Strategy. Highlights include:

- Deploying our A9 Roadside Litter Intervention, gathering data from focus groups, surveying litter and displaying campaign materials at key locations in partnership with Perth and Kinross Council and the local community.
- Updating and promoting the online [Community Litter Hub](#).
- Bringing both the Community Reference Group and the Data Group together regularly over the year to progress key actions and data collecting methodologies, as well as forming a new group to look at addressing barriers to citizen science data being used to influence policy and identify steps needed to increase its value.

In partnership with:



Scottish Government  
Riaghaltas na h-Alba  
gov.scot





#SpringCleanScotland 2024 saw litter picks carried out in every local authority across the country. As part of Scotland's biggest mass litter picking activity:

**45,000+**  
people took part in  
#SpringCleanScotland 2024

**447**  
tonnes of litter picked

**567**  
businesses joined or hosted  
a litter pick

**932**  
community groups joined  
or hosted a litter pick

**339**  
schools hosted a litter pick

**6,000**  
young people took part in  
our Litter League  
competition



#### MAKE A DIFFERENCE

"I'm not just looking to encourage one person to take part in a litter pick this Spring Clean, I'm hoping to encourage as many people across the country as I can.

"I want to make a positive difference to the world and I won't stop trying to encourage as many people as possible to play their part in cleaning it up.

"If you can spot a difference, you can make a difference. You just need to try."

Mike Scotland, organiser of one of Scotland's biggest ever litter pick events in Aberdeen.

The 2024 #SpringCleanScotland quaich, awarded to the local authority with the most registered litter clean ups per head of population, was won by Dumfries and Galloway Council for their extraordinary 590 events.



#### WORKING TOGETHER

"We are delighted to have received this award from Keep Scotland Beautiful. It represents a tremendous amount of work across our region by council staff and the vast number of volunteers who took part in this year's campaign – not to mention their efforts throughout the year."

Councillor Ian Blake, Chair of Dumfries and Galloway Council's Communities Committee

**Our Litter League competition returned for a second year, encouraging young people across Scotland to compete for #SpringCleanScotland glory.**

With almost **6,000** young people getting involved, supported by more than **1,000** adults across **30** local authorities, Hilltop Primary School won the National award while we also had six regional winners. In total these exceptional young people collected more than **2,000** bags of litter across **185** litter picks.





# NO LECTURES SORT IT, RECYCLE IT

## INCREDIBLY VALUABLE

"Teaming up with Keep Scotland Beautiful and Strathclyde University on this campaign was an incredibly valuable exercise, and it was great to hear from students directly about their recycling habits."

"This process has reinforced the crucial role of collaboration across sectors, and this is more important than ever as we aim to better understand consumers' recycling behaviours ahead of the implementation of the Deposit Return Scheme in a few years' time."

Jo Padwick, Senior Sustainability Manager at Coca-Cola Europacific Partners GB

Continuing our partnership with Coca-Cola Europacific Partners, we delivered **No Lectures: Sort It, Recycle It**, a brand-new intervention at the University of Strathclyde to explore barriers to recycling and how to increase recycling on-the-go on a university campus.

## I'M PROUD

"Recycling is the way forward. I'm proud to be part of an event spreading awareness about the importance of recycling. A big shout out to Every Can Counts and Keep Scotland Beautiful for this wonderful initiative at the University of Strathclyde. An experience full of fun, teamwork and learning."

Bhadresh Solanki, MSc Student



**We're continuing our efforts to solve Scotland's issue with single-use cups through both our own campaigns and our support of others.**

With **59%** of people citing some confusion or lack of understanding as reasons not to recycle single-use cups, our #TakeItBack campaign in Glasgow and Dundee aimed to solve this issue and boost recycling rates of single-use beverage cups.

## #TakeItBack

# 12%

reduction of single-use cups from participating retailers

# 27%

of customers returned a single-use cup to a participating store for recycling

## SIGNIFICANT ACHIEVEMENT

"The success of the #TakeItBack project has been a significant achievement, making recycling both visible and convenient for staff and customers alike."

"The National Cup Recycling Scheme is delighted to have been involved in this initiative. The key learnings from this project will be crucial as we look to expand #TakeItBack into a nationwide campaign, ensuring that all stores can easily adopt this natural progression in sustainable practices."

Hannah Osman, National Cup Recycling Manager at Valpak

**Collaboration is a key part of our efforts to keep Scotland beautiful and we were excited to support the launch, research and development of Hubbub's Borrow Cup scheme in Glasgow.**

Aiming to save **100,000** cups in just **12** weeks, the scheme is the first time in the UK that multiple major brands and local cafes have come together to create an expansive, accessible network for returnable cups.





In late 2024 we launched our Marine Litter Art Competition as part of the Upstream Battle® campaign, funded by Marine Fund Scotland to support the delivery of the Marine Litter Strategy. It encouraged schools from across the Clyde Valley, Ayrshire and Argyll and Bute to think about how litter dropped locally could travel to and damage the Arrochar shoreline.

Using our valued public perception and survey data we published our annual reports on the public's perception and attitude towards litter.

Additionally, we published our first report making the case for packaging litter to be included in regulations which would see companies that place packaging on the market contribute financially to dealing with the waste those products create.



In January 2025, we embarked on a two-year Knowledge Transfer Partnership (KTP) with the University of Stirling, funded by Innovate UK to develop AI software for detecting litter types.

Whilst the project remains in development, promotion of this work amongst stakeholders at a litter seminar in February was positively received, highlighting a real demand for innovative technology like this to help support the gathering of data intelligence to direct strategies and improve our local environment.

The University of Stirling embraces KTPs as a mechanism to help solve strategic challenges, enable the application of research in real-world settings and empowers associates to develop high-level skills and experience.



INCREDIBLY GRATEFUL

"The Grab Trust is incredibly grateful to Keep Scotland Beautiful's Upstream Battle team for their invaluable role in amplifying this project's reach. Their expertise has been crucial in connecting the problem of the Arrochar Litter sink with a wider audience, ensuring that the project message resonates and inspires action in our young people.

"We are delighted with the number of schools that have engaged with the resources and in the quality of the competition entries – which demonstrate the powerful emotions children have when it comes to protecting our environment."

Jacqui Willis, The GRAB Trust

90  
entries to Upstream  
Battle® Marine Litter Art  
Competition

9  
finalists displayed  
entries at Arrochar  
Village Hall

1st  
place went to West  
Dunbartonshire's  
Knoxland Primary School



# Restoring nature and biodiversity



## The issue:

There is a nature emergency.



## Our ambition:

Scotland is nature positive.



We have supported people across the country who want to restore nature and increase biodiversity. Over the past 12 months we have championed and supported members of our Climate and Nature Friendly Communities Network. Our practical programmes for schools have helped reconnect young people with nature and we've continued to provide training for organisations, businesses and community groups to help them understand how to become nature positive and take action at local level.

## MAKING A DIFFERENCE

"Being part of the Climate and Nature Friendly Communities Network puts an extra spring in our step because it keeps us in touch with other groups, gives free and easy access to help, advice, new ideas and provides lots of projects for all ages to get involved in to give us a feeling that, however small, we are making a difference. For us, for everyone and for Scotland's environment we need Keep Scotland Beautiful to lead us."

Catherine Lawson, Bonnie Dundee



Members of our Climate and Nature Friendly Communities Network continue to lead the way when it comes to community led action supporting Scotland's journey to become nature positive.

With more than 230 network members volunteering their time to make Scotland a cleaner, greener and more sustainable place for all, we remain determined to support and celebrate them all.

# 233

members of our Climate and Nature Friendly Communities Network

# 200,000

volunteer hours committed by network groups

# 28

awards given to groups at this year's Beautiful Scotland awards, including the Rosebowl won by Aberdeen City Council

## SUMMER COLOUR

"Without the Climate and Nature Friendly Communities Network, Scotland would lack all the summer colour in her villages and towns and no ethos of community gardening to brighten up numerous lives."

John MacLennan, volunteer



Children across the country continue to engage with nature through our **Climate Action Schools** programme. The **2024 Pocket Garden** competition received more than **100** entries with **30** chosen to bring their designs to life and grow and build their own gardens.

After **3,686** votes were cast we announced winning schools from the Western Isles, Midlothian, East Dunbartonshire and Dumfries and Galloway.



**12,000**  
pupils involved in Learning about Forests (LEAF) with active schools in more than half of Scotland's local authority areas

WONDERFULLY  
INVENTIVE

"Thank you for providing such a valuable context for our pupils to apply their learning and to provide an outlet for their desire to make positive changes environmentally."

Eilidh McLaren, Killermont Primary School

"...our children really enjoy this competition, I think there's a large element of freedom and imagination/creation which they get with this competition that they don't always get with others. It's great that this competition is still in existence."

Carol Guthrie, Teacher Linnvale Primary School



The appetite for schools across Scotland to be part of the Eco-Schools programme remains, with **145** schools receiving their first Green Flag during the last 12 months. Additionally, **216** flags were renewed in that same period, bringing our total number of Green Flag schools to **877**.

EXCELLENT  
ADDITION

"The Biodiversity Action course developed by Keep Scotland Beautiful has been an excellent addition to our redesigned science curriculum. The resources provided were of high quality and explained in full detail which allowed teaching to begin easily."

Sarah Girasoli – Teacher of Biology and Science, St. Luke's High School, East Renfrewshire



30 YEARS

"It's nice to see it carrying on and having grown so much. I don't think these things mattered so much 30 years ago, I think people see that it does now. I think people are more aware of environmental issues in general, especially in this country. It definitely has to be part of the curriculum."

Norma Smith, Headteacher of Lunnasting Primary School in Shetland, the first school in Scotland to receive a Green Flag in 1995

91

pupils accredited through our new Biodiversity Action SCQF course



# Improving places



## The issue:

The quality of our places and spaces is declining.



## Our ambition:

Scotland's places and their heritage are restored.

**We combined the expertise from our Climate Action Schools and Our Heritage, Our Future teams to launch a new Heritage topic for Eco-Schools.**



**Strengthening our ties to speakers and supporters of the Gaelic language, we've translated our Climate Action Schools materials and taught 350 pupils.**



## Eco COMMITTEE

"The pupils thoroughly enjoyed the session and are keen to move forward with their action plans through the Eco Committee."

Eileen Mackenzie, Sgoil Bhreascleit

**Four schools took part in a pilot Heritage topic for Eco-Schools to help communities explore, record and protect their heritage.**

Cumbernauld Village Family Learning Centre, St Patrick's Primary School, Falkirk High School and Ashton Secondary School investigated the heritage of their communities and used research techniques, conducted interviews and applied heritage skills to build the story of where they live and keep its heritage alive.

**Glasgow Sunflowers Baseball Club worked with us through the Our Heritage, Our Future programme, funded by Historic Environment Scotland and The National Lottery Heritage Fund, to create a scrapbook capturing the ethos of the club and its participants.**

The community baseball team, a team for women, non-binary and all trans people, used the scrapbook to show how identity, sport and heritage intersect.

The document has been entered into national archives and the team was presented with one of Archaeology Scotland's Bronze Heritage Hero Awards.

## HISTORY

"The idea that the story of the sunflowers (and those who comprise it) could be stored in a large institution legitimises our history in a way that floored me. I have seen library archives as something the studied academics to pore over – not as a touchstone for a curious individual or community group. It felt surprisingly reassuring to know that this will be accessible to whoever chooses to look for it."

Georgina Love, Glasgow Sunflowers Baseball Club





**Green Key offers comprehensive in-person audits of premises and additional support for tourism establishments to achieve continual environmental improvements and reduce their carbon footprint.**

More than **40** establishments, including Gleneagles, Fairmont St Andrews and Glasgow Science Centre, now hold an international Green Key certificate and many are securing accreditation for the second year.

In collaboration with The Royal Yacht Britannia Trust we hosted a Green Key seminar on board Fingal - sharing best practice and reaffirming the importance of sustainable tourism to Scotland.

**43**

Green Key certified tourism establishments

**NET ZERO FUTURE**

"Our national tourism strategy places sustainability at its core. Given that visitors are increasingly interested in a destination's green credentials, it is great news that 43 Scottish businesses have received international Green Key accreditation from Keep Scotland Beautiful. I would encourage others to follow suit to make Scotland a thriving and forward-looking destination, grasping the opportunities of a net zero future."

Business Minister Richard Lochhead



**FIVE-STAR RATINGS**

"Our long-standing partnership with Keep Scotland Beautiful has helped us make a real and lasting difference in our neighbourhoods."

"Importantly, our tenants benefit from Keep Scotland Beautiful training in standards and environmental monitoring to empower them to confidently assess our neighbourhoods. As well as learning new skills, they are also helping us identify and deal with the issues that really matter to our customers."

"Thanks to our work with Keep Scotland Beautiful and tenants we've been able to achieve five-star ratings across every wheatley community for the first time."

Alan Glasgow, Wheatley's Group Director of Housing

**We continue to work with Wheatley Homes across Scotland through a bespoke version of our National Award for Environmental Excellence® to recognise and celebrate best practice in environmental management.**

We awarded Glasgow's James Wilson, Hugh Pharlin, Linda Bell and Fraser Devine with Neighbourhood Champion Awards for their efforts to drive changes and improve the green spaces around their homes.



**30**

tenants trained to be environmental assessors in their communities



**More than 50 beaches were recognised for their environmental excellence with Scotland's Beach Awards.**

The award, now in its **32nd** year, celebrates the achievements of well-managed beaches across the country, ensuring visitors and local residents can choose where they want to visit with the knowledge that the beach is being looked after for both the people who enjoy it and the environment.

**51**

beaches recognised with Scotland's Beach Awards



**FRINGE  
OF GOLD**

"Fife boasts the highest number of award-winning beaches in Scotland and this is testament to our dedicated team who deliver the high standards that locals and visitors have come to expect."

"We strongly value the independent recognition we get from Scotland's Beach Awards and it's a privilege to work with partners such as Keep Scotland Beautiful, Fife Council and the RNLi to ensure the Fringe of Gold tops the beach charts."

Jeremy Harris, CEO at Fife Coast and Countryside Trust



**80**

Green Flag Award-winning parks

**Our Green Flag Awards remain the benchmark for recognising Scotland's best outdoor areas and celebrating clean, safe and well-maintained parks and green spaces.**



**PRESERVE AND  
IMPROVE**

"We all know just how important access to parks and nature is to people's wellbeing and quality of life. We are proud of the wonderful range of greenspaces across our capital city from Campbell Park to Calton Hill. I am delighted that so many of these – the most in Scotland – have been recognised by Keep Scotland Beautiful's Green Flag Awards scheme, which highlights the quality of parks and greenspaces, their benefits to communities and the hard work of managers, staff and volunteers who make sure that everyone can enjoy them."

"As part of our Edinburgh's Thriving Greenspaces 2050 strategy we are committed to doing everything we can to safeguard, preserve and improve these spaces so that people can continue to enjoy them. I will continue to encourage communities to feel involved in how our parks are looked after."

Councillor Margaret Graham, City of Edinburgh Council's Culture and Communities Convener

Edinburgh currently leads the way with **38** Green Flag winners, while Barnhill Rock Garden, Harrison Park and Braidburn Valley Park celebrate **18** years of consecutive wins.





# Developing our people and organisation



## Our ambition:

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



## Our goal:

We are a net zero and sustainable organisation.



**We know that a strong, supported and valued #TeamKSB is vital to ensuring we deliver what those we work with expect from us. We continue to strive towards becoming a net zero organisation, to support our employees with a hybrid working policy, provide and maintain ICT business systems to support our operational activity and deliver appropriate training, for employees and our valued volunteers.**

#TeamKSB

"Investing in #TeamKSB is vital to ensure that we run our charity in the best, most sustainable, and effective way possible. Over the past year we have been able to support the development needs and wellbeing of colleagues and were pleased in particular to bring forward a refreshed dignity at work and anti-bullying and harassment policy and a new menopause policy.

"We continue to identify training opportunities, work towards Net Zero, develop stronger financial management systems and enhance our governance standards."

Glenn Sharpe, Head of Finance & Charity Secretary

# 99%

of #TeamKSB is formally accredited as Carbon Literate by the Carbon Literacy Project

**As a member of the Scottish Environment LINK Equality, Diversity and Inclusion (EDI) Steering Group we actively supported EDI fortnight as part of the Nature for All project.**

Members of #TeamKSB planned two online talks and Q&A sessions. The first looked at EDI implementation and lessons learnt from our work with the British Deaf Association and the second talk shared our experiences developing a Menopause Working Group and Policy. These events were attended by delegates from a diverse range of Scottish organisations.





A stakeholder survey, a temperature check on our performance and influence, was issued for the first time in four years and generated more than 100 responses. Key highlights include:

- ✓ 95% of people rated working with us as good or very good.
- ✓ 93% of people said our expertise in the areas we worked with them on exceeded or met expectations.
- ✓ 96% of people/organisations would recommend working with us.

When asked if awareness of our main areas of work had increased in the last year due to our activities:

- ✓ 83% had more awareness of climate change and the climate emergency.
- ✓ 83% had more awareness of litter and the litter emergency.
- ✓ 77% had more awareness of the nature emergency.
- ✓ 81% had more awareness of what can be done to improve places for people and nature.

CREATION OF A COMMUNITY

"The biggest benefit that I have seen first-hand is the creation of a community of like-minded people who strive to keep Scotland beautiful – something that increasingly goes under the radar given the rising influence of corporate and materialistic interests. Keep Scotland Beautiful have fantastically brought together citizens, businesses and stakeholders to work towards one common purpose."

stakeholder survey feedback

We're excited to have Stephen Jardine, one of Scotland's most well known journalists and broadcasters, and award-winning campaigner, environmental scientist and ethical influencer Laura Young join #TeamKSB as our first two charity ambassadors.



COMMUNITIES THRIVING

"I am delighted to become one of Keep Scotland Beautiful's first ambassadors. You may know me from the phone in on BBC Radio Scotland, where I hear day-in and day-out from people across Scotland about how important it is to them to see their communities thriving and blossoming. I really look forward to working with you all in the months, and years ahead, to achieve what we all want to see, and what we all want for our country – to keep Scotland beautiful."

Stephen Jardine



STUNNING LANDSCAPES

"I'm absolutely thrilled to be the new Keep Scotland Beautiful ambassador! It's an honour to play a part in protecting our stunning landscapes and inspiring others to do the same. This year's Spring Clean is our chance to take action, and I can't wait to roll up my sleeves, get litter picking and make a real difference. Scotland is too beautiful not to protect – let's do this together!"

Laura Young



The Scottish International Eco-Schools Planet Earth tartan was designed by Rosalind Jones and gifted to us as we celebrate 30 years of Eco-Schools and Young Reporters for the Environment.



# Our 2025/2026 ambitions

**“This year marks a significant milestone for Keep Scotland Beautiful as we celebrate our 25th anniversary as a Scottish charity. To mark the occasion, we have launched £25 for 2025, our public giving campaign to raise funds to ensure we are able to respond to the priorities of communities and organisations who are committed to environmental action.**

*“As we enter the final year of our strategy, we will reflect on our successes and identify where we have room to grow and improve so we can develop a refreshed strategy – one which supports us to do more, reach more people, engage with more schools, communities and businesses, and foster a real drive to keep Scotland beautiful.*

*“We remain committed to supporting positive action to address the nature, climate and litter emergencies, and we know that everyone has something to contribute so that little by little inspiring actions are contributing to bigger and more systematic change.”*

**Barry Fisher**  
Chief Executive

**Collaborative - Ambitious - Positive - Innovative - Influential**

## Our focus on the coming year includes:

### Ambitious project delivery

- ✓ Our Climate Action Schools programme will continue to support the Scottish Government's strategic priorities including the implementation of Target 2030 Action Plan for Learning for Sustainability.
- ✓ We'll push forward work to inspire community heritage and climate action and widen engagement with heritage across Scotland thanks to funding through The National Lottery Heritage Fund and Historic Environment Scotland.
- ✓ Leudaichidh sinn ar gnìomhachd Ghàidhlig ann an sgoiltean gus coimhearsnachdan a ghabhail a-steach cuideachd.
- ✓ Our valued campaigns to engage people in collecting data and carrying out litter picks - #SpringCleanScotland and Upstream Battle® - will remain a priority and we will continue to take action and campaign to reduce the consumption of, and littering of single-use items such as beverage cups and vapes.
- ✓ Our national awards for beaches, parks and the tourism sector will continue to provide a benchmark for excellent environmental management for people and nature.
- ✓ We'll inspire community action by increasing capacity and capability through our litter campaigns and our Climate and Nature Friendly Communities Network.





### Positive collaboration

- ✓ We'll broaden our support and reach to help people become Carbon Literate by working in partnership with others to provide training and resources.
- ✓ Our Board of Charity Trustees will be strengthened as we recruit new members representing modern Scotland.
- ✓ We will continue to develop new and existing partnerships to support and diversify our income generation by selling our services, seeking collaboration with local authorities on funding from Extended Producer Responsibility and Visitor Levies, and seeking funding from the public.

### Influencing policy

- ✓ Using state of the art technology, and improved citizen science data, we will continue to evidence the urgent need for greater, more targeted action across our strategic objectives.
- ✓ We'll engage with all parties ahead of the 2026 Scottish general election, presenting our manifesto for change, particularly to raise the profile of the urgent need to address our litter emergency.
- ✓ Our work to engage with UK Government, through DEFRA, and with support of devolved governments and local authorities, will continue as Extended Producer Responsibility for packaging and a UK Deposit Return System finally becomes a reality.
- ✓ We will monitor closely the impact on litter of the forthcoming ban on single-use vapes, and potential charge on single-use cups.

**Together, through partnership and collaborative working, we will continue to help and inspire people...**

**...to keep Scotland beautiful now and for future generations.**

### We can't do it alone.



**Donate today and help us combat climate change, tackle litter and waste, restore nature and biodiversity and improve places we love.**





We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for our environment. We work with you to help combat climate change, reduce litter and waste, restore nature and biodiversity and improve places.



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