



Keep Scotland
Beautiful

Your charity inspiring action for our environment

Impact Report

2023/2024



Welcome

As your charity inspiring action for our environment, we've continued our hard work over the past 12 months to keep Scotland beautiful.

We're forever grateful to all those who support us, fund us, commission us and roll up their sleeves in their local communities to make Scotland cleaner, greener and more sustainable.



Tom Brock
Chair

"This report celebrates the achievements of #TeamKSB working in partnership across Scotland to look after, and improve, the country's outstanding environment. We are extremely grateful to all the individuals, organisations and communities that work with us to make such a positive impact across the country.

"The work of our wonderful team inspires action for our environment across Scotland. However, I recognise we should broaden and deepen our reach - there is an urgent need to do so much more. This can only be achieved by working in partnership. If you are inspired by what you read and wish to join us to make Scotland cleaner, greener and more sustainable, please get in touch. Thank you."



Barry Fisher
Chief Executive

"Our strategy launch served as a powerful reminder to me of how much our organisation, people and work means to those we engage with across the country. It is a real privilege to showcase a few examples of our collaborative impact as we work towards realising our strategic objectives in this report. The stories shared highlight the depth of our charity's influence, passion and support to inspire action and get things done across the nation."



Catherine Gee
Deputy Chief Executive

"Working with us is a positive way for organisations to enhance their social and environmental value and impact. Our agility and ability to add value to what those we work with want and need continues to be one of our greatest strengths, and we are so proud that over the past year many clients have chosen to work with us."

Collaborative - Ambitious - Positive - Innovative - Influential

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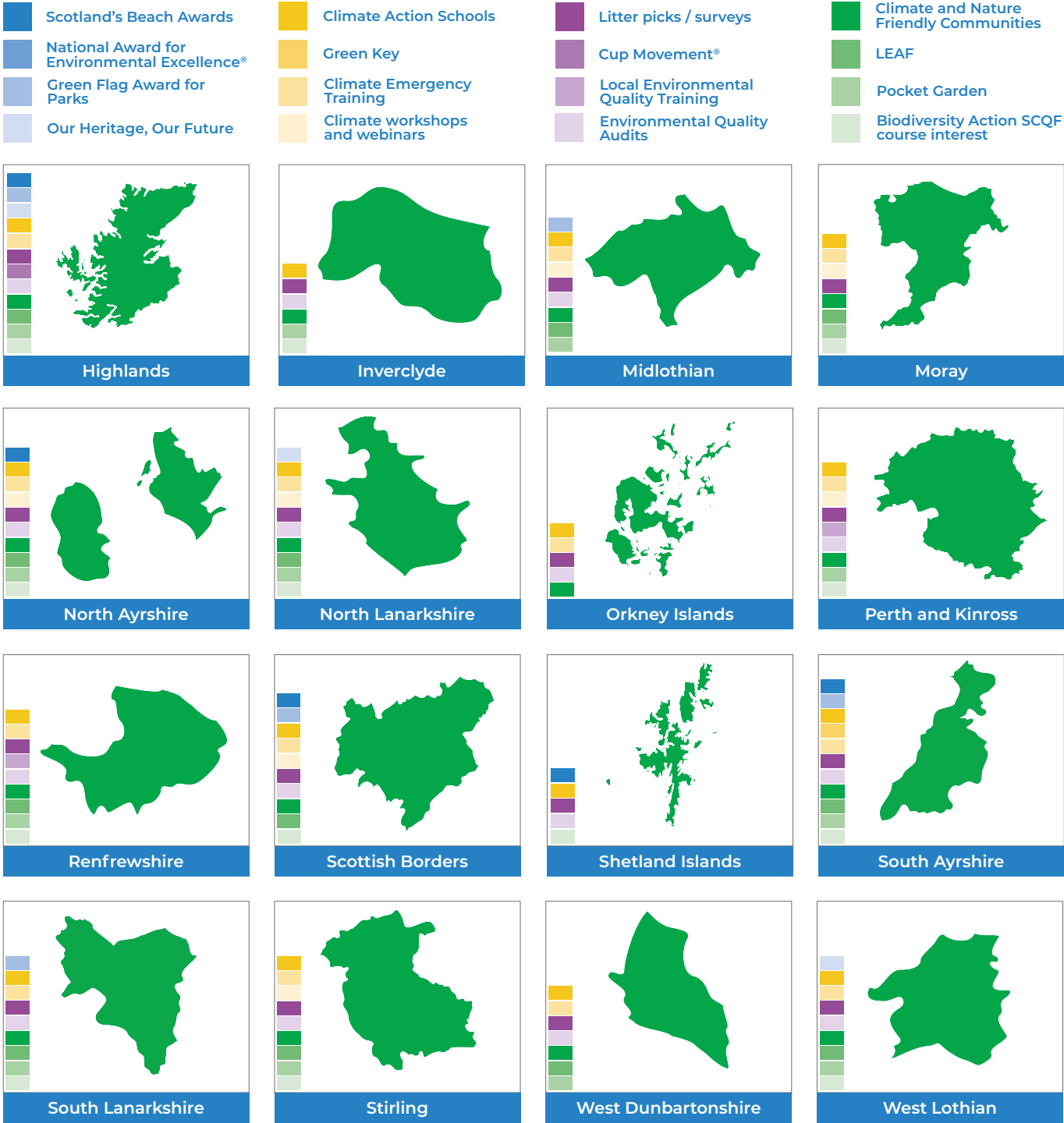
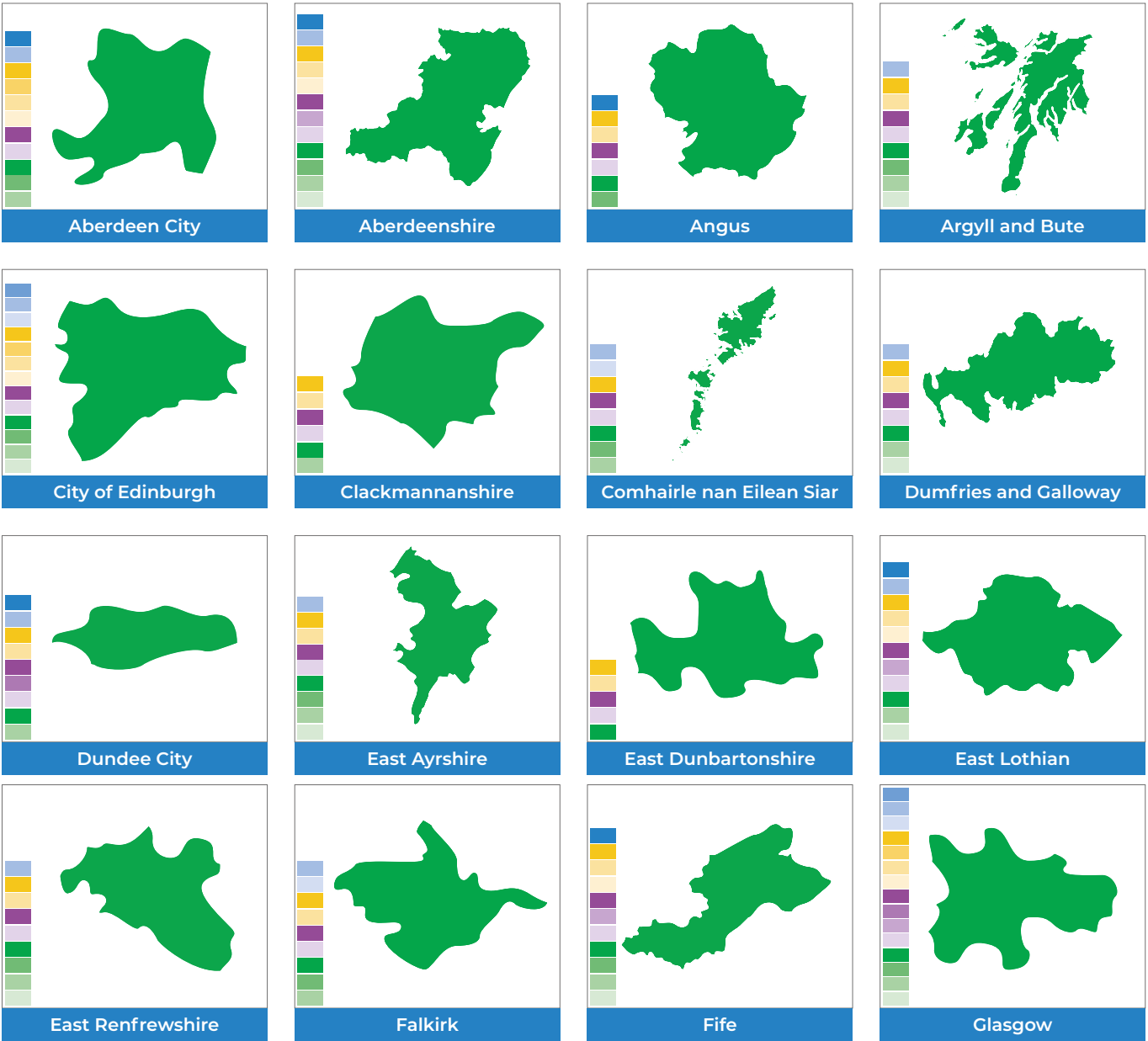
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We launched our three-year strategy in 2023 and are delighted to share our collaborative success and impact.

Our impact in your area

We're active in every area of Scotland thanks to your support.



Combating climate change



The issue:
There is a climate emergency.



Our ambition:
Scotland is a net zero nation.

We're supporting Scotland to become climate literate. Our three-year strategy outlines the three ways we will inspire and support action to combat climate change:



Lead on, and increase, climate action in schools:

Having refocused our education programmes and activities under the banner of Climate Action Schools, we have supported the increasing demand from schools across the country to help children, young people and educators continue to take positive action for our climate through our activities and training which help people understand the challenges and opportunities.

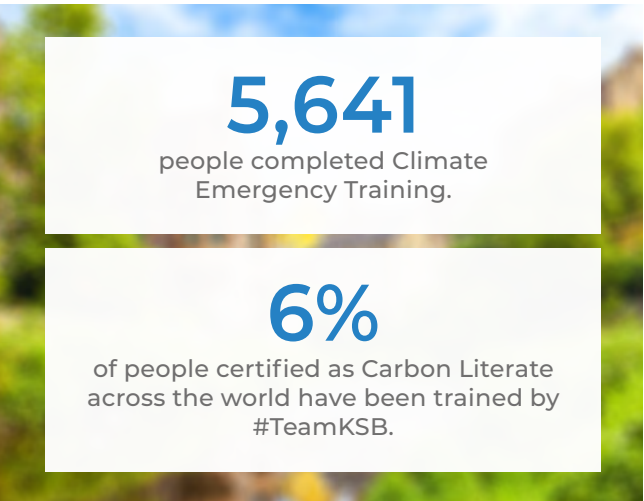


The UN SDGs we contributed to were:



Develop and deliver more accredited Climate Emergency Training to all sectors of Scotland:

We have increased our portfolio of accredited Climate Emergency Training courses, offering more than **10** bespoke packages for sectors across Scotland, as well as our introductory sessions and quarterly open course. We now offer training for the sport sector, and for rural industries through our partnership with SAC Consulting.



"Keep Scotland Beautiful was an obvious partner for SAC Consulting because they share our purpose. We are both determined for Scotland to achieve a just transition to net zero and believe that the biosphere is foundational to this."

"Our ground breaking training course is the first of its kind in the UK, designed specifically with the needs of the rural and food and drink industries at its heart. We're looking forward to working together to help this sector, and Scotland, achieve its net zero ambitions."

Kerry Hammond, SAC Consulting
Principal Consultant Food and Enterprise



Climate Action in Sport

“Keep Scotland Beautiful’s National Conversation on Climate Action in Sport became the first initiative to bring people together from the sports sector to discuss the impact we have on the environment and how we can make changes in our organisations to support a positive future for our sporting communities.”

“The conversation showed great leadership from Keep Scotland Beautiful and highlighted the huge opportunity available to our sporting organisations and athletes to adapt to a rapidly changing environment.”

Katie Rood, professional footballer and New Zealand internationalist, one of our guest panellists for our first National Conversation, attended by **70** people from the sport sector keen to play their part in combatting the climate emergency.



Grow our support for community climate action:

We introduced Our Heritage, Our Future in 2023, a new programme of activity aimed at inspiring community heritage and climate action. We’ve supported communities to explore, record and protect their heritage while helping them to understand the impact of climate change on that heritage and develop action plans.



Climate Action Schools

“Being part of the climate change Q&A session with Ms McAllan was a wonderful experience. It was an excellent opportunity to discuss these matters with someone in the position of Ms McAllan.”

“I felt inspired to see a female representing Scotland so passionately in our fight against climate change and hear about the journey she took to be in her current role.”

“The children of Scotland are ready to make a change but we need our adults to help us begin.”

Macey Duncan, Gracemount Primary School P7 pupil, one of more than **500** young people and educators who attended our Climate Action Schools Q&A with Màiri McAllan, Cabinet Secretary for Wellbeing Economy, Net Zero & Energy.

A year of combatting climate change

2023

- Apr** Published Climate Action Schools report
- May** Became the first Scottish Platinum Carbon Literate Organisation
- Jun** Provided secretariat support for Scottish Parliament cross-group on circular economy
- July** 10 SAC Consulting members become Carbon Literate
- Aug** Contributed to development of Stop Climate Chaos Scotland’s climate manifesto
- Sep** Hosted our Climate Action Week Live Lessons and our first National Conversation on Climate Action in Sport
- Oct** Saved more than 1,000 cups through Highland Cup Movement®
- Nov** Launched a new partnership with SAC Consulting to deliver Carbon Literacy for rural industries and hosted a Climate Action Schools Q&A for Scottish pupils with Cabinet Secretary for Net Zero
- Dec** Welcomed the publication of The Declaration on the Common Agenda for Education and Climate Change and supported the ambitions of Scotland’s refreshed Learning for Sustainability Action Plan
- Jan** Offered free Climate Emergency Training for people in East Dunbartonshire
- Feb** Organised and facilitated Heat in Buildings consultation events on behalf of the Scottish Government

2024

Tackling litter and waste



The issue:
There is a litter emergency.



Our ambition:
Scotland is litter free and has a circular economy.

We’re supporting people to clean up Scotland. Our three-year strategy outlines the five ways we aim to inspire and support action to tackle litter and waste:



Deliver our commitment to the National Litter and Flytipping Strategy:

Since the publication of the Scottish Government’s National Litter and Flytipping Strategy in June 2023, we have been a key delivery partner of the Year 1 2023/24 Action Plan. We led on engaging and empowering communities through the creation of an online Community Litter Hub and new litter education programme, developing and testing innovative interventions to tackle littering behaviours and collecting and analysing litter data to support improvements in line with the Data Strategy.

53

people attended Community Litter Workshops across 5 events.

33%

decrease in litter recorded following collaboration between Forth Valley College, local authorities in Stirling, Clackmannanshire and Falkirk and Coca-Cola Europacific Partners to tackle single-use packaging.



Launched an online Community Litter Hub, a one-stop information source for people across Scotland to tackle the litter emergency.

The UN SDGs we contributed to were:





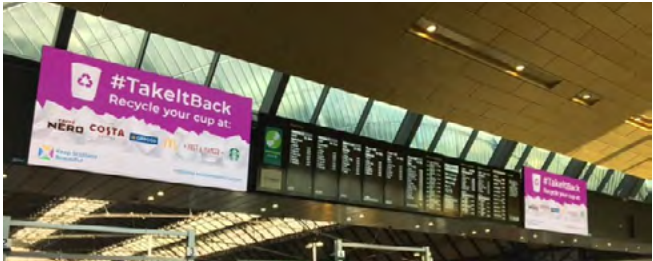












Maintain existing and introduce new reuse and recycling behaviour programmes and campaigns:

We entered year two of our Highland Community Waste Partnership, launching the Conscious Consumption Campaign. We delivered Cup Movement® in the Highlands and worked with retailers in Dundee and Glasgow to increase single-use cup recycling through Take It Back.

1,051

cups saved from landfill through Cup Movement® in the Highlands following 11.2 million reach from our advertising campaign.

374

Highland Community Waste Partnership workshops and events, engaging 7,462 people across the Highlands.

150

retailers sign up to launch Take It Back.





You can read our Cup Movement® in the Highlands report here:





Increase engagement in litter picks and survey activity:

Upstream Battle® and Spring Clean Scotland, our two flagship litter campaigns, inspired volunteers in every area of Scotland to get involved in litter picks, raising awareness and collecting data.

30,000

people carried out litter picks during Spring Clean Scotland 2023.

200+

surveys returned as part of our Upstream Battle® campaign.

280

tonnes of litter collected during Spring Clean Scotland 2023.



Develop and carry out bespoke, consistent and valued audits and data analysis:

In November 2023 we published two litter reports – Scottish Litter Survey and How clean are our streets? - which tracked public perceptions and attitudes towards litter and littering behaviour as well as reporting on our ground litter data which highlighted litter items which could be reduced if a Deposit Return Scheme or Extended Producer Responsibility regulations were implemented.

12,808

sites audited as part of our Local Environment Audit and Management System (LEAMS).

5

bespoke surveys / audits conducted for clients including bin audits, street audits and bin-frastructure audits.

“Over the past three years we’ve worked with Keep Scotland Beautiful to carry out the Scottish Litter Survey revealing the enduring concern and strength of public concern with litter levels and strong collective desire for meaningful action to address this pressing issue.”

“We’ve been encouraged to see the findings from these surveys being used by Keep Scotland Beautiful to influence policy and legislation, including the forthcoming ban on single-use vapes – the fastest growing litter problem particularly noted by those in urban areas and in Scotland’s most deprived neighbourhoods.”

Scott Edgar, Senior Research Manager at The Diffley Partnership

View the Scottish Litter Survey and How clean are our streets? reports here:





"In the push to ban disposable vapes, Keep Scotland Beautiful played a critical role. As part of the diverse coalition, their policy expertise, enthusiasm and citizen science litter pickers provided invaluable insights, shedding light on the magnitude of the issue and helping secure the campaign's success."

Laura Young, environmental ambassador and influencer



Provide training in all areas in Scotland to enable people to become 'Litterate':

We've further developed training and resources to inspire and support individuals and communities across Scotland and help them become 'Litterate' and look forward to launching these in the coming months.

A year of tackling litter and waste

2023

- Apr • Launched Cup Movement® in the Highlands
- May • Announced winners of inaugural Spring Clean Scotland Litter League competition
- Jun • Repeated our call for action as Deposit Return Scheme delayed in Scotland and welcomed the publication of the National Litter and Flytipping Strategy for Scotland and the publication of the long-awaited proposed Circular Economy (Scotland) Bill
- Jul • Worked with award-winning travel influencer Chris Lawlor to promote Cup Movement® in the Highlands
- Aug • Used our data, evidence and expertise to influence policy on single-use vapes (the fastest growing litter item)
- Sep • Launched Take It Back in Glasgow and Dundee and hosted Source to Sea Week of Action as part of Upstream Battle®
- Oct • Commissioned by Go Forth Stirling BID to do an environmental audit of city centre
- Nov • Published Scottish Litter Survey and How clean are our streets?
- Dec • #ConsciousConsumption campaign launched by Highland Community Waste Partnership and hosted our LEQ Seminar in Stirling
- Jan • Hosted our second National Conversation on tackling litter and 150 citizen science surveys on litter types returned during Source to Sea Week of Action
- Feb • Welcomed the single-use vapes ban announcement. Hosted six Community Litter Workshops. Launched our on-the-go food and drink litter intervention with Forth Valley College, Stirling, Falkirk and Clackmannanshire Councils and Coca-Cola Europacific Partners
- Mar • Launched Spring Clean Scotland 2024 with a week of Live Lessons in schools and launched our online Community Litter Hub

2024

Restoring nature and biodiversity



The issue:
There is a nature emergency.



Our ambition:
Scotland is nature positive.

We're supporting people across the country to become nature positive. Our three-year strategy outlines the four ways we aim to inspire and support action to restore nature and biodiversity:



Increase number of communities engaged in our growing programmes:

We remain committed to supporting the amazing groups across Scotland who are working tirelessly to restore nature and biodiversity and improve their communities.

8,514

votes were cast by the public to choose the public's favourite winning Pocket Garden design.

12

national and regional networking and celebration events held, to inspire and thank hundreds of community groups, took place.

200,000

volunteer hours contributed to our activities, equating to an economic value of over £2 million.

The UN SDGs we contributed to were:



Engage more schools in practical programmes to reconnect young people with nature:

We continue to support Scotland's young people to get involved with nature, connecting them to international programmes which we deliver on behalf of the Foundation for Environmental Education (FEE).

899

schools with Eco-Schools Green Flag Awards, including 139 first time winners.

43

schools entered 2023 Pocket Garden competition, with 8,514 votes deciding the winner.

11,509

pupils involved in our national Learning about Forests (LEAF) programme.

"Being part of LEAF has given myself and my class a real focus on what we are trying to achieve when working outdoors. The children are really motivated and enjoy doing related activities such as acrostic LEAF poems, researching shade and sun loving plants and designing our new garden."

"I noticed that the children were very motivated to carry out the bird count this year and have kept up their interest in bird life since then. The children have a great sense of pride in the garden they are developing and I hope this continues when they move on into primary 7."

"They are already saying they want to continue outdoor learning next year."

Hazel Millar, Chirnside Primary School

“Keep Scotland Beautiful brings together community groups of all shapes and sizes from across Scotland and it’s inspiring for us to see what other groups get up to and how they go about tackling different issues.

“The Keep Scotland Beautiful network provides us with a great opportunity to connect and learn from other groups as well as providing us with signposting to sources of funding and plenty of ideas for tangible direct practical action including citizen science projects.”

Ray Theedam Parry, Lauder in Bloom

Deliver more training to develop understanding and inspire action at a local level:

Our new Biodiversity Action SCQF course for secondary schools has been accredited and we are working with four schools and around **40** pupils. Expressions of interest have come from **46** schools across **21** Scottish local authority areas for future delivery.

Our Climate and Nature Training, accredited by the Carbon Literacy Project, has been delivered to volunteers and is one of more than **10** types of Sector-Based Accredited Climate Emergency Training we now offer.



Provide a greater number of organisations and businesses with training to enable them to become nature positive:

Our training is always tailored to the Scottish context, and often we work with clients to ensure it is bespoke and relevant to their priorities and audiences. We have developed and launched a new Nature and Biodiversity training course to help individuals and organisations understand the value of nature and biodiversity, reasons behind its decline and how to support the recovery of habitats which will benefit planet and people.

58
people have completed our
Nature and Biodiversity training.

“It’s always wonderful to support groups and communities who are helping biodiversity and taking action to protect and restore our natural environment.

“The groups who make up the Climate and Nature Friendly Communities Network are pivotal in protecting and enhancing biodiversity, and it’s a privilege to be able to collaborate with and celebrate them alongside Keep Scotland Beautiful.”

Jim Jeffrey, Chair of the Garden for Life Forum




A year of restoring nature and biodiversity

2023

- Apr ● 253 community groups registered for It's Your Neighbourhood and Beautiful Scotland
- Jun ● 53 schools and nurseries completed the Learning about Forests (LEAF) pilot
- Aug ● Opened LEAF to all schools across Scotland
- Oct ● NatureScot pollinator award presented
- Nov ● Attended celebrations to re-present awards won through our community growing programmes
- Dec ● Launched our SCQF accredited Biodiversity Action Course
- Jan ● Opened the 2024 Pocket Garden competition
- Feb ● Delivered Nature and Biodiversity training to clients
- Mar ● Announced the winning Pocket Garden designs

2024

Improving places



The issue:
The quality of our places and spaces is declining.



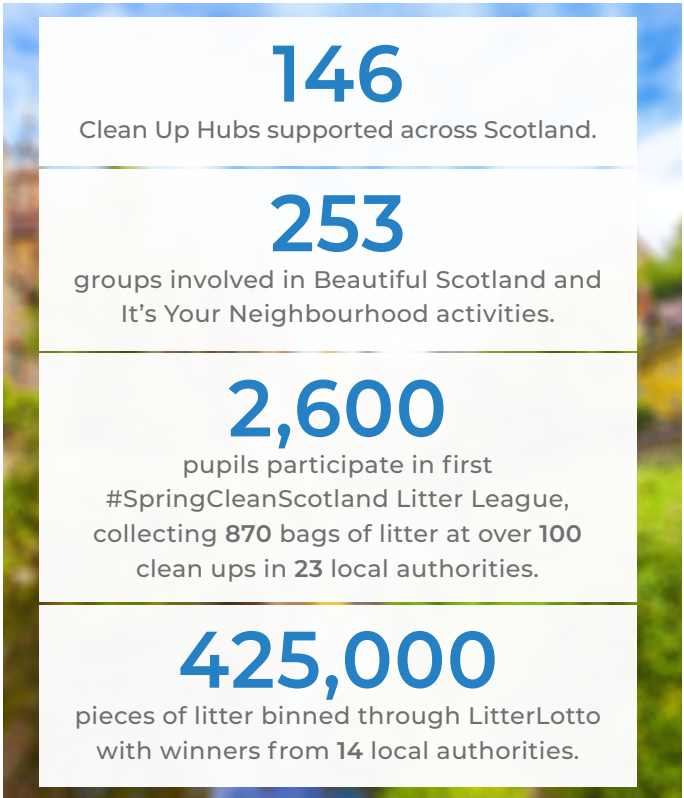
Our ambition:
Scotland's places and their heritage are restored.

We're supporting people to improve our local communities. Our three-year strategy outlines four ways we aim to inspire and support action to improve places.



Grow the number of volunteers and communities taking action:

We established our Climate and Nature Friendly Communities Network, a connected umbrella for our community groups to support and celebrate each other. Our various initiatives and campaigns support people to get involved with tackling the combined litter, nature and climate emergencies.



The UN SDGs we contributed to were:

4

QUALITY EDUCATION

6

CLEAN WATER AND SANITATION

8

DECENT WORK AND ECONOMIC GROWTH

11

SUSTAINABLE CITIES AND COMMUNITIES

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

13

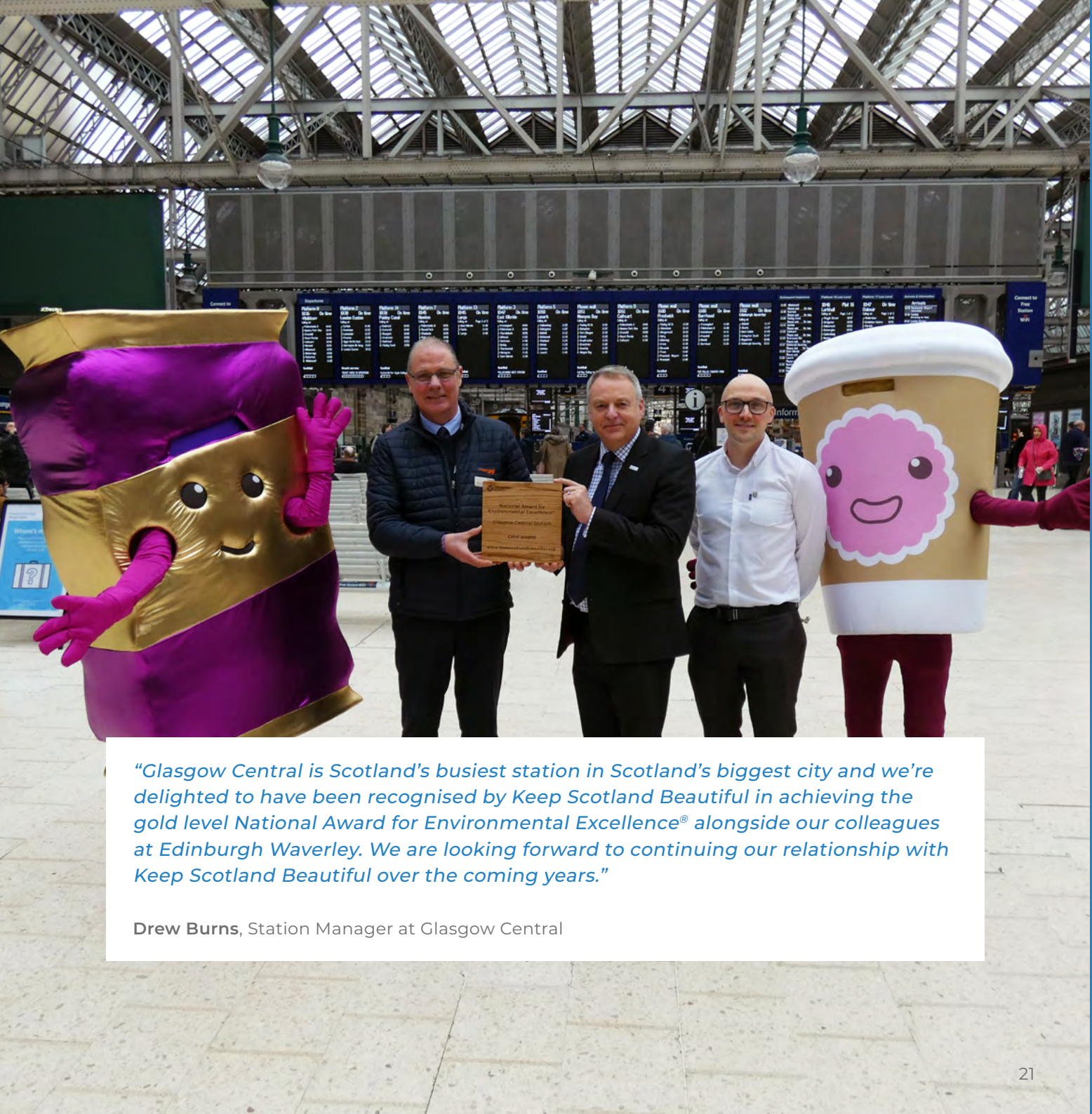
CLIMATE ACTION

15

LIFE ON LAND

17

PARTNERSHIPS FOR THE GOALS



"Glasgow Central is Scotland's busiest station in Scotland's biggest city and we're delighted to have been recognised by Keep Scotland Beautiful in achieving the gold level National Award for Environmental Excellence® alongside our colleagues at Edinburgh Waverley. We are looking forward to continuing our relationship with Keep Scotland Beautiful over the coming years."

Drew Burns, Station Manager at Glasgow Central

Provide more training and support at a community level, motivating people to value and protect their places and heritage:

As part of Our Heritage, Our Future, we've developed accredited training and supported a number of pilot community groups to make better connections with their heritage and our changing climate.

50


people from 14 community groups celebrated for cleaning, greening and growing activities at event with Monica Lennon MSP.

37

volunteer judges and assessors completed training to support community groups across the country to participate in It's Your Neighbourhood and Beautiful Scotland.

16

people participated in SVQ level 3 training in delivering heritage walking tours.



Chaidh prìomh-ghoireasan nan Sgoiltean-Èiceo eadar-theangachadh gu Gàidhlig agus tha Clasaichean airson a' Chliomaid a-nis ri fhaighinn tro mheadhan na Gàidhlig.



“Nothing beats that local knowledge and the passion that we have for our local area, so it was great to complete the Our Heritage, Our Future training to further strengthen our heritage activities.

“We’re determined to celebrate and protect our heritage and Keep Scotland Beautiful’s training was informative, accessible and enjoyable, and has most certainly improved the work we’re doing in the Outer Hebrides.”

Kenny MacLeod, Comann Dualchas Innse Gall (CDIG/Outer Hebrides Heritage Forum)

Celebrate local environmental action and success through award schemes:

Our variety of awards showcase and recognise the best of Scotland’s beaches and parks, schools and tourism establishments and celebrates their efforts to be more sustainable.

14

tourism establishments awarded a Green Key eco-certificate.

52

Scotland’s Beach Awards winners.

87

Green Flag Award winners.

4

Gold National Award for Environmental Excellence® given to Royal Yacht Britannia and Network Rail.

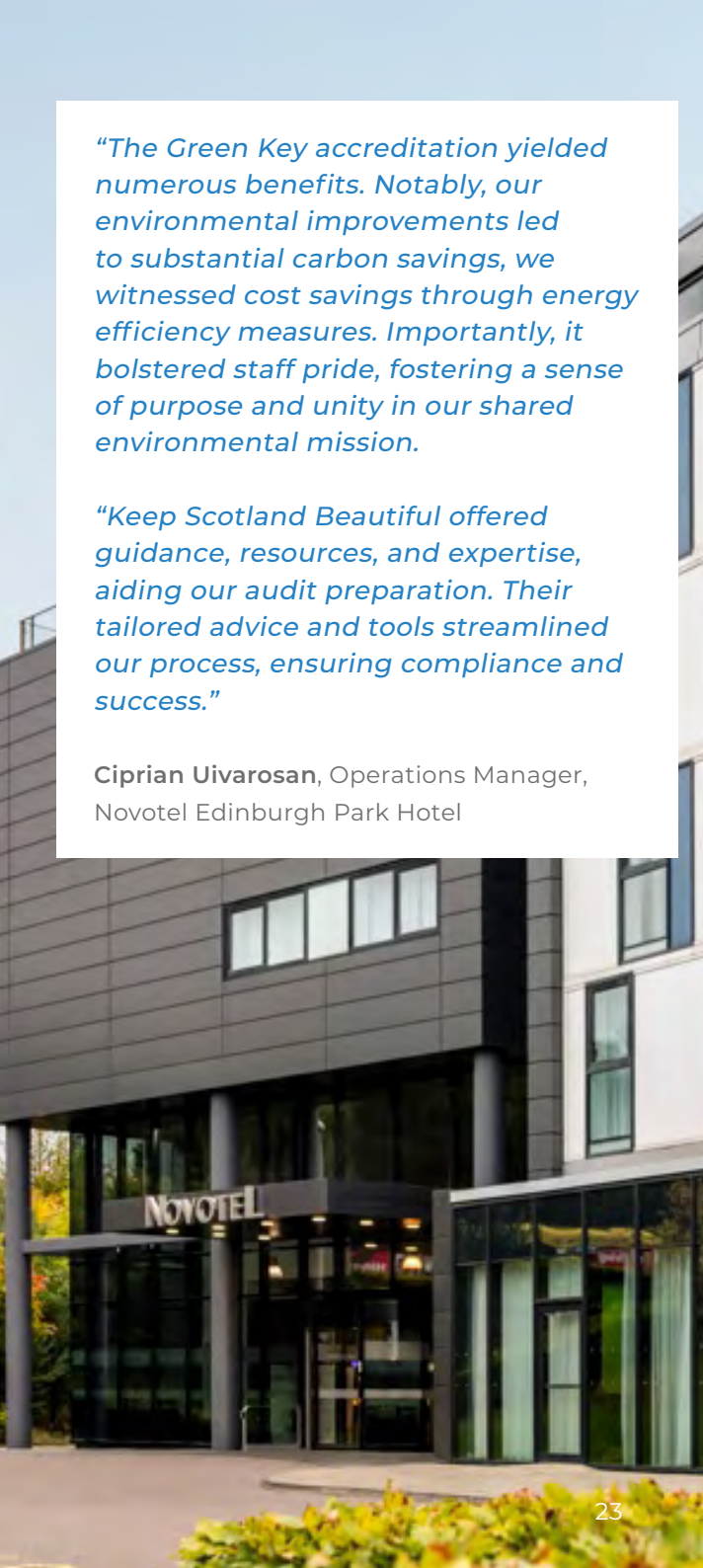
139

first-time Eco-Schools Green Flag Award winners.

“The Green Key accreditation yielded numerous benefits. Notably, our environmental improvements led to substantial carbon savings, we witnessed cost savings through energy efficiency measures. Importantly, it bolstered staff pride, fostering a sense of purpose and unity in our shared environmental mission.

“Keep Scotland Beautiful offered guidance, resources, and expertise, aiding our audit preparation. Their tailored advice and tools streamlined our process, ensuring compliance and success.”

Ciprian Uivarosan, Operations Manager, Novotel Edinburgh Park Hotel





"We want our communities to be places people are proud to live in and our partnership working with Keep Scotland Beautiful helps make this possible."

"Our customer assessors will play a vital role in helping us to achieve our environmental goals. They are our eyes and ears on the ground, and they help us to ensure that our communities are clean, green, and safe. We are very grateful for the time and dedication that they give, and we are proud to recognise their achievements."

Eric Amato, Environmental Service Delivery Lead at Wheatley Homes South



Increase partnership working at a local level, engaging businesses in placemaking:

We have supported the tenants of Wheatley Homes to assess community spaces, helping them identify improvements to enhance the quality of the places across Glasgow, Dumfries and Galloway and Edinburgh.

Go Forth Stirling BID commissioned us to conduct an environmental audit of the city centre as part of its efforts to improve the area.

"We're determined to improve the cleanliness and appearance of Stirling's city centre and our ongoing partnership with Keep Scotland Beautiful is key to making those improvements. The thorough audits, coupled with informative data reports and constructive recommendations carried out by TeamKSB, provided a solid baseline assessment of the environmental quality of the city centre and helped us establish standards that will ensure our town centre is as clean and attractive as possible, creating a pleasant environment for residents, businesses and visitors."

Jitka Fleglova, Community Engagement Manager, Go Forth Stirling

"Polmont Community Council have found the team at Keep Scotland Beautiful's support to be invaluable, courteous, inspirational, helpful, essential, motivational and extremely friendly."

"Polmont Community Council and its members, including our Gardening Group, really appreciate the input from the staff and volunteer mentors at Keep Scotland Beautiful over the year leading up to the award (Silver Gilt and Best Small Town 2023), with plenty of Zoom meetings to keep us going and without whom this award would not have been possible."

Michael Stuart, Polmont Community Council, Beautiful Scotland first-time entrant and winner



A year of improving places

2023

- Apr** Secured Big Give Green Match funding for our Climate and Nature Friendly Communities Network
- May** Published our My Beach, Your Beach campaign report
- Jun** Announced the winners of Scotland's Beach Award and awarded 10 tourism establishments with Green Key accreditation
- Jul** Announced Our Heritage, Our Future programme
- Aug** Source to Sea litter picks in Glasgow and Stirling supported by SEPA and other corporate partners
- Sep** Celebrated 45 groups at the annual Beautiful Scotland awards
- Oct** Commissioned by Go Forth Stirling BID to conduct regular environmental audits of city centre
- Nov** Presented Royal Yacht Britannia Trust with a Gold National Award for Environment Excellence®
- Dec** More than 250 groups recognised for climate and nature action and coordinated customer assessor training for Wheatley Homes tenants
- Jan** Awarded four hotels in Edinburgh and Glasgow with Green Key eco-certificates after #TeamKSB audit
- Feb** Celebrated four Beautiful Scotland groups (Lauder in Bloom, Forres in Bloom, Bonnie Dundee and North Berwick in Bloom) being named as RHS Britain in Bloom finalists
- Mar** Hosted an event to celebrate cleaning, greening and growing activities of Lanarkshire and Falkirk groups, attended by Monica Lennon MSP

2024

Developing our people and organisation



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



Goal:
We are a Net Zero and sustainable organisation.

Our three-year strategy outlines six ways we aim to inspire and support action to develop our people and organisation:



Support our team with training and development opportunities.

Investing in #TeamKSB is key to ensuring that we run our charity the best way we possibly can, supporting the development needs and wellbeing of our team.

Our hybrid working policy, piloted the year before, was formally adopted, giving employees the chance to work from home or in our Stirling hub.

We have worked to revise **32** policies and procedures to support our work, as well as refreshing our employee handbook and establishing a Menopause Working Group.

First Aid training, Fire Marshal training and IOSH training was provided to members of #TeamKSB during the year, ensuring we minimise risks and help employees stay healthy and safe.

During the year we were also able to support five internships across the organisation, four through Graduate Career Advantage Scotland and one with Inclusion Scotland. We also facilitated two University of Stirling students to undertake dissertation projects on marketing and data.

The UN SDGs we contributed to were:



We became the first organisation in Scotland to achieve Platinum status as a Carbon Literate Organisation and remain the official partner in Scotland for the Carbon Literacy Project.



"Since 2016 Keep Scotland Beautiful has been instrumental in paving the way for a Carbon Literate Scotland."

"We are delighted to recognise the scale of Keep Scotland Beautiful's impact and achievement with a Platinum Carbon Literate Organisation (CLO) award, the highest level of our organisational accreditation scheme, and we look forward to continuing our work together to inspire people across Scotland to take meaningful action on climate change."

Dave Coleman, Managing Director of the Carbon Literacy Project.



80%
of #TeamKSB became
formally accredited by
the Carbon Literacy
Project as Carbon
Literate.



Achieve our Net Zero ambition

We reaffirmed our commitment and ambition to transition to net zero by 2030. Work to monitor and calculate our new and updated baseline footprint is well underway.

Net Zero Transition Plan will be fully updated and published in the first quarter of 2024/2025. We will continue to gather data as accurately as we can, going deeper into Scope 3 emissions, including commuting and homeworking, tackling the areas, particularly travel, where we can realise most impact and make the biggest carbon reductions. Additionally, we have committed to review our banking and pension arrangements.

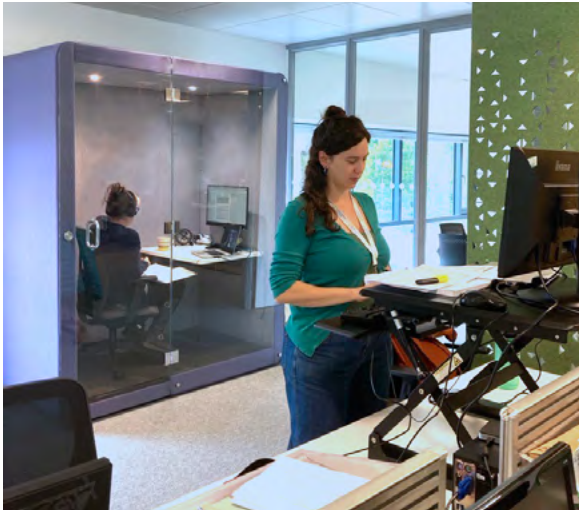
We continue to encourage others, including our suppliers, to consider their impacts and make changes where possible.



"I'm currently in my third year studying Environmental Management at university. During my internship I have learnt how invaluable it is for the workplace and people I work with to know I am deaf before starting a job in that space. I feel my time at Keep Scotland Beautiful has increased my self-confidence tenfold.

"I work with some fantastic colleagues, who inspire me every day to work to the best of my capabilities and to be as organised as them. I feel empowered in the workplace, working with such fantastic women; they are definitely my work role models, I want to be like them when I grow up."

Jenna Heath, who joined #TeamKSB in July 2023 through an internship with Inclusion Scotland.



Invest in our IT infrastructure and online services

In order to ensure that we meet current cyber security standards and insurance requirements we have moved our public facing online services to a new cloud hosting service and replaced our physical firewall unit at our Stirling Hub. Additionally, these actions will result in future cost and carbon savings.

In 2024 we implemented Multi-Factor Authentication (MFA) for all users and guests on our IT systems, allowing us to comply with best practice cyber security and data protection measures.

We continue to make progress on our ICT roadmap with our IT working group, and our future plans include migration of our onsite servers and data to the cloud and continued development of our website content management system.



Ensure strong financial management systems are in place:

We have continuously refined and improved our monthly financial management reporting over the year and our annual external audit confirmed we have robust systems in place.

Build on our EFQM and ISO 14001 management standards

Our work to ensure we do as much as possible to make our organisation as sustainable as possible continues.

We successfully met the ISO14001 standard at our annual external audit and maintain our certification.

Our commitment to organisational development and standards continues as we review our EFQM ambitions, and we remain a Living Wage Employer.



Enhance our governance standards

We pride ourselves in being a charity which continuously works to improve our standards of governance and management. This year we completed our Governance Review in line with Scottish Charity Regulator (OSCR) guidance and charity law.

Our Chair also conducted one-to-ones with all Charity Trustees to ensure that the governance remains inclusive and provides appropriate challenge to the Executive team.

We are supportive of the current reforms of Charity Law and support any improvements which builds confidence of the public in our work.

A year of developing people and organisation

2023

- Apr ● Launched our EasyFundraising campaign
- May ● Affirmed our sustainability and net zero ambitions. More than 80% of #TeamKSB became formally accredited by the Carbon Literacy Project helping us become the first Scottish Platinum Carbon Literate Organisation. Published our 2022/23 Impact Report
- Jun ● First Aid training completed
- Jul ● Successfully renewed our ISO14001 accreditation
- Sep ● Our Strategy for 2023/2025 was launched at Dynamic Earth. Fire Marshall Training completed
- Oct ● Our net zero baseline project, extending to Scope 3 was completed. IOSH training and refresher training completed
- Nov ● Menopause Working Group established
- Dec ● All core Climate Action Schools materials have been translated into Gaelic and Climate Ready Classrooms is now available in Gaelic
- Feb ● Comprehensive overview of our Net Zero ambition presented to Charity Trustees. Two broad leaf trees were planted in the Pentlands Regional Park to offset the 0.14kg carbon generated from marketing collateral we purchased
- Mar ● The brilliant women that make up #TeamKSB were celebrated on International Women's Day

2024

Our impact, your words

"It is so important that children and young people have their views heard and can ask tough questions about what adults are doing to tackle climate change. The Q&A organised by Keep Scotland Beautiful to mark Scotland's Climate Week was a great opportunity to discuss some of the biggest challenges and opportunities on our journey to Net Zero. The questions asked were thought provoking and underlined the importance of empowering pupils to take action and get involved."

Màiri McAllan, Cabinet Secretary for Wellbeing Economy, Net Zero & Energy



"Ever since we opened the business we're thinking about how we can be more environmentally conscious. I was looking for that way to do it and [Cup Movement® in the Highlands] seemed pretty well planned out, there didn't seem to be any and there wasn't any great risk to my business, only benefits to be had from it, for us and our perception and our local environment and wider."

Hazel Boswell, The Midge Bite cafe



"Heritage can be anything and I really enjoyed it because we got to look at where people were from... and really involve everyone within the school... I would [recommend the topic] because it is something different... it was nice having this other focus for the children and it was nice having a finished product at the end that we could keep for years to come in the school."

Claire O'Neill, St Patricks Primary School Teacher and Eco-Committee Lead



"I have a better understanding of climate change after attending the training. We should do more training in our community."

East Dunbartonshire Climate Emergency Training participant

"Keep Scotland has been a key partner over many years as Aberdeen has grown its own community and environmental partners. The support, inspiration, guidance and engagement they gave to the council and all our community partners is instrumental to our success."

Steven Shaw, Environmental Manager, Aberdeen City Council



"The Pocket Garden experience has been a phenomenal learning experience for all. To quote 'Every day is a school day' is accurate for children and staff learning together along the way. Children have developed many skills on this journey nurturing and caring for plants, learning where our food comes from. Staff and children have enjoyed being immersed in nature, and the positive effects that this has had on our mental health, mood and well-being."

Flowerbank Early Childhood Centre



"Keep Scotland Beautiful's workshops have helped us to get the community involved and passionate about planning for the future to mitigate the impacts of climate change and reduce our carbon footprint. The workshops were interactive, engaging and insightful. Participants were keen to get involved and excited about the next steps and we look forward to continuing our work with Keep Scotland Beautiful to explore and protect our heritage."

Rachel Sedman, Development Manager at Fountainbridge Canalside Community Trust



"It was wonderful to be a part of Keep Scotland Beautiful's National Conversation on Climate Action in Sport and I was so inspired by my fellow speakers and the insightful conversation with the attendees at the end. I definitely came away with some brilliant ideas that I'm looking forward to implementing in my own life and at St Mirren to ensure we all do our best, at a local level, to tackle the global climate crisis."

Jim Crawford, St Mirren Voluntary Squad Coordinator



"What has been so important to our group has been Keep Scotland Beautiful's It's Your Neighbourhood scheme - it has inspired us and actively encouraged us to drive forward our community plans. And what a difference our certificate made! It helped us focus on our achievements and made us realise we could do even better! It instilled further community pride in the garden and gave a real sense of achievement in that our efforts had been recognised."

David Carruthers, Gairloch Sitooterie - Wildlife Watch Garden, Highland

Our 2024/2025 ambitions

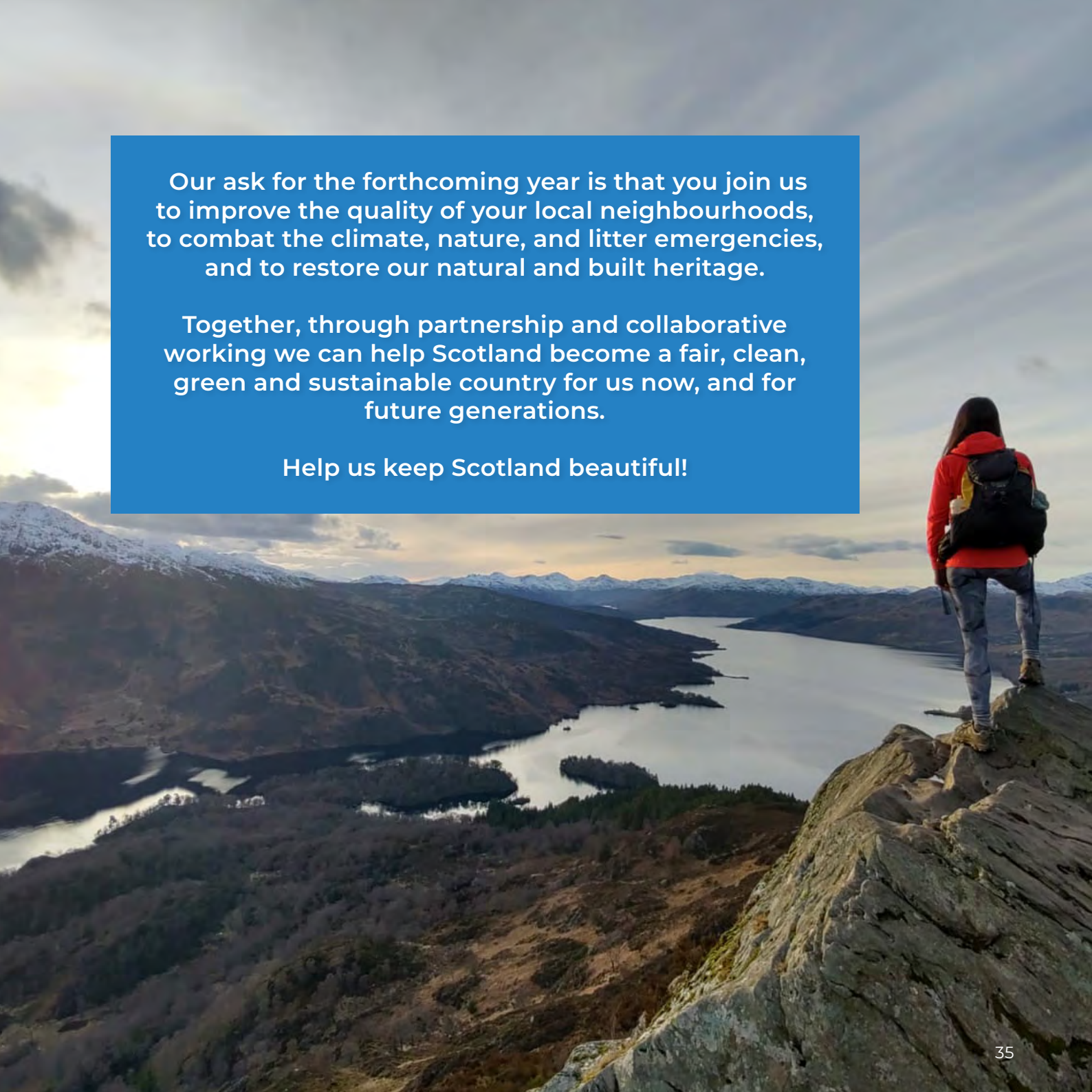
As we look forward to the second year of our three-year strategy it's clear we've created a great platform to realise our ambitions.

We want to do more, reach more people, engage with more schools, communities and businesses, and foster a real drive to keep Scotland beautiful. We know we can have more impact and we have the passion and partnerships to do so.

While the nature, climate and litter emergencies remain, and the urgency with which we all need to take action is still critical, our commitment to inspiring action, helping people understand the challenges and the benefit of positive action is unwavering.

Our focus on the coming year is to harness the energy from our activities to further inspire changes in behaviour to improve our environment and the quality of people's lives by:

- Developing new and existing relationships with partners and collaborators and demonstrating how we add value to their activities.
- Collecting more data, utilising state of the art technology and citizen science, to evidence the urgent need for improved policy, regulations, and legislation to improve our environment.
- Broadening and deepening our reach and support to young people, communities and businesses so our campaigns, awards, training and activities continue to inspire action.
- Strengthening our portfolio of net zero and sustainability services and supporting businesses and organisations to positively increase their environmental impact and social value.



Our ask for the forthcoming year is that you join us to improve the quality of your local neighbourhoods, to combat the climate, nature, and litter emergencies, and to restore our natural and built heritage.

Together, through partnership and collaborative working we can help Scotland become a fair, clean, green and sustainable country for us now, and for future generations.

Help us keep Scotland beautiful!



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, reduce litter and waste, restore nature and biodiversity and improve places. We aim to inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.



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