

Spring Clean Scotland 2025

Communications pack



www.keeptscotlandbeautiful.org/springclean

Scotland has a litter emergency

We need your help to make **#SpringCleanScotland 2025** the best yet. You can play your part by encouraging your supporters and audiences to join us in tackling litter in communities across Scotland, promoting health and wellbeing and protecting the environment and wildlife.

Last year's **#SpringCleanScotland** saw over **45,000** volunteers, including **24,000** young people, roll up their sleeves and join more than **3,500** events across Scotland.

#SpringCleanScotland 2025 will take place from **21 March - 21 April** and we are aiming to engage more than **50,000** people across Scotland.

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

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

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



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



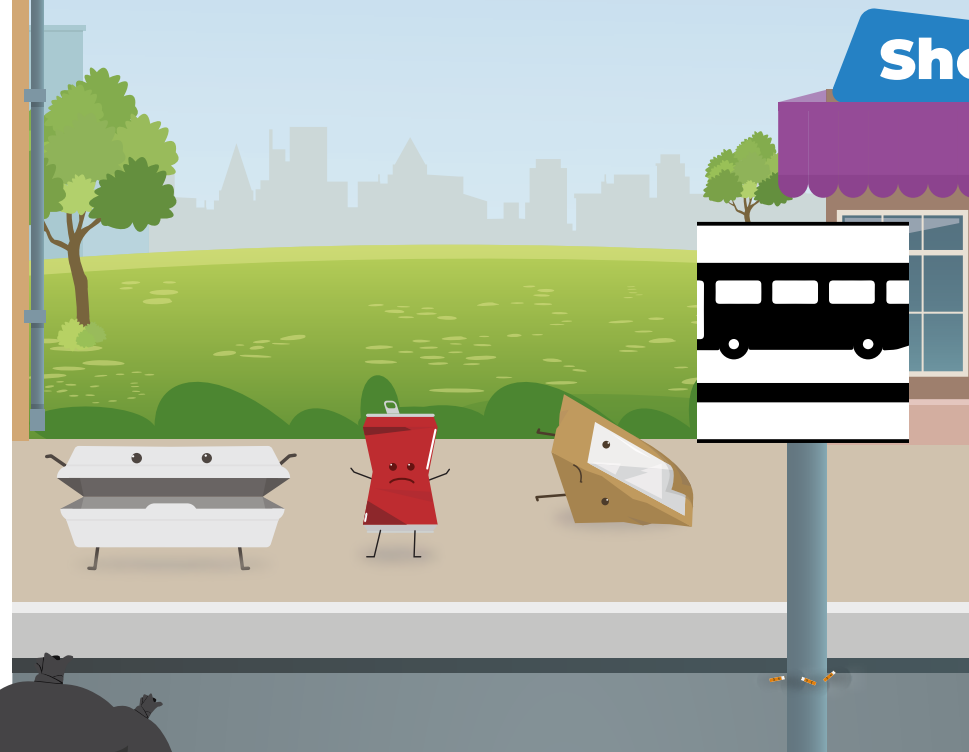
71% of people believe litter is an issue in their local area.



89% of people said that taking part in **#SpringCleanScotland 2024** made them feel part of a national movement that is taking action to tackle litter.



80% of people said that getting outdoors for last year's Spring Clean helped them de-stress, relax and unwind.



Social media



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

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

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



Facebook

Tired of seeing litter pile up in your area? Join forces with your neighbours, colleagues, friends or family, to tackle this issue in the year's greatest litter picking effort.

You can grab a litter picking kit from your local Community Clean Up Hub (link in comments), or just use some gloves and a bag to get started.

Want to go bigger? Why not organise your own event and register it on our Clean Up Map so others can join 🧤👉

Additional perks include fresh air, socialising, and a great sense of achievement 🌳👉

Join the #SpringCleanScotland movement and help @Keep Scotland Beautiful tackle the litter crisis head on.

Link to hubs: <https://www.keepsotlandbeautiful.org/clean-up-scotland/clean-up-scotland-map>

Nothing ruins a nice walk along Scotland's numerous rivers and beaches more than the sight of litter all around 😞
But together, we can all do something about it 🧤👉

That is why we have joined @Keep Scotland Beautiful for the 2025 #SpringCleanScotland, running from 21 March - 21 April.

📷 Here's what we found on a recent litter pick. 🙄

Will you join us and do your part to protect Scotland's environment? Let us know in the comments below! 🧤👉

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



Instagram

Tired of seeing litter piling up in your area? Join forces with your neighbours, colleagues, friends or family, to tackle this issue in the year's biggest litter picking effort.

Simply grab some gloves and a bin bag, get outside and do your bit to protect the environment. Additional perks include fresh air, socialising, and a great sense of achievement 🌳👉

Join the #SpringCleanScotland movement and help @ksbscotland tackle the litter crisis head on 🧤👉

Nothing ruins a nice walk along Scotland's numerous rivers and beaches more than the sight of litter all around 😞

But together, we can all do something about it: that is why we have joined @KSBScotland for the 2025 #SpringCleanScotland, running from 21 March - 21 April.

📷 Check out what we found on a recent litter pick 🙄

You can make a difference too— every bit helps 🧤👉

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



LinkedIn

Tired of seeing litter pile up in your area? So are we. Join forces with your colleagues, friends or family, to tackle this issue in the year's greatest litter picking effort.

Whether you grab a litter picking kit from a nearby hub (link in comments) or simply use gloves and a bag, your efforts can make a meaningful difference 🧤👉

Want to make an even bigger impact? Why not organise your own event and register it on @Keep Scotland Beautiful Clean Up Map so others can join 🧤👉

Join the #SpringCleanScotland initiative, a nation-wide movement striving to face the litter crisis head on.

Link to hubs: <https://www.keepsotlandbeautiful.org/clean-up-scotland/clean-up-scotland-map>

It's estimated that up to 12.7 million tonnes of plastic gets into the sea each and every year – that's a truck full of litter a minute 🙄

But together, we can all do something about it: that is why we have joined @Keep Scotland Beautiful for the 2025 #SpringCleanScotland, running from 21 March - 21 April.

📷 Here's what we found on our recent team litter pick.

As businesses and individuals, we all have a role to play. Will you do your bit to protect Scotland's environment? 🧤👉

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



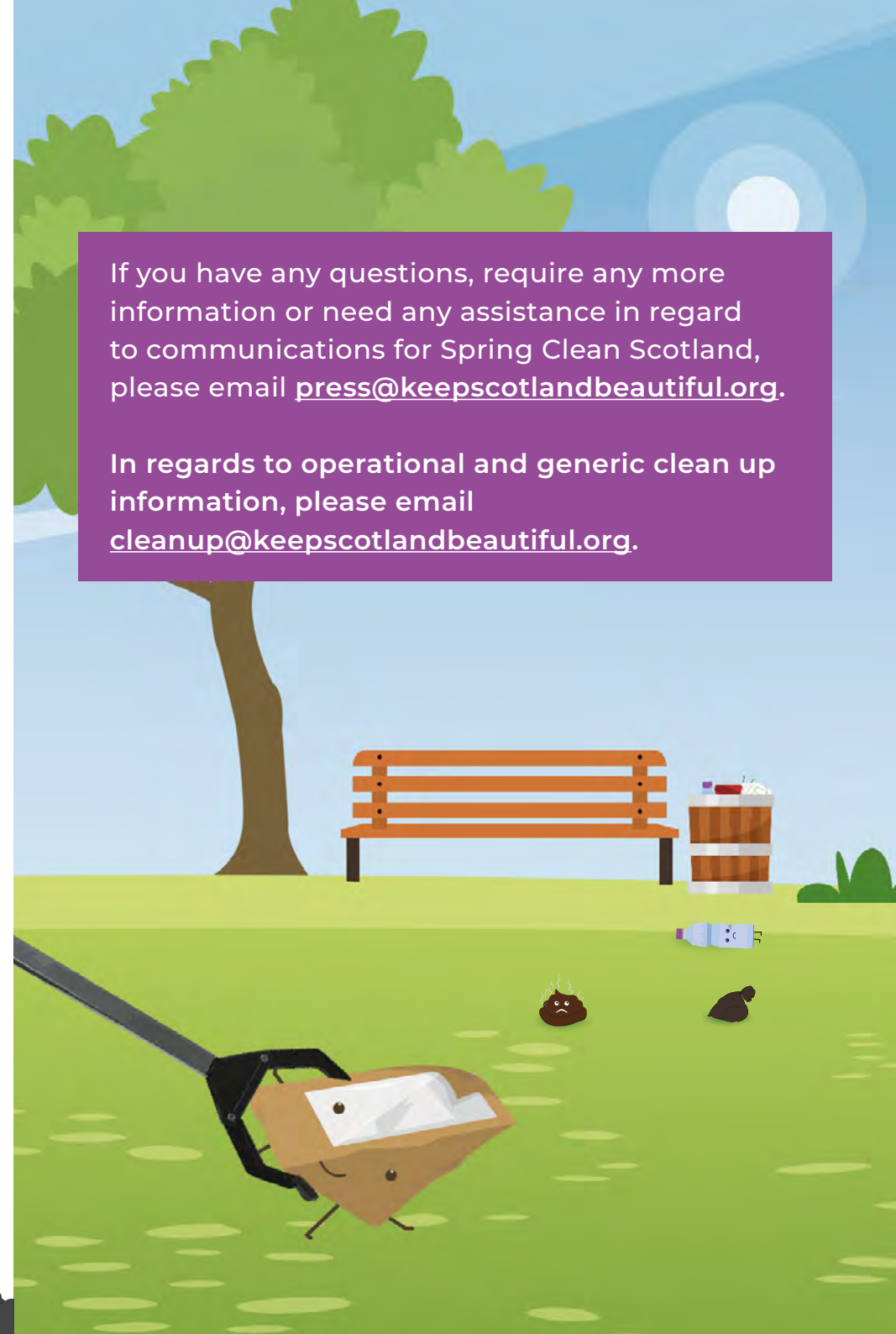
Copy for websites and newsletters

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

We are supporting Keep Scotland Beautiful's [Spring Clean 2025](https://www.KeepScotlandBeautiful.org/springclean) from 21 March – 21 April 2025. Join us and thousands of volunteers in this country-wide campaign to clean up our environment. Find out more at www.KeepScotlandBeautiful.org/springclean.

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

We are supporting Keep Scotland Beautiful's [Spring Clean 2025](https://www.KeepScotlandBeautiful.org/springclean) from 21 March – 21 April 2025. If you want to get involved, please head to the www.KeepScotlandBeautiful.org/springclean, where you can find information about events happening near you, contact details for hubs that can lend you equipment, and information on how to register your picks. This is your yearly opportunity to join thousands of volunteers in a country-wide effort to clean up our environment.



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

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



We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity inspiring action for our 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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