

# #SpringCleanScotland

Scotland's biggest litter picking campaign needs you



**67% of people say that litter makes them feel embarrassed about their own neighbourhood.**

**#SpringCleanScotland is our response to this, bringing together people from across Scotland to tackle litter.**

**You can support thousands of volunteers spend time outdoors cleaning up our environment through sociable, fun, litter picking activities.**

# 2025

**34,027**

volunteers including  
17,522 young people



**2,763**

events across all **32**  
local authorities



**331**

tonnes of litter picked



**50,176**

bags collected

The **#SpringCleanScotland** 2025 campaign had a reach of **over 7.25 million** and an **Advertising Value Equivalent of over £225,000**.

The campaign featured on:



Our ambassador and influencer Laura Anderson and Campaign and Social Innovation Manager Heather McLaughlin featured on BBCs Scotcast to promote Spring Clean.

# Feedback from previous partners



**COMMUNITY BENEFITS**

**"At Rabbie's, we take pride in giving back to our community, and our self-imposed Carbon Tax is one way we make a difference. This year, out of over 50 project proposals, our team voted in high numbers to support Spring Clean Scotland. We strive to support initiatives that promote both environmental and community benefits and we like to give back to the regions where our tours operate. With its focus on both waste reduction and community involvement, along with a broad geographical reach, this project truly resonates with us—and we're proud to stand behind it."**

Hazel Rickett, CEO, Rabbie's Tours

**Rabbie's**

**CONNECTS COMMUNITIES**

**"We were delighted to join forces with Keep Scotland Beautiful for our recent beach clean-up in Troon. It was fantastic to see the Citylink staff volunteering their time to help care for such a beautiful part of our coastline. As a company that connects communities across Scotland, we're committed to playing our part in keeping those communities clean and sustainable. We look forward to continuing our work with Keep Scotland Beautiful".**

Nicola Campbell, Head of Marketing, Scottish Citylink

**Scottish citylink**

**We need £40,000 for the 2026 campaign. Whether you can sponsor the entire programme or contribute a smaller amount to a collective financial pot, your support will help cover costs including:**

- ✓ A dedicated part-time officer.
- ✓ Support from our experienced communications team.
- ✓ Co-ordination of litter picks across Scotland.
- ✓ Engagement with local authorities, schools, businesses and other organisations.
- ✓ Provision from a team of people working across the charity to provide management, finance, web and design services.

**#SpringCleanScotland will be  
13 March – 24 April 2026.**



A litter pick with Wheatley Group and a local school in Govan



A litter pick by McDonald's during Spring Clean



A litter pick with Robertson Group during Spring Clean

# Benefits to you

## Inspiring environmental action with lasting business, community, and employee benefits

### Sponsoring Spring Clean Scotland will give you:

- ✓ Enhanced visibility and positive brand association.
- ✓ Demonstrates your commitment to meet your Corporate Social Responsibilities.
- ✓ Bespoke practical environmental action for your organisation.
- ✓ Positive community and social impact.

### Additionally, it gives you a platform to:

- ✓ Support the physical health and mental wellbeing of your employees.
- ✓ Improve the communities that your employees, customers and clients live and work in.



#SpringCleanScotland billboards at Glasgow Queen Street and the subway



Launching #SpringCleanScotland at The Scottish Parliament

# When participants were asked about the #SpringCleanScotland 2025 campaign:

**91%**

supported  
**#SpringCleanScotland**  
to demonstrate to  
others that we all have  
a part to play.

**82%**

said that they felt  
more connected to  
their community.

**91%**

agreed that  
**#SpringCleanScotland**  
reduces the impacts of  
litter on wildlife, people  
and the environment.

We need your funding to  
ensure **#SpringCleanScotland**  
2026 can support the  
thousands of volunteers across  
Scotland that want to clean up  
their communities.



Get in touch:

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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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