

Spring Clean Scotland Sponsorship Brochure



**We want to keep Scotland beautiful
and we'd love you to help us.**

The Issue

We want to keep Scotland beautiful and we'd love you to help us

We're committed to tackling litter as we work towards achieving 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.

We declared a litter emergency based on evidence from our public perception surveys and our ground litter audits. Our two latest reports [How clean are our streets?](#) and the [Scottish Litter Survey](#), published in November 2023, continue to evidence the challenge. Crucially the reports highlight that 90% of people agree that litter is a problem across the country, while 70% of people believe that litter is a problem in their local area.

Scotland is beautiful. But we can't take it for granted.



90%

believe that litter is a problem nationally.
(Scottish Litter Survey)



70%

of people believe that litter is a problem locally.
(Scottish Litter Survey)



75%

of streets and roads littered.
(How clean are our streets report)



Spring Clean Scotland

Spring Clean Scotland is our flagship annual litter campaign. It is one of the largest campaigns in Scotland that inspires and mobilises individuals from across all sectors to take action on litter collaboratively.

We have a track record of working with small and large businesses to deliver successful campaigns. With Spring Clean being a recognised part of our calendar to inspire community groups, schools, and local authority partners, we want to offer businesses the opportunity to be part of making Spring Clean Scotland 2025 our most successful yet.

You can read the [Spring Clean 2024 report](#) to see the kind of activity you can help support across the whole country.



More than 45,000 got involved, including 24,000 young people.



3,564 events across all 32 local authorities



447 estimated tonnes of litter picked



357 beach/river/canal litter picks to protect our inland and coastal waters



90,166 estimated volunteer hours, worth the equivalent of £1,081,992 (based on Scottish living wage)

*Spring Clean Scotland 2024 statistics

Benefits of sponsorship for your organisation

As a Spring Clean Scotland sponsor we will help you demonstrate:



Practical environmental action

Activities as part of the Spring Clean provide a tangible opportunity for employees as we bring together all sectors to improve the quality of people's lives, their wellbeing, and the places they care for through litter picks.



Positive community and social impact

Over the past two years Spring Clean Scotland has engaged with more than **75,000** volunteers at almost **5,000** litter picks. We've supported **600** schools and **1,223** community groups across Scotland. We have registered inter-generational activity in every local authority area in Scotland.



Enhanced visibility and positive brand association

The previous two Spring Clean Scotland campaigns generated over **300** written articles and featured on broadcast media including Radio Scotland, STV and BBC with a potential media reach of over **16,000,000**. We regularly engage with elected members, MPs and MSPs and have a strong relationship with the Scottish Government.

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Spring Clean Scotland is special because it plays a pivotal role in empowering local communities and driving positive change. It inspires action for our environment from not only local grassroot groups and individuals but from local and national government.

Sponsorship enables us to harness the collective energy, passion and commitment of volunteers from across Scotland to help keep Scotland beautiful for future generations.

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Barry Fisher
Chief Executive,
Keep Scotland Beautiful



Packages available

Our experience enables us to offer a range of corporate sponsorship packages from those looking to support us long term, to those wishing to contribute what they can in the short term.

We can be flexible to ensure what works for us also works for you.

		Spring Clean Scotland sponsorship packages		
		Bronze	Silver	Gold
Funding request		Circa £5,000	Circa £15,000	Circa £30,000
	Supporters pack including certificate	✓	✓	✓
	Corporate clean up	✓	✓	✓
	Volunteer employee opportunities	✓	✓	✓
	Logo on website	✓	✓	✓
	Comms pack	✓	✓	✓
	Social media coverage	✓	✓	✓
	Newsletter coverage	-	✓	✓
	Press announcement	-	✓	✓
	Launch event	-	✓ Attendance	✓ Partner
	Bespoke comms plan	-	-	✓
	Branding on assets	-	-	✓
	Impact report	-	-	✓



For more information get in touch with Heather McLaughlin,
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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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www.keepscotlandbeautiful.org

