GRAB IT, BAG IT, BIN IT! LET’S DO SOMETHING ABOUT THIS:

DITCH THE DIRT

www.cleanupscotland.com
WHAT IS CLEAN UP SCOTLAND?

It’s a national campaign to clear Scotland of the litter and environmental quality problems that affect people’s quality of life.

We aim to encourage one million people to support the campaign by participating in clean ups and backing it on cleanupscotland.com.

We are building a national coalition behind the campaign – politicians, government, business, the third sector and the media.

We want to encourage co-ordinated joint action on one of our worst problems, by launching our Ditch the Dirt campaign.

WHY WE NEED TO DO SOMETHING

Scotland is beautiful. But it could be so much better. We have a problem with litter and mess. Here’s why we think we need co-ordinated action on our dog fouling problem:

- Responsible dog owners are let down time and time again by those who refuse to pick up after their dog. They are the minority, but the problem is significant.
- With around 7 million dogs in the UK, producing 1,000 tonnes of excrement per day, it’s easy to see why we have a problem with dog fouling.
- In recent research into public attitudes to littering carried out by Keep Scotland Beautiful, almost 7 in 10 people rated dog fouling as the item on our streets, parks and beaches that bothered them.
- 64% of Clean Up Scotland participants have encountered dog fouling during a litter pick this year.
- Tourism is worth £4bn a year to Scotland, and over 90% of tourists come here for the scenery – and dog fouling impacts on your area’s health, environment and social outcomes.
- In 2014, the world will be watching whilst Scotland stages global sporting events and it’s our chance to shine in the spotlight. To do that every corner of Scotland has to look its best.

HERE’S THE HELP WE NEED

Throughout our Ditch the Dirt campaign, we want to highlight the scale of the problem and the simple actions that we can all take to reduce mess and change our local environment for the better:

- If you have a dog – remember to “Grab it, bag it & bin it!” Any bin is appropriate for disposal of dog waste suitably bagged
- If you encounter a dog walker who fails to clean up after their pet, politely but firmly encourage guilty owners you meet to do their duty. You do not need to be rude, simply offer them one of your bags if you happen to be carrying spares.
- Report any instances of dog fouling to your local authority.
- Back the campaign online at cleanupscotland.com/pledge, and get all your friends and family to back the campaign too! We want everyone to change their attitude to litter and mess.
- Can you organise a dog fouling count in your local park or on a walkway or sports pitch? If so, remember to register at cleanupscotland.com and download the free support pack.
- Remember to promote your support for the campaign locally and nationally – use @cleanupscotland #grabitbagitbinit on Twitter and /cleanupscotland on Facebook.
- Promote the Clean Up Scotland brand through your websites and promotional activities – let’s get the message across that litter, mess and particularly dog fouling is wrong and has to stop.

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