

# NEWS RELEASE

Embargoed until 12.01hrs Thursday 24 November

## Give your litter a lift, take it home

### Campaign launched to tackle Scotland's roadside litter shame

Environmental charity Keep Scotland Beautiful has today (24 November) launched its national campaign to clean up Scotland's roadsides. With 88% of Scottish adults agreeing that roadside litter creates a negative impression of Scotland, the campaign aims to tackle the behaviour which is ruining the view for visitors and domestic road users alike.

Recent litter monitoring by the charity has revealed that over 96% of Scotland's main roads and iconic routes are affected by litter. In addition, during 2016, 52% of Scottish adults have seen someone throw litter from a vehicle and not pick it up.

With investment from industry and working in partnership with, Transport Scotland, Zero Waste Scotland, VisitScotland, road operating companies and local authorities, the campaign is urging road users to take personal responsibility for their litter, encouraging them to **give their litter a lift, and take it home**.

To support the ongoing campaign, Keep Scotland Beautiful and its partners will test a range of interventions at a number of selected sites throughout Scotland, including a billboard on the M8 this week, in order to help reduce roadside litter.

**Derek Robertson, Chief Executive of Keep Scotland Beautiful**, said:

“As a direct response to our country's roadside litter problem, we have launched this campaign with a wide range of stakeholders including industry, the public sector and charities. We recognise that to tackle this disgusting and illegal habit, we all need to

work in partnership, to raise awareness of the problem of throwing litter from a vehicle, and to trial innovative solutions to change current littering behaviours.

“The message is simple - give your litter a lift, take it home!”

**Cabinet Secretary for Environment, Climate Change and Land Reform Roseanna Cunningham** said:

“Littering is a crime and people who leave their litter on our roads need to be aware of its dangerous, expensive and inconvenient consequences. Clearing litter is a hazardous job for road maintenance teams, which can delay journeys and is a cost to taxpayers that could be better spent on other services. Scotland has some of the most beautiful landscapes in the world and I am pleased that we are able to work with industry to make sure that these are protected as much as possible.”

The campaign is being supported by leading British Soft Drinks Association (BSDA) members, AG Barr, Britvic, Coca-Cola European Partners, Lucozade Ribena Suntory and Red Bull.

**British Soft Drinks Association Director General Gavin Partington** said:

“We are delighted to be teaming up with Keep Scotland Beautiful and supporting the Scottish Government’s drive for a cleaner Scotland. Everybody agrees that littering is an unwelcome, antisocial problem and soft drinks companies have been working with anti-littering organisations for many years. However, if we really want to change people’s behaviour industry, campaigners and the Government need to work together and the Give Your Litter a Lift roadside campaign is the perfect start.”

**McDonald’s** is providing support for the campaign and urging users of their products to take responsibility for disposing of the packaging appropriately.

**Helen McFarlane, McDonald’s Senior Sustainability Consultant**, said:

“McDonald’s is proud to support the Give Your Litter a Lift campaign. It’s a key priority of ours to ensure that the local area around our restaurants in Scotland remain free from litter and an enjoyable place to live, work and visit. As a business we understand the important role that we play in preserving the beauty of the local communities in which we operate.

We are keen to actively discourage littering and would like to see road users take their litter home instead of discarding it by the roadside, ensuring that Scotland’s environment can be enjoyed by residents and visitors for years to come.”

**Malcolm Roughead, Chief Executive of VisitScotland**, said:

“VisitScotland aims to make Scotland a sustainable destination through promoting environmental accreditation and practices to all tourism businesses. We welcome the launch of Keep Scotland Beautiful’s new campaign to cut down the amount of litter on our roadsides and to help ensure that this country remains a hugely attractive destination to visitors from all over the world.”

ENDS

## **Notes to Editors**

1. **Keep Scotland Beautiful** is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people’s lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.
2. **\*Research.** All survey figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,000 adults. Fieldwork was undertaken between 20 - 25 July 2016. The survey was carried out online. The figures have been weighted and are representative of all Scottish adults (aged 18+).
3. **The campaign was launched** at the Transerv Scotland depot in Glasgow at 11am on Thursday 24 November, photographs are available for use can be downloaded from here when available, please credit New Wave Images.

4. **BSDA** and its members AG Barr, Britvic, Coca-Cola European Partners, Lucozade Ribena Suntory and Red Bull also support Packaging Recycling Group Scotland (PRGS). PRGS is a group of over 30 leading trade organisations and companies from across the drinks and food packaging supply chain, formed to work both positively and collaboratively with the Scottish Government, Zero Waste Scotland, local authorities and others on partnership action to boost recycling, reduce waste and to help tackle littering. Further details can be found here <http://www.prgs.org.uk/>
5. **Media enquiries** to Peter Duncan 07740 469949 or [peter@messagematters.co.uk](mailto:peter@messagematters.co.uk)