

Supportive quotes for the campaign

Quotes

The roadside litter campaign is being supported by a number of organisations. The following quotes can be used at appropriate times during the campaign.

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."

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!"

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."

Iain Gulland, Chief Executive, Zero Waste Scotland said: "Prevention is always better than cure and we need to work together to encourage road users not to litter. Any form of littering is an unacceptable, anti-

social behaviour. It's not only unsightly for visitors and locals alike, it's also damaging to the environment and the economy. We don't want litter spoiling our country and by making positive changes, we can all make a real difference."

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