

Our Corporate Partnerships

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global issues to change behaviour and improve the quality of people's lives and the places they care for.

In order to achieve the change we need, the whole country needs to work together. As a key partner for individuals and communities, local and central government, third sector organisations and private sector businesses we are at the heart of that effort.

We seek work in partnership across all sectors, pursuing partnership opportunities with relevant agencies and organisations where common interests exist.

Like many charities we have developed links with, worked in partnership with, and secured funding from, a wide variety of private sector organisations.

These businesses understand their responsibilities to the environment and are already taking action on sustainability within their own organisations – they support us by providing volunteers, assistance with campaigns and funding for specific activities.

By working with these businesses on specific activities we have increased our ability to make a real difference in communities across Scotland – their assistance has enabled us to reach new audiences, fund innovative solutions to environmental problems and support action by local communities to deal with issues that affect their daily lives.

Engaging businesses in taking direct action to address environmental issues also gives us the opportunity to share positive environmental messages and best practice with their organisation, their employees and customers.

A cleaner, greener more sustainable Scotland can only be achieved through the full involvement of all sectors of society – we believe that the private sector must be part of that solution.

Some examples of successful partnership working with businesses include:

Wrigley Company Foundation

We have administered the [Wrigley Litterless](#) campaign in Scottish schools involved in the Eco-Schools Scotland programme for the past four years. The campaign aims to reduce litter and support long-term behaviour change among young people by encouraging them to manage litter in their school grounds and wider communities. The Litterless campaign is run internationally by the Foundation for Environmental Education's Eco-Schools Programme with the support of the Wrigley Company Foundation in 18 countries.

Schools participating in the campaign in Scotland are entitled to a £150 grant to spend on litter related resources. In the past three years 75 schools, including 3,000 educators, children and young people, have benefitted from the support of our staff as a result of this campaign.

By working with Wrigley on this specific campaign we have increased our ability to make a real difference to young people through our work in schools and communities across Scotland, and across the world. The benefits of cleaner and greener environments include improved health and wellbeing.

Coca-Cola Enterprises

We have worked with [Coca-Cola Enterprises Real Business Challenge](#) in Scotland for the past four years. The challenge supports teams across a whole year group in secondary schools to tackle a business task. It is work-related learning at its most engaging and an opportunity for young people to develop enterprise skills that will give them a competitive edge in today's job market. The challenge gives secondary pupils a chance to pitch their business wits against other schools, with the best student teams invited to regional finals to work alongside Coca-Cola Enterprises business experts on a live challenge. We have been involved in judging the regional competition entries and are delighted that Coca-Cola Enterprises has modified the real business challenge activities to include sustainability measures.

By working with Coca-Cola Enterprises on this specific challenge we have increased our ability to make a real difference across Scotland, supporting young people to develop the skills they will need in the future.

Coca-Cola Enterprises also funded an initiative to scope our a project to engage, support and recruit [Community Champions](#) and is one of the founder funders of our [Roadside Litter Campaign](#).

AG Barr

We have worked with AG Barr through our [Clean Up Scotland campaign](#), with staff carrying out a clean up near their headquarters in Cumbernauld and becoming an active supporter of our campaign.

In January 2016, AG Barr ran a [phenomenal campaign](#) encouraging retailers to support an anti-litter message 'Keep Scotland Bru-tiful' in partnership with the [Scottish Grocers' Federation](#).

EDF Energy

We have worked in partnership with EDF Energy, one of the largest energy companies in the UK, to establish an innovative education partnership to support professional learning programme for teachers from across Scotland. The [E3 Energy, Enterprise and Environment Programme](#) builds teachers' professional knowledge, skills and confidence in all aspects of energy science and production.

Macdonald's

We have supported [McDonald's with its Clean Up](#) activities for a decade. Most Scottish stores carry out regular litter Clean Up activities linked to our Clean Up Scotland campaign with their staff and wider community members. In 2014, McDonald's also started to promote anti-litter messages jointly with us by placing stickers at drive through windows helping us to reach and educate consumers on appropriate waste disposal behaviour.

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