

Communications pack – Roadside Litter Week of Action

Introduction

The aim is to give everyone who is affected by roadside litter the opportunity to get involved in raising the profile of the issue and encouraging those responsible to do the right thing – bin it or give your litter a lift and take it home.

This document provides content and guidance that campaign partners can use to support the campaign.

Key message

Litter levels in Scotland are at their worst in a decade. Roadside litter is difficult, dangerous and costly to clean up. The only real solution is for those responsible to change their bad habits and dispose of their rubbish responsibly when on the road. This means holding on to it in the vehicle until they find a suitable bin. In other words: Give your litter a lift, take it home!

Fast facts

- The amount of rubbish and flytipping in Scotland is at its worst level in a decade.
- 50 tonnes of litter are collected from Scottish roadsides every month
- 91% of Scottish adults agree that roadside litter creates a negative impression of Scotland
- 54% of Scottish adults have seen someone throw litter from a vehicle and not pick it up
- 82.8% of motorways and A class roadside verges recorded a presence of litter in 2016/17
- 80% of marine litter comes from land

Website/newsletter

If you would like to talk about the campaign and your activities on your website or newsletters you may wish to use some or all of the following text:

We're supporting the Week of Action on Roadside Litter, led by environmental charity Keep Scotland Beautiful. With 50 tonnes of litter cleared from Scottish motorways each month, the only solution to this problem is for people to do the right thing and stop dropping it. That's why we join them in saying: Give your litter a lift, take it home.

For more information, please visit: www.KeepScotlandBeautiful.org/roadsidelitter

Campaign materials

You can access campaign posters, graphics, videos and web banners on our materials page here:

<https://www.KeepScotlandBeautiful.org/roadside-litter-campaign/take-action/campaign-materials/>

Social media

We're always grateful for support with amplifying our messages on your own channels by posting your own. You can find some suggested content on the page below.

Please tag us using our handle @KSBScotland, @CleanUpScotland and use our hashtags #RoadsideLitter #CleanUpScotland #GiveYourLitterALift #TakeItHome

General campaign content



Keep Scotland
Beautiful

#RoadsideLitter
www.keepsotlandbeautiful.org

Keep Scotland Beautiful is a Scottish Charitable Incorporated Organisation (SCIO) Number SC039202. Copyright © Keep Scotland Beautiful 2016. All rights reserved.

Did you know 50t of litter are collected from Scottish roadsides each month? The solution is simple: #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD

It's dangerous for those who have to do it, and takes time and money that could be better spent elsewhere #RoadsideLitter #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD

Not all #RoadsideLitter is accessible to clean up. What do you think happens to the rest? #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD



Keep Scotland
Beautiful

#RoadsideLitter
www.keepsotlandbeautiful.org

Litter ruins the view, harms wildlife and pollutes the environment. Please take it away with you #GiveYourLitterALift #TakeItHome

91% of people in Scotland think litter on our roads creates a negative impression of our country. Please help #KeepScotlandBeautiful and #GiveYourLitterALift #TakeItHome

Don't abandon your litter on the side of the road #KeepScotlandBeautiful #TakeItHome



Keep Scotland
Beautiful

#RoadsideLitter
www.keepsotlandbeautiful.org

When travelling by road, please be respectful of our beautiful country. #LeaveNoTrace #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD



Which do you prefer? #RoadsideLitter is dangerous and costly to remove. It harms the environment. 91% of Scots think it creates a negative impression of our country. Do your part #GiveYourLitterALift #TakeItHome

<https://youtu.be/Qkb5RhnXHZo>



Keep Scotland Beautiful

#RoadsideLitter
www.keepsotlandbeautiful.org

Littering is illegal, including from your car or vehicle. It should not be anyone's job to clean up after others. We must all do our part to #KeepScotlandBeautiful #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD



Keep Scotland Beautiful

#RoadsideLitter
www.keepsotlandbeautiful.org

Litter discarded from your vehicle is difficult, costly and dangerous to remove. Don't rely on other to clean up after you. #GiveYourLitterALift #TakeItHome #KeepScotlandBeautiful ow.ly/cRyF30mE1qD



Offering a litter collection service in remote locations has its challenges. Please don't add to overflowing bins. It is the same as littering. Instead, #GiveYourLitterALift #TakeItHome ow.ly/cRyF30mE1qD

Offering a litter collection service in remote locations has its challenges, particularly where bins are misused for household waste and other flytipping. If a bin is not available for whatever reason, #GiveYourLitterALift #TakeItHome

Sometimes bins attract litter and flytipping. Recent trials by @KSBSScotland showed a 44% reduction in litter collections on the A75 when bins were removed ow.ly/hoKb30mDYnI If no bin is available #GiveYourLitterALift #TakeItHome

Taking action

Are you organising a Clean Up, doing some campaigning or taking part in the school competition as part of the Week of Action?

We would be grateful if you could share your involvement so that we can reach as wide an audience as possible and together celebrate the achievements and success of your hard work.

- Remember to take photos and tag us in using the handles and hashtags in the social media section.
- We would also encourage you to publicise your activities with your local media. We've created a template that you can use for this: [Press release template](#)
It is a good idea to accompany the press release with one of the graphics or a good quality photo from your event.

Your stories

We are keen to hear real-life accounts of how people have been impacted by roadside litter, in order to illustrate why it is a problem for people as well as the environment. Do you have a story to share? Please get in touch.

Key contacts

If you have any questions, comments or ideas, please don't hesitate to contact Heather McLaughlin, Campaign Officer at heather.mclaughlin@keepsotlandbeautiful.org.