

Communications & media pack



Introduction

Since November 2016, environmental charity Keep Scotland Beautiful has been running an ongoing campaign '**Give your litter a lift, take it home**' to raise awareness of the impacts of roadside litter and begin to change the behaviour of those who throw litter from vehicles across Scotland.

This document is for all those organisations, private, public and third sector, that are impacted by roadside litter and wish to do something to help raise awareness of the problem and encourage road users to do the right thing. It outlines key information, facts, suggested messaging for newsletters, websites and social media, along with campaign images to be shared.

We would be very grateful if you could share the campaign messages so we reach as wide an audience as possible.

About the campaign

www.keepsotlandbeautiful.org/roadside-litter-campaign/

[News](#)

[Resources](#)

Key messages

- **Our ask is to all road users - Give your litter a lift. Take it home.**
- Roadside litter creates a negative impression of Scotland, not just with our local communities, but among our many visitors from around the world.
- Roadside litter is difficult, dangerous and costly to remove. The only solution is prevention.
- Littering from vehicles is illegal. It is dangerous to us and to our wildlife. It is expensive and difficult to clean up. And, it is unsightly.

Stats

Setting the scene:

- 82.8% of motorways and A class roadside verges recorded a presence of litter
- 91% of Scottish adults believe that roadside litter creates a negative impression of Scotland
- More than half of Scottish adults have seen someone throw litter from a vehicle
- 86% of Scottish adults think there is a problem with the amount of roadside litter
- Tackling litter and flytipping costs Scotland at least £78 million a year, including £53m spent on clean up, education and enforcement.
- 50 tonnes of litter are collected from Scottish roadsides each month.
- 54% of Scottish adults have seen someone throw litter from a vehicle and not pick it up.

The size of the problem:

- 71% of Scotland's major roads are blighted by sweet and crisp wrappers
- 74% of Scotland's major roads are spoilt by drinks related litter
- 50% of Scotland's roadsides are home to discarded cups and cigarette litter
- 112 cans and bottles can be found on every mile of Scotland's roads

Tackling the problem:

- A coalition of partners from government and the public, private, business and charity sectors have come together to collectively take action to solve Scotland's roadside litter problem
- The Keep Scotland Beautiful roadside litter campaign tests a range of solutions at selected sites Scotland-wide - in order to identify innovative solutions to our growing problem
- This is the first intervention of its kind in Scotland - creating a coalition from across the board in order to reach as large an audience as possible
- The campaign is set to identify viable solutions to solving Scotland's roadside litter problems

Suggested copy

You may wish to use some or all of this text when talking about the campaign in your newsletters, e-zines, websites etc

Option 1

Roadside litter creates a negative impression of Scotland, not just with local communities, but among our many visitors from around the world including tourists and those travelling on business, impacting on their decisions to return to Scotland or to invest in our economy. Yet, our key transport infrastructure across Scotland, the very routes we and visitors to our country use every day, are blighted by litter.

Littering from vehicles is illegal. It is dangerous to us and to our wildlife. It is expensive and difficult to clean up. And, it is unsightly.

Nobody benefits from roadside litter. For the public and private sectors, for individuals and local communities, a cleaner, greener Scotland is good for us all; socially, environmentally, physically and financially.

Option 2

Every month, 50 tonnes of litter is abandoned on Scottish roadsides. It is ugly for locals and visitors alike. It is harmful to wildlife and environmental quality. And it's difficult, dangerous and expensive to clean up.

[Help us put an end to roadside litter: Give your litter a lift, take it home!](#)

Who is responsible for roadside litter?

The [Roadside Litter Campaign Group](#) have agreed the following line:

“Each piece of litter on our roadsides, in our parks and on our streets, was discarded by a thoughtless individual. Those who clean litter up, the local authorities staff, the road operators and the volunteers are not to blame. Littering is illegal. We need individuals to do the right thing; to use a bin or to take their litter home.”

About Keep Scotland Beautiful

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.

Social media

We'd be grateful if you could also provide support via your social media channels. You can like us on [Facebook](#) and follow us on [Twitter](#) during the campaign.

[@KSBScotland](#)

[#RoadsideLitter](#) [#GiveYourLitterALift](#)

Some suggested Facebook posts include:

- Littering from vehicles is illegal. It is dangerous to us and to our wildlife. It is expensive and difficult to clean up. And, it is unsightly. That's why we are asking you to support [@KSBScotland](#) and [#GiveYourLitterALift](#) to tackle [#RoadsideLitter](#).
- Roadside litter creates a negative impression of Scotland, not just with our local communities, but among our many visitors from around the world. We're asking you to support [@KSBScotland](#) and [#GiveYourLitterALift](#) to tackle [#RoadsideLitter](#).
- 54% of Scottish adults have seen someone throw litter from a vehicle and not pick it up. Don't be one of them - [#GiveYourLitterALift](#) and help [@KSBScotland](#) tackle [#RoadsideLitter](#).
- Approximately 50 tonnes of litter are collected from Scottish roadsides every month – here are the [@KSBScotland](#) litter suspects who are going to help us tackle [#RoadsideLitter](#). Will you [#GiveYourLitterALift](#)

Some suggested Twitter posts include:

- We're supporting @KSBScotland campaign to tackle #RoadsideLitter & are calling on everyone to #GiveYourLitterALift
- Did you know littering from vehicles is illegal and dangerous? Join us and #GiveYourLitterALift to help tackle #RoadsideLitter.
- #RoadsideLitter is unsightly and creates a negative impression of Scotland. #GiveYourLitterALift to help keep Scotland beautiful.
- Litter suspects want you to #GiveYourLitterALift to tackle #RoadsideLitter. Who could refuse?

Campaign media

Please feel free to make use of our campaign media on all available channels.

YouTube – campaign videos:

<https://www.youtube.com/playlist?list=PLOvfpfwWI8LPaAebcf0JCArG1luBpmf-e>

Images

[Campaign image: litter on the roadside](#)

[Throwing litter out the window](#)

[Character lineup](#)

[Campaign coalition](#)

[Launch photo - costumes](#)

[Wido with 50 tonnes sign](#)

[Wido with cage truck](#)

[Wido putting up poster](#)

Social Cards

[50 tonnes – litter gang Facebook](#)

[50 tonnes – litter gang Twitter](#)

[Beanie: I'd look brow in yer bin](#)

[Cups \(Beanie\) Facebook](#)

[Cups \(Beanie\) Twitter](#)

[Sweets & crisps \(Wido\) Facebook](#)

[Sweets & crisps \(Wido\) Twitter](#)

[100 bottles + cans \(Barry & Fizz\) Facebook](#)

[Gonnae gies a lift \(Wido\) Facebook](#)

[Gonnae gies a lift \(Wido\) Twitter](#)

Web banners – w1920 px

Give your litter a lift – [Wido](#) | [Barry](#) | [Fizz](#)

[Highlands](#)

Posters (A4 -A1)

[50 tonnes/ Litter gang - Give us a lift!](#)

[50 tonnes](#)

[Car/ litter gang - Give us a lift!](#)

[Give your litter a lift - Fizz](#)

[Stubby – cigarette litter](#)

Contacts

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