Communications Pack – Spring Clean 2020

Thank you for supporting Keep Scotland Beautiful’s Spring Clean.

We are encouraging as many people as possible to get involved and organise a clean up to make their litter pick count as part of Spring Clean – providing us with valuable data to help tackle the unacceptable litter levels in Scotland.

Every year, during April and May, we coordinate Spring Clean – a focus for schools, businesses, local authorities, communities and individuals to carry out a litter pick in Scotland and make a difference in their community.

We’re grateful for the support of our partners who help spread our messages, encourage their own audiences to clean up, and organise their own litter picking events to help protect the places we live and work in and enjoy.

Last year, over 45,000 people volunteered their time to take part in a litter pick across the length and breadth of Scotland. With your help, we want to support more than 50,000 this spring, making our charities 20th birthday year the biggest and best yet!

Excitingly in 2020 Scotland’s efforts will count in the UK fight against litter with data feeding into the Great British Spring Clean too.

Together we can make Spring Clean 2020 the biggest and most impactful yet.

In this document you will find key messages, social media content and text for web and newsletters and to help you promote Spring Clean to your audiences.

Find out more about Spring Clean at: www.keepscotlandbeautiful.org/cus

Key Facts

- Litter levels in Scotland have continue to be at their worst in a decade.
- More than £1 million a week is spent clearing up litter
- 45,000 people volunteered their time to do a litter pick during Spring Clean in 2019.
- An estimated 392 tonnes of litter was collected by volunteers in 2019 – that is the equivalent of almost 400 fully grown polar bears.

Social media

Please help us spread the word by sharing our social media content or posting your own using #SpringClean

Twitter: @CleanUpScotland @KSBScotland

Facebook & Instagram: @KSBScotland
<table>
<thead>
<tr>
<th><strong>Twitter</strong></th>
<th><strong>Facebook</strong></th>
<th><strong>Instagram</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Help us keep Scotland beautiful and #MakeYourLitterPickCount - join the @CleanUpScotland #SpringClean <a href="http://www.keepscotlandbeautiful.org/cus">www.keepscotlandbeautiful.org/cus</a></td>
<td>Litter levels remain at the highest recorded in a decade. But of the many environmental challenges facing us, litter is one of the easiest to reverse. Join us and #MakeYourLitterPickCount as part of the @KSBScotland #SpringClean this April &amp; May.</td>
<td>Tackling litter starts on your doorstep. We’re supporting the @KSBScotland #SpringClean to reverse the trend of increasing litter levels. Share the who, when, where and what you find. #MakeYourLitterPickCount</td>
</tr>
<tr>
<td>Over £1million a week is spent tackling #litter &amp; flytipping in Scotland each year. We support the @CleanUpScotland #SpringClean and urge you to get involved too.</td>
<td>Over £1million a week is spent tackling litter and flytipping in Scotland? We’re supporting @KSBScotland #SpringClean and urge you to tackle the litter in your local area. #MakeYourLitterPickCount</td>
<td>Over £1million a week is spent tackling litter and flytipping in Scotland? We’re supporting @KSBScotland #SpringClean and urge you to tackle the litter in your local area.</td>
</tr>
<tr>
<td>We’re supporting the @CleanUpScotland #SpringClean to reverse the trend of increasing litter levels. Share the who, when, where and what you find. #MakeYourLitterPickCount</td>
<td>An estimated 392 tonnes of litter was collected by 45,000 volunteers in 2019 – that is the equivalent of almost 400 fully grown polar bears. Whether it’s your local park, beach, river or street #MakeYourLitterPickCount and tell @ksbscotland who, where, when and what you find.</td>
<td>Want to #MakeYourLitterPickCount and remove litter from your local park, beach, river or street clean? We’re supporting the @KSBScotland #SpringClean which helps you do just that! Join or organise a Clean Up this April and May. Learn more at keepscotlandbeautiful.org.</td>
</tr>
<tr>
<td>Litter is care-less, show you care.</td>
<td>Litter is care-less, show you care.</td>
<td>Litter is care-less, show you care.</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Join 50,000 volunteers taking part in the @CleanUpScotland #SpringClean</td>
<td>Join 50,000 volunteers taking part in the @KSBScotland #SpringClean</td>
<td>Join 50,000 volunteers taking part in the @KSBScotland #SpringClean</td>
</tr>
</tbody>
</table>
50 words:
We’re supporting Keep Scotland Beautiful’s Spring Clean to make our litter picks count in 2020. Find out how you can get involved: www.keepscotlandbeautiful.org/CUS

100 words:
We’re supporting Keep Scotland Beautiful's Spring Clean which aims to support 50,000 people to take part in a litter pick and make a difference to one of our biggest, but simplest to solve, environmental challenges. Find an event near you, or register your own and get involved: www.keepscotlandbeautiful.org/CUS

Contacts
If you have any questions or require any further information, please do not hesitate to get in touch with Suzanne Roberts, Communications Manager, at suzanne.roberts@keepscotlandbeautiful.org.uk or call 01786 471333 or 07730 289225.

Note: Keep Scotland Beautiful's Spring Clean in 2020 will be delivered in partnership with the @KeepBritainTidy #GBSpringClean