

Tackling lockdown litter comms pack

The challenging events of the last few months provided an opportunity for all of us to spend more time in our local area, limited in our ability to travel, taking our daily exercise in local green and open spaces, and having time to appreciate and value the places we live

However, these events also created a unique opportunity to reflect on the declining environmental fabric of our communities, to notice the litter, dog fouling and flytipping that we might otherwise have passed by, to be enraged at the selfish actions of our fellow citizens and to consider how we might make a difference. Find out more about what we've been up to recently and what we have planned in our ['tackling lockdown litter'](#) news story.

We support the five week national campaign 'Scotland is stunning. Let's keep it that way' being led by Zero Waste Scotland and the Scottish Government and urge everyone to engage with the national conversation over the coming weeks. We will continue to provide communities across Scotland with information and materials to tackle litter in the places that matter to them and encourage them to be part of the solution and organise a litter clean up event with our support.

Using our messages

We want to get the correct message to those individuals leaving their mess behind. By being consistent across organisations and groups we can ensure the message is simple - #BinIt or #TakeItHome.

We now have a [range of social media cards and posters](#) for you to use. Each of these have either 'Bin It' or 'Take It Home' with our litter characters in a range of settings to suit your area and audience. Examples are shown below, please [get in touch](#) if you'd like versions resized for Facebook, Twitter, Instagram or in A4 PDF poster format.

Find some suggested messages below that you can use. We'd also encourage you to tailor it to your audience and location.

Tags: @KSBScotland | @CleanUpScotland #BinIt #TakeItHome

Social media content

Scotland is stunning, let's keep it that way

Make sure you protect the places you live and visit by disposing of your waste properly. #BinIt or #TakeItHome.

Your waste is your responsibility.

We're supporting @KSBScotland's campaign to remind our visitors to #BinIt or #TakeItHome.

#Litter ruins the view, harms wildlife and pollutes the environment. Please dispose of it responsibly, #BinIt or #TakeItHome.

Help us #KeepScotlandBeautiful

We want to tackle #lockdownlitter on our beautiful sites. Make sure you dispose of your food and drink containers properly. #BinIt or #TakeItHome.

Social media images

