

## Clean Up Scotland – Supporter’s pack

Behaviour change litter campaigns have been around since the late 1960s. Our throw away culture, out of sight out of mind behaviour isn’t new. However, following 100+ days of lockdown, and with indoor entertainment venues closed, an increase in food outlets selling takeaway and warmer summer weather our outdoor spaces, so vitally needed by us all for our health and wellbeing, have taken the brunt of the impacts of a new wave of anti-social behaviour.

With further easing of restrictions, the tourism industry opening up and more people meeting up in larger groups outdoors, we have a window of opportunity to support those we work with most closely to protect and enhance the places they care about.

We all need to be positive and proactive in tackling this problem and preventing the situation from getting worse. We know that you are interested in doing something about our lockdown litter problem, and we want to support you as best we can.

In this pack you will find guidance, information and tools we have available for you to use.

<p><b>Litter picking</b></p>	<p>We know you all want to litter pick and have been doing so individually, but you might also want to organise an event with friends too. We know this can be the route to get more people engaged with what you do, and it can be a great way to get more people involved as part of a community wide effort.</p> <p>We want to make sure this is done as safely as possible whilst maximising effort and coordinating across councils and groups.</p> <p>Check out our new group litter picking <a href="#">guidance here</a>.</p> <p>To get as many people involved, without promoting a public event, you can try asking people to ‘adopt a street’ so that individuals/households look after their street, or a street near them as part of a community wide effort rather than meeting as a group.</p> <p>Via a Facebook group or website, you will need to coordinate locations to avoid duplication and to maximise effort. You can also synchronize when you all clean up the street and ask individuals to send in photos or themselves and their haul.</p>
<p><b>Communications</b></p>	<p>Social media channels are great platforms to use to get your message out to a wider audience.</p> <p>We want to provide you with recognisable materials so that you can be part of the national effort. We’d also encourage you to use local places in some imagery to ensure a local angle too.</p> <p>Use our #BinIt and #TakeItHome <a href="#">communications pack</a> on your channels.</p>

	<p>Your local papers will be interested in what you are doing to improve the local area. It's also another way to get more people involved.</p> <p>It can be quick and easy to provide them with text they can use easily. Find our draft <a href="#">media release and guidance here</a>.</p>
<b>Materials</b>	<p>We now have new downloadable posters you can use to encourage people to do the right thing with their litter.</p> <p>The images of the poster you can use can be found on our <a href="#">Handy resources</a> page. Get in touch if you'd like a PDF sent through.</p>
	<p>There is also resources available for specific littering behaviours that can be found on <a href="#">Zero Waste Scotland's website</a></p>
<b>Citizen Science</b>	<p>Collect evidence on the type of litter affecting your community by completing litter surveys. Understanding your specific issues will allow you to confidently approach relevant stakeholders to create targeted interventions to change local behaviours.</p> <p>Find more information <a href="#">here</a>.</p>
<b>Network of peers</b>	<p>Join <a href="#">It's Your Neighbourhood</a> for a network of support from peers, experts and other active community groups.</p> <p>It's Your Neighbourhood is designed to attract volunteer-led community groups which are cleaning and beautifying their neighbourhoods under the three pillars of community participation, environmental responsibility and gardening achievement.</p> <p><a href="#">Get in touch</a> for more information.</p>
<b>Community hub</b>	<p>Help us create a Community Hub. <a href="#">Send us</a> information and pictures of local posters or interventions you've tried. We will create a gallery on the Clean Up Scotland website for people to use for inspiration.</p> <p>If you try anything locally make sure you monitor impact so that we can effectively measure the success.</p>
<b>Reporting a problem</b>	<p>If you see problem make sure you report it. Find information on where to report litter and flytipping at the bottom of <a href="#">this page</a>.</p>
<b>Accessing equipment</b>	<p>You can try to <a href="#">contact your local authority</a> to organise litter picking equipment for the event and arrange removal of the litter you collect.</p> <p>If you are looking for your own equipment (including gloves, litter pickers, hoops and high vis vests) contact our partners at <a href="#">Helping Hand Environmental</a>. Use the code <b>KSBGROUP</b> to get a discount on any orders.</p>