Keep Scotland Beautiful
Partner support pack

Your charity inspiring action for Scotland's environment

www.keepscotlandbeautiful.org
Get involved

Keep Scotland Beautiful is your charity for Scotland's environment, with a vision for a clean, green, sustainable Scotland.

Here is how you can get involved as part of #TeamKSBScot to help us keep Scotland beautiful.

Clean Up Scotland
Littered and dirty places have a negative impact on over a million people living in Scotland. Our evidence shows that problems such as litter, dog fouling, graffiti and flytipping are worse for those living in our poorest communities and they are getting worse. Littered and dirty areas are contributing to poor health and well-being and endangers wildlife.

Clean Up Scotland is our national campaign to tackle litter. Whether you are an individual, member of a community, school or a business, we can all work together to improve our environment.

Through Clean Up Scotland, we raise awareness of our litter problem, take action and inspire others to do the same.

Upstream Battle
Many initiatives that tackle marine litter are targeted at cleaning up our beaches or trying to remove litter from the sea once it's there. But, as 80% of all marine litter comes from land. We need to face this problem upstream, where litter is washed into gutters, blown into streams or carelessly discarded. We are seeing a steady increase in the amount of land-based litter, which means there's a greater chance it'll end up in the sea.

We must stop this cycle of litter and prevent it from entering the sea in the first place.

Upstream Battle is our national campaign which focuses on changing littering behaviour to prevent marine litter at source.
How can you help?

Litter picking
Litter picking is a great way to get outdoors and improve your local environmental quality whilst connecting with your local community and nature. You can litter pick on your own or as a group, check out our guidance for organising events and keeping safe.

To access equipment, you can reach out to a local Community Clean Up Hub or your council. We have a map of our hubs and a list of local authority contacts.

Make sure you add any activities to our Clean Up Scotland members site so that we can keep track of the work volunteers do to help keep the country clean and tidy.

We can support you by organising an event on your behalf for staff, colleagues and participants. Please check out what we can offer and the prices before getting in touch.

If you’d like to discuss more in detail you can also get in touch with our Clean Up Scotland team at cleanup@keepscotlandbeautiful.org.

Complete litter surveys
Whether it’s part of a group or on your own, we’re always eager to gather data on the litter levels on streets, parks and beaches across Scotland. Get outdoors locally and complete a litter survey over 100m². We use this data to better understand littering behaviours, target local campaigns and influence and drive policy changes.
How can you help?

Upstream Battle Citizen Science
It’s estimated that up to 12.7 million tonnes of plastic gets into the sea each and every year – that’s a truck full of litter a minute and 80% of total marine litter comes from land. It’s killing wildlife, threatening ecosystems and habitats, and is extremely difficult and expensive to clean up. We are building Scotland’s first comprehensive river litter data-set. This data-set can help us to understand exactly what we need to do to target and support those responsible for littering to clean up their act, inform decision making and, ultimately reduce litter locally.

What is Citizen Science?
Citizen Science is research carried out by members of the public who volunteer to collect scientific data. Since 2019 almost 700 citizen science surveys have been submitted to the Keep Scotland Beautiful database.

Who can get involved?
Anyone can be a citizen scientist. You can get involved as an individual, a community group, a school and as a business.

Why is it important?
By taking part, you are helping us paint a picture of the litter problem at a local level. This means we can act before it’s too late; before it reaches our seas and oceans.

Visit our Upstream Battle website to find out more about the campaign.

How does it work?
Becoming one of our Citizen Scientist is easy as easy as 1,2,3,4.

1. Simply download our information pack or watch our how to complete a citizen science survey video.
2. Create an account on our website.
3. Complete your survey either on paper or on your phone via the member’s site.
4. Submit your survey.

If your organisation or business wishes to become a citizen science ambassador, then please contact our team at upstreambattle@keepscotlandbeautiful.org
How can you help?

Spring Clean Scotland
Each year, we coordinate the national Spring Clean Scotland – 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. In 2024, Spring Clean Scotland will take place from **15 March – 28 April** and will be part of the Great British Spring Clean **15 March – 31 March**.

Our themes for 2024 Spring Clean Scotland

**Marine Litter:** It’s estimated that up to 12.7 million tonnes of plastic gets into the sea each and every year – that’s a truck full of litter a minute and 80% of total marine litter comes from land.

**Health and wellbeing:** The relationship between the environment and us is one of interdependence. The health of the planet influences our own personal health and wellbeing, as well as our communities, families, and economies.

**Communities:** We are privileged to work with and support communities across Scotland. This Spring Clean Scotland we want to take the time to not only celebrate their activities during the campaign- but all the fantastic volunteering that happens throughout the year.

**Nature:** The nature crisis is being made worse by Scotland’s litter emergency. We want to take the opportunity this Spring Clean Scotland to create stronger links between the nature crisis, and the litter crisis to engage a wider audience to clean up Scotland for people, places and nature.

Steps for action

1. Organise a clean up in your community.
2. Join a clean up in your community.
3. Complete a litter survey when you are out and about.
4. Help us spread the message to your audience.

To find out more contact the team at cleanup@keepscotlandbeautiful.org
Keep Scotland Beautiful is your charity for Scotland’s environment. We work with you to help combat climate change, tackle litter and waste, restore nature and biodiversity and improve places.