



CLEAN UP SCOTLAND HERO OF THE MONTH AWARD

Criteria

Keep Scotland Beautiful's, Clean Up Scotland Hero of the Month Award has been created to recognise an outstanding volunteer contribution to cleaning up Scotland.

To be eligible for selection as a Clean Up Scotland Hero of the month, a nominated Hero must meet the following minimum criteria:

- The candidate must live in Scotland
- Candidate must be part of the public or private sector, part of a voluntary group or an individual, pledging to Clean Up Scotland
- Candidate must demonstrate how they have encouraged and facilitated a tangible and immediate improvement in local environmental quality
- Candidate must demonstrate work towards a public information campaign which encourages and delivers permanent behavioural change
- Candidate must demonstrate their leadership and commitment to Clean Up Scotland
- Candidate has shown superior performance by engaging with new audiences, and through new initiatives to promote the Clean Up Scotland messages
- Candidate has demonstrated their sustained commitment to cleaning up their local area as part of Clean Up Scotland by organising regular events, championing the Clean Up Scotland messages

Guidance

- All nominations must be submitted to Keep Scotland Beautiful
- A Hero may only be awarded once a year
- No self-nominations are permitted; nominations must be submitted on behalf of another person who is not a member of the nominator's immediate family
- Nominator must provide the contact information, including email address and telephone number for the nominated Hero
- Employees of Keep Scotland Beautiful are not eligible for nomination
- The nominee will be required to support a media release and photo opportunity should he or she be selected