Scotland is facing a litter emergency

We need your help to make #SpringCleanScotland 2024 the best yet – you can play your part by encouraging your supporters and audiences to join us in tackling litter in communities across Scotland, promoting health and wellbeing and protecting the environment and wildlife.

Last year’s #SpringCleanScotland saw over 30,000 volunteers roll up their sleeves and join more than 1,700 events across Scotland.

#SpringCleanScotland 2024 will take place from 15 March - 28 April and we are aiming to engage even more people to make this year’s event bigger and better.

Once again we will be working with Keep Britain Tidy and Keep Wales Tidy to support the Great British Spring Clean and, as always, 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 in, work in and enjoy.

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

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

- 90% believe litter is an issue across Scotland.
- 70% believe litter is an issue in their local area.
- 75% of people said that taking part in #SpringCleanScotland 2023 made them feel part of a national movement that is taking action to tackle litter.
- 89% of people said that getting outdoors for #SpringCleanScotland 2023 helped them de-stress, relax and unwind.
We are facing a #LitterEmergency. According to Keep Scotland Beautiful, 90% of people believe that litter is an issue across Scotland. It's time to take real action and #CleanUpScotland. We are taking part in #SpringCleanScotland from 15 March - 28 April and you can join in your community too. www.keepscotlandbeautiful.org/springclean

Litter is care-less, show you care. Complete a litter survey, it's as easy as 1, 2, 3… Here's what we found.

We have joined Keep Scotland Beautiful for the 2023 #SpringCleanScotland from 15 March - 28 April. Let's all do our bit! @ksbscotland. Complete a litter survey in your community www.keepscotlandbeautiful.org/littersurveys

"For the third consecutive year, the impacts of litter on animals and the environment are deemed the most concerning. Litter harms local wildlife in several ways, but the most common is being mistaken for food. Bright colour-ed wrappers, the scent of old food, it can be deceiving. Ingesting litter will not always instantly harm wildlife, but over time the effects can be severe and even cause death.

We're supporting Keep Scotland Beautiful to clean up for nature this #SpringCleanScotland #MakeYourLitterPickCount

Social media

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

You can tag us on X, Facebook and Instagram with @KSBScotland or on LinkedIn with @Keep Scotland Beautiful.

Below are some examples of content you can share on your own social media accounts.

X

We are helping to keep Scotland beautiful.

#MakeYourLitterPickCount and join the #SpringCleanScotland 15 March - 28 April @KSBScotland

www.keepscotlandbeautiful.org/springclean

Facebook

We are facing a #LitterEmergency

90% of people believe that litter is an issue across Scotland.

It's time to take real action and #CleanUpScotland

You too can take part in #SpringCleanScotland in your community from 15 March - 28 April.

www.keepscotlandbeautiful.org/springclean

Instagram

Litter is care-less, show you care.

Complete a litter survey, it's as easy as 1, 2, 3…

Here's what we found.

We have joined Keep Scotland Beautiful for the 2023 #SpringCleanScotland from 15 March - 28 April.

Let's all do our bit! @ksbscotland

("Use your pictures from litter surveys here!")

LinkedIn

We are facing a #LitterEmergency.

According to Keep Scotland Beautiful, 90% of people believe that litter is an issue across Scotland.

It's time to take real action and #CleanUpScotland

We are taking part in #SpringCleanScotland from 15 March - 28 April and you can join in your community too.

www.keepscotlandbeautiful.org/springclean

Litter is care-less, show you care.

Complete a litter survey, it's as easy as 1, 2, 3…

Here's what we found.

We have joined Keep Scotland Beautiful for the 2023 #SpringCleanScotland from 15 March - 28 April. Let's all do our bit!

Complete a litter survey in your community www.keepscotlandbeautiful.org/littersurveys

("Use your pictures from litter picks here!")
Copy for websites and newsletters

Only have a small amount of space? The below text is just 39 words:

Did you know that 39% of Scots believe that litter has become more common locally over the last 12 months? We want to change that so we’re supporting Keep Scotland Beautiful’s #SpringCleanScotland. Find out more at www.keepscotlandbeautiful.org/springclean

Looking for more? The paragraph below has 63 words and more information:

Environmental charity Keep Scotland Beautiful has declared a litter emergency and we’re aiming to help by supporting their 2024 Spring Clean. By taking small actions such as organising or participating in a litter pick, you can make a difference to one of the country’s biggest environmental charities. To find an event near you, or to register your own and get involved, visit www.keepscotlandbeautiful.org/springclean

If you have any questions, require any more information or need any assistance in regard to communications for Spring Clean Scotland, please email press@keepscotlandbeautiful.org.

In regards to operational and generic clean up information, please email cleanup@keepscotlandbeautiful.org.
We support the Sustainable Development Goals.

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.

Keep Scotland Beautiful is a Scottish Charitable Incorporated Organisation (SCIO): Number SC030332. Copyright © Keep Scotland Beautiful 2023. All rights reserved.