



Upstream[®] Battle

Upstream Battle 2024
Communications pack

Litter emergency

Scotland has a litter emergency. And with around 80% of marine litter starting its life on land, we need to address this issue now.

Upstream Battle® is our national campaign to tackle marine litter from its source before it ends up in our waterways. It's killing wildlife, threatening ecosystems and habitats, and is extremely difficult and expensive to clean up.

We would like to invite you to raise awareness amongst your audiences of marine litter and encourage everyone to address the issue locally for the benefit of our people, rivers and streams.

In this pack you will find key figures, social media content and text for web to help you promote Upstream Battle® to your audiences.

Find out more about Upstream Battle®
www.keeptoscotlandbeautiful.org/upstreambattle



80% Around 80% of marine litter comes from land.



12.7 Up to 12.7 million tonnes of plastic gets into the sea each year.



87% 87% of people believe that litter is an issue across the country.




Social media



Please help us spread the word and keep our rivers litter free by sharing our social media content or posting your own using [#UpstreamBattle](#), [#SourceToSea](#) [#MakeItMainstream](#).

You can tag us on X, Facebook and Instagram with [@KSBScotland](#) or on LinkedIn with [@Keep Scotland Beautiful](#).

Here are some examples of content you can use for your own social media accounts:

 **X**

Around 80% of marine litter comes from land. We want to help [@KSBScotland](#) stop litter's journey from [#Source2Sea](#).

Want to help with the [#UpstreamBattle](#) campaign? Carry out a litter survey in your local area.

[Upstream Battle® \(keepsotlandbeautiful.org\)](#)

Want to tackle litter in your local river but unsure where to start? [@KSBScotland's #UpstreamBattle](#) campaign is focusing on stopping litter's journey from source to sea.

You can help them by conducting a litter survey in your local area.

Find out more here- [Upstream Battle® \(keepsotlandbeautiful.org\)](#)

Data from litter surveys will help fight marine litter and protect our wildlife and environments.

[@KSBScotland](#) are aiming for over 100 marine litter surveys, can you spare some time to help?

[Upstream Battle® \(keepsotlandbeautiful.org\)](#)

 **Facebook**

Scotland has a litter emergency. Since around 80% of marine litter comes from land, our friends at [@Keep Scotland Beautiful](#) are trying to stop its journey from [#Source2Sea](#).

By carrying out a marine litter survey along your local river you are contributing to Scotland's first source to sea litter data-set, helping us all understand exactly what we need to do to target littering and, ultimately reduce litter locally.

Take part in the [#UpstreamBattle](#) campaign and help tackle marine litter by carrying out a survey, litter picking where you can, and spreading the word on your social media.

More here [Upstream Battle® \(keepsotlandbeautiful.org\)](#)

[@Keep Scotland Beautiful](#) is working on tackling litter at its source.

Scotland has a litter emergency. With 80% of marine litter coming from land, we need to stop its journey from [#Source2Sea](#).

Their [#UpstreamBattle](#) campaign is looking to address this issue, and you can help by carrying out a litter survey by your local river and contributing to Scotland's first source to sea litter data-set.

Find out more on their website: [Upstream Battle® \(keepsotlandbeautiful.org\)](#)

 **Instagram**

Did you know that around 80% of marine litter comes from land?

Our friends at [@ksbscotland](#) are fighting litter from [#Source2Sea](#), preventing it from reaching our rivers before it reaches the sea.


We want to help them tackle the litter emergency and you can too, by carrying out one of their citizen science marine litter surveys in your local area.

Visit the link in their bio to find out more.

(Insert picture here)

[@ksbscotland's #UpstreamBattle](#) campaign aims to tackle marine litter from [#Source2Sea](#) before it has a chance to make it into our rivers.

You can help them by carrying out a litter survey in your local area, litter picking where you can, and spreading the word on your socials.

 **LinkedIn**

Scotland has a litter emergency. Since around 80% of marine litter comes from land, we need to stop its journey from source to sea.

Help [@Keep Scotland Beautiful](#) with its [#UpstreamBattle](#) campaign by carrying out a litter survey around your local river, litter picking where you can, and spread the word on socials.

Find out more here: [Upstream Battle® \(keepsotlandbeautiful.org\)](#)

Copy for websites and newsletters

Don't have a lot of space? The following text is only 36 words:

Did you know that around 80% of marine litter comes from land? We want to help stop litter's journey from source to sea so we're supporting Keep Scotland Beautiful's Upstream Battle® campaign. Find out more here:

www.KeepScotlandBeautiful.org/upstream-battle

If you have more space the following text contains more information:

Keep Scotland Beautiful's Upstream Battle® campaign aims to stop litter from reaching our precious blue spaces. Their recent Scottish Litter Survey found that 87% of people believe that litter is an issue across the country. If you want to help, visit www.KeepScotlandBeautiful.org/upstream-battle for more information.

For more information contact:

upstreambattle@KeepScotlandBeautiful.org

or

press@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, reduce litter and waste, restore nature and biodiversity and improve places. We aim to inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.



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Follow us on social media    

www.keepscotlandbeautiful.org

