

Litter Summit 2013

Derek Robertson

13 November 2013
Mossley Mill
Newtownabbey





KEEP SCOTLAND
BEAUTIFUL



Tidy Northern Ireland Litter Summit

Presentation on

Clean up Scotland

Derek A. Robertson

Chief Executive
Keep Scotland Beautiful



Our brand family

Keep Scotland Beautiful is the independent charity which campaigns, acts and educates on a range of local, national and global environmental issues which affect people's quality of life. It is committed to making Scotland clean and green, today and tomorrow.





Clean Up
Scotland



PART OF THE
Keep Scotland Beautiful
CHARITY

National Spring Clean 2012

Annual clean up campaign organised each year in the spring time.

250,000 volunteers took part

1,100 tons of litter lifted from the landscape

All 32 local authorities in Scotland provided support



Clean and green, today and tomorrow



National Spring Clean

Community action for safe and healthy neighbourhoods
Review 2012

National Spring Clean 2012

*“Probably the largest mobilisation of people
in Scotland, for a civic purpose, since the
second world war”*

A leading Scottish Journalist

Political engagement



**Clean Up
Scotland**



PART OF THE
Keep Scotland Beautiful
CHARITY

www.cleanupscotland.com

Campaign Launch



Scottish Government backing in November 2011



Paul Wheelhouse MSP
Minister for Environment and Climate Change
(Scottish Government)

WHAT IS CLEAN UP SCOTLAND?



Clean Up Scotland (CUS) is the mass-engagement campaign which aims to quickly remove litter and mess so that Scotland shines when the world is watching in 2014, and to gradually change behaviour so that littering becomes as socially unacceptable in the future as drink-driving is now.



www.cleanupscotland.com

@cleanupscotland

/cleanupscotland

**We want Scotland to be the
cleanest country in Europe by
2020.**

THE SCALE OF THE PROBLEM AND COST



- The Scottish Government estimates that litter costs us £78 million every year – a major drain on our country's and our local authority resources.
- Keep Scotland Beautiful original research demonstrates that
 - 71% of Scots have seen someone dropping litter in the last three months.
 - Over 92% think it is important that we are litter-free for the international events being hosted in Scotland in 2014.
 - 64% believe litter is the responsibility of local authorities, 18% believe it's the responsibility of people.

NOT JUST ABOUT LITTER – the 6 incivilities that impact on the citizens of Scotland



OUR KEY MESSAGES



- Scotland is beautiful
- But we have a problem
- We can fix it
- Now is the right time for action



CAMPAIGN ELEMENTS – LONG TERM BEHAVIOUR CHANGE

- The real gains for the country and for those charged with keeping it clean are evident when we stop dropping litter in the first place. Behavioural change is required.
- Strong and consistent campaign messaging – we want to make dropping litter as socially unacceptable in the future as drink driving is today.



High importance on social media in the short term – potentially broadcast media channels in the future, dependent on resources.

Benchmarks are there to measure change – LEAMS, Scottish Household Survey and our own opinion research.

CAMPAIGN ELEMENTS – THE PLEDGE



Clean Up
Scotland



PART OF THE
Keep Scotland Beautiful
CHARITY

"I pledge to support Keep Scotland Beautiful and its Clean Up Scotland campaign through my everyday action, by helping free my community of litter and graffiti, reporting incidences of flytipping and abandoned vehicles and responsibly disposing of my litter and mess."

NAME

LOCAL AUTHORITY

EMAIL ADDRESS

We want to keep you informed about the campaign - please check this box to ensure we can send you email updates!

MAKING A DIFFERENCE – COMMUNITY ENGAGEMENT



- Over **175,000** people have taken part in over **1,500 events** registered since March 2013; momentum is building.
- Utilising KSB's unique reach across communities, volunteer groups, schools, corporates and local authority partners.
- KSB supplying recruitment, motivation and co-ordination effort, including fulfilling duty of care obligations.
- Leveraging established relationships and procedures with local authorities.

BUILDING A NATIONAL COALITION



An impressive and growing cross-section of Scottish society is backing the campaign, including

- The public sector & its agencies
- The private sector, business groups and their representatives



The campaign has established a high profile in the media, particularly in local press and local radio.



OUR OFFER TO LOCAL AUTHORITIES



- Co-ordinated and motivated volunteer base.
- A common branding proposition with which to build public understanding and motivation.
- Long-term action to change behaviour – reducing the long-term cost of cleansing operations.
- Communications and branding support.
- A national profile for a local problem – the national consistent campaign that local authorities have been looking for.



LOCAL AUTHORITY ENGAGEMENT



1. Website endorsement
2. Localisation of the campaign
3. Integration with existing council campaign activity

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Recycling and Waste

Clean Up Aberdeenshire

IN PARTNERSHIP WITH THE **Keep Scotland Beautiful** CHARITY

Aberdeenshire Council supports the Clean Up ScotlandTM campaign.

Clean Up Scotland is the new national campaign led by Keep Scotland Beautiful, that started in 2013. It will be a year-round mass-engagement campaign that aims to encourage one million people to get involved in a whole number of ways.

Related Info

- Council Tax
- Energy Conservation
- Environmental Protection

External Links

- Recycling and Waste Aberdeenshire Facebook Page
- Zero Waste Scotland
- Recycle for Scotland
- Recycle More
- Waste Online
- Aberdeen Forward

Waste and Recycling Information

Enter your address details or postcode to find collection dates and nearest recycling locations.

Wasteline

If you would like to book a Special Uplift of bulky items, buy a **Wheeled Refuse Bin**, request a **Free Recycling Container** for Recycling, report a **Missed Collection** or a problem relating to litter or street cleansing please call the Wasteline.

Wasteline Number: 0845 600 3 900

Quick Links

- Household Waste Recycling Centres and

Clean-up effort is sweeping nation

ANTI-LITTER

Johnathan Mackinnon

Stirling MSP Bruce Crawford has backed a charity's campaign to clean-up Scotland.

The project, which will get an advisory bin every 100m and has been launched by Keep Scotland Beautiful, aims to gradually encourage a "zero tolerance" attitude towards the dropping of litter and fly-tipping.

To be known as Clean Up Scotland, those behind the campaign hope to engage as many as one million people.

And MSP Crawford, who signed a campaign pledge at the Scottish Parliament, said: "Litter continues to be a big problem that affects our most scenic areas of our country, but it can be tackled through a Clean Up Scotland campaign as we make a massive difference to our environment, and as part of a longer term plan to change attitudes and prevent fly-tipping through something that is proactive in our society."

"Scotland is a stunningly beautiful country and one we should all be proud of. The efforts of Keep Scotland Beautiful are others should support, and we want them to play a part in the campaign. It is a great initiative that also shows their support for the campaign."

Crawford, chairman of the Scottish Parliament, said: "The Scottish people are proud that our land has been shaped here, and that should be the focus of our national or regional teams. This is about the good of a clean Scotland - it is about our country, our land and the economy."

"It is an unacceptable situation, and this campaign will change it. A lot of lovely and happy people can make a big difference."

"I am calling on individuals, local groups and businesses in the UK to join in to participate in activities ranging from signing the pledge on our website, to donating money to the campaign, to

organising or participating in a local clean-up. We will bring the UK's Clean Up Scotland pledge on for sign at www.cleanupscotland.com/pledge.

Edinburgh, MSP Crawford backed a resolution in the Scottish Parliament to support the Clean Up Scotland campaign. The event was addressed by Deputy First Minister Nicola Sturgeon and by Margaret Lynch, chief executive of the Scottish Anti-Litter Network in Scotland.



Scotland is a stunningly beautiful country and one we should all be proud of



Local Authority Backing



Clean Up Edinburgh Campaign - Clean Up Edinburgh - City of Edinburgh Council - Windows Internet Explorer

http://www.edinburgh.gov.uk/info/1072/habitat_and_fytipping/3055/clean_up_edinburgh

Auchterarder Golf Club SEC News - Scotland ET Yahoo! Mail (for SS@brn... Chartered Management Inst... Clean Up Scotland - Clean U... Google Keep Scotland Beautiful

EDINBURGH
THE CITY OF EDINBURGH COUNCIL

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Clean Up Edinburgh Campaign

The 'Clean Up Edinburgh' campaign aims to target the problem of littering in our city, by encouraging everybody to get involved and make a difference. The campaign supports the national '**Clean Up Scotland**' project, run by the charity **Keep Scotland Beautiful**.

The campaign runs until September 2014, with the official launch on **28 October** and our first big 'Day of Action' on **29 November**.

Why do we need a campaign?

A recent survey showed that more than half of the Scottish population have dropped litter, and almost half do it regularly. This is a problem for all of us, caused by most of us. For further information on Scotland's litter problem see our '**About the**

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- ▶ **Clean Up Edinburgh Campaign**
- ▶ Take part in a litter clean-up or organise your own
- ▶ Take the Clean Up

Join the campaign online

#cleanupedinburgh
Tw: @Edinburgh_CC

Related items

- News
- Services A-Z

http://www.edinburgh.gov.uk/info/1072/habitat_and_fytipping/3055/recycling

Impact



We are 8 months in to the Campaign and we ARE seeing a difference

We stimulated action on the first ever national Litter Strategy to be launched by the Scottish Government

We have investment from every local authority (ave £3k)

We will launch the *Clean Scotland Charter* on 22 November – a partnership commitment by COSLA, SOLACE and Scotland’s local authorities

We have stimulated the conversation and local people are willing to engage; community pride is a big driver for voluntary activity

For Northern Ireland



Seize the opportunity

Get behind the efforts of TNI – they mean business

Empower communities to take action. This is about hearts and minds

National and local governments **MUST** invest – this is a spend to save initiative

Corporate giving will follow if government shows the way

This is the right time for action; there has been a call to engage at a European level



Thank You

Please contact me at:

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