



# NATIONAL LITTER STRATEGY PARTNER GUIDE

## PART TWO: LITTER CAMPAIGN

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# INTRODUCTION

**Scotland is a beautiful country – we all need to do our bit to keep it clean and litter-free.**

However, almost 250 million visible items are littered each year and one in five Scottish adults admits to having littered in the past year.

The national litter strategy encourages people to take personal responsibility through information, infrastructure and enforcement interventions, and is available at [www.scotland.gov.uk/nationallitterstrategy](http://www.scotland.gov.uk/nationallitterstrategy). There are a number of strands of work supporting the strategy, for example earlier this year the fixed penalty for littering was raised to £80 and £200 for flytipping, and a charge for carrier bags has been approved. And this summer the Scottish Government launched its 'Dirty Little Secret' campaign aimed at highlighting

that littering is unacceptable and embarrassing. This document contains material you can use to support the campaign and spread the message, including the fixed penalty increases.

**The message is simple: littering is embarrassing and unacceptable; it's a criminal offence; and it's the responsibility of all of us to do the right thing with our waste.**

# WHO IS THIS GUIDE FOR AND HOW CAN YOU HELP?

Scotland-wide involvement from individuals, businesses, local authorities, community groups and other organisations is vital to highlight that litter is unacceptable.

We would like people across Scotland to understand that:

- Litter is unacceptable; people should bin their litter or risk an £80 penalty
- Litter can affect our health and our local environment
- It's easy to make changes to our behaviour/habits

You can play an important role in spreading this message, and we want to make it easy for you to do so. This comprehensive Partner Guide can be used to communicate with your staff, elected members, customers and the general public. Please feel free to tailor your messaging according to your local audiences and communication channels.

This version of the toolkit has been prepared to help communicate the messages of the Scottish Government's litter campaign, which will run from 12 June to 17 August.

**Thank you for your support.**



# CAMPAIGN AIMS AND OBJECTIVES

The national litter strategy advocates a Scotland which benefits from better environmental quality and safer, more prosperous communities in place of the current problems of litter and flytipping.

## THIS CAMPAIGN SUPPORTS THIS AIM WITH THE FOLLOWING OBJECTIVES:

- Demonstrate that littering is unacceptable and embarrassing behaviour
- Drive behaviour change around littering – encourage people to ‘bin it’, ‘take it home’, or ‘recycle it’
- Raise awareness of the £80 Fixed Penalty for littering



## HERE ARE THE KEY FACTS UNDERPINNING THE CAMPAIGN:

- Some 96 per cent of Scottish adults agree that littering is unacceptable
- One in five Scottish adults admits to dropping litter in the past year
- About 250 million bits of visible litter are dropped in Scotland every year
- Tackling litter and flytipping costs Scotland at least £78 million a year, including £53m spent on clean up, education and enforcement
- Littered items such as plastic bottles and aluminium cans could also be worth £1.2 million when recycled.





# KEY MESSAGES

Here are the key messages for the National Litter Campaign.

## TOP LINES

- No more dirty little secrets. Bin your litter or risk an £80 penalty
- Scotland is a beautiful country – we can all play our part to keep it clean and litter-free
- Some 96 per cent of Scottish adults agree that littering is unacceptable
- One in five Scottish adults admits to littering
- About 250 million bits of visible litter are dropped in Scotland each year

- Food and drink packaging is highly visible. Among those who admit to littering, it makes up a fifth of all items they drop
- Litter can affect our health and local environment. It's easy to do the right thing with litter – bin it, take it home if a bin is unavailable or recycle it
- For more information on littering and doing the right thing go to [cleanerscotland.org](https://cleanerscotland.org)

# KEY MESSAGES

## ADDITIONAL

- Litter is waste in the wrong place – it includes everything from drinks cans and bottles, crisp packets, take away food packaging and chewing gum to apple cores and banana skins and cigarette stubs
- Food litter, including packaging such as crisp packets, drinks cans and sandwich cartons, can attract pests such as rats, mice, seagulls and pigeons
- Littering damages our environment, reduces our quality of life and is a criminal offence. It can kill wildlife, cause fires, and contributes to crime
- Recycling items such as bottles and cans, which are often littered, can boost our economy
- Recycling bins are located in many busy public places across Scotland to make it easier for people to recycle when they are 'on the go'
- Litter is a danger to animals who can cut themselves, suffocate, become trapped or strangled
- If we all do the right thing we can start to make a difference and enjoy cleaner, safer communities.





# FACTS/STATISTICS

- At least 250 million visible items are littered each year
- Approximately 50 tonnes of litter is collected from motorway roadsides each month
- Tackling litter and flytipping costs Scotland at least £78m a year. This includes costs to the taxpayer of £53m a year through education, enforcement and clean up
- The rest of the £78m is made up of indirect cost of littering amounting to at least £25m a year, having an impact on crime, health, wildlife and other areas
- Organised clean-ups are an important part of helping to clear litter from our streets and everyone can get involved. For more information go to <http://www.keepsotlandbeautiful.org/environmental-quality/clean-up-scotland/>
- Among adults who admit littering, more than a quarter (26 per cent) say they dropped food items – which can be a highly visible source of litter. Although small, cigarette stubs are the most admitted litter item (by 34 per cent), while paper waste was also dropped by 22 per cent of people

All stats included from:

- YouGov survey of 1350 Scottish adults (aged 18+). Fieldwork undertaken between 16-19 May 2014
- Litter report – [http://www.zerowastescotland.org.uk/sites/files/zws/Scotland's%20Litter%20Problem%20-%20Full%20Final%20Report\\_0.pdf](http://www.zerowastescotland.org.uk/sites/files/zws/Scotland's%20Litter%20Problem%20-%20Full%20Final%20Report_0.pdf)
- Review littering behaviour – <http://www.zerowastescotland.org.uk/sites/files/zws/Rapid%20Evidence%20Review%20of%20Littering%20Behaviour%20and%20Anti-Litter%20Policies.pdf>
- Indirect costs report – <http://www.zerowastescotland.org.uk/sites/files/zws/Indirect%20Costs%20of%20Litter%20-%20Final%20Report.pdf>
- Roadside litter – [www.keepsotlandbeautiful.org/environmental-quality/clean-up-scotland/six-problems/litter/roadside](http://www.keepsotlandbeautiful.org/environmental-quality/clean-up-scotland/six-problems/litter/roadside)  
<http://www.transportscotland.gov.uk/road/maintenance/prioritising-and-maintaining/litter>





# MEDIA CORE SCRIPT/SOUNDBITES

If you are giving media interviews as part of your communications, you may find the following key points and soundbites useful:

## SOUNDBITE

“ Littering is Scotland’s Dirty Little Secret. Some 96 per cent of Scottish adults agree that littering is unacceptable. But there are 250 million pieces of visible litter dropped in Scotland every year and one in five adults admits to littering in the past year. Littering is unacceptable and embarrassing – we’re encouraging people to do the right thing with your waste; bin it, take it with you if there isn’t a bin available, or recycle.

## KEY POINTS

- Littering is unacceptable behaviour and it’s easy to do the right thing – bin your litter or take it home if a bin is unavailable
- Remember that littering is a criminal offence. Anyone who litters risks a minimum £80 penalty or, if prosecuted, as much as £2,500
- Scotland is a beautiful country [or adapt to reflect local area/organisation] and litter blights both natural and manmade landmarks – we all need to do our bit to keep it clean and litter-free

- Littering can affect our health and local environment. It can also be bad for business and tourism by giving people the impression that an area is rundown and dirty. It can affect house prices and the value of other property
- One in five adult Scots admit to having littered in the past year. At least 250 million visible items are littered each year and approximately 50 tonnes of litter is collected from the sides of Scotland’s motorways every month
- Litter costs Scotland at least £78 million a year. This includes cleaning up, prevention, and the impact on areas like property values, health, crime and wildlife.



# BRIEFING NOTES FOR STAFF/ELECTED MEMBERS

Please feel free to draw on the above as briefing materials for your staff and/or elected members. Alternatively, you may find the short briefing notes below useful:

## WHAT'S THE PROBLEM?

- Some 96 per cent of Scottish adults agree littering is acceptable. But at least 250 million visible items are littered each year, and 50 tonnes of litter is collected from the sides of Scotland's motorways every month. One in five adult Scots admits to littering during the past year
- Tackling litter costs at least £78 million a year. This includes costs to the taxpayer of £53m a year through education, enforcement and clean up. Of this, local authorities spend more than £46m a year on clearing up litter and flytipping, and £7 million on enforcement and education
- The rest of the £78m is made up of indirect costs of littering amounting to at least £25m a year, having an impact on crime, health, wildlife and other areas. Litter ruins the look of our environment: it kills wildlife and causes fires; it harms coastlines and communities; and it's bad for business and tourism
- If we all do the right thing we can start to make a difference and enjoy cleaner, safer communities.

## WHAT'S HAPPENING?

- The national litter strategy encourages people to take personal responsibility, through information, infrastructure and enforcement interventions. The strategy is available at [www.scotland.gov.uk/nationallitterstrategy](http://www.scotland.gov.uk/nationallitterstrategy). The fixed penalty for littering has also been raised to **£80**
- A marketing campaign will drive home the message that littering is unacceptable and embarrassing behaviour. People are being reminded that 'it's easy to do the right thing'; 'bin your litter or take it with you if you can't immediately dispose of it properly'.





# BRIEFING NOTES FOR STAFF/ELECTED MEMBERS

## WHAT SHOULD I BE SAYING AS A REPRESENTATIVE OF MY ORGANISATION?

- “ Please remind people that Scotland is a beautiful country (or adapt this message to reflect your local area and organisation), that litter blights both natural and manmade landmarks, and that we all need to do our bit to keep it clean, beautiful and litter-free
- “ State clearly that littering is unacceptable behaviour, that people should do the right thing and bin their litter, take it home or recycle it. Also remind people that littering is a criminal act and anyone who litters risks a minimum £80 penalty
- “ It's also important to highlight the impact litter can have on people's local communities and their local economies, be that through giving the impression that an area is rundown and dirty or affecting house prices and the value of other property
- “ Please remind people that much of the litter dropped annually could be recycled and turned into a resource. Littered items such as plastic bottles and aluminium cans could also be worth £1.2 million when recycled.



# TEMPLATE MEDIA RELEASE

If you're planning to contact your local newspaper or radio station about the national litter campaign, you may find the template media release below useful. Please remember to tailor it accordingly before distribution.

You could also follow this up with examples of initiatives taking place in your area.

## Notes to editors:

- Among adults who admit littering, more than a quarter (26 per cent) say they dropped food items – which can be a highly visible source of litter. Although small, cigarette stubs are the most admitted litter item (by 34 per cent), while paper waste was also dropped by 22 per cent of people
- At least £53m is spent on cleaning up and prevention of litter and flytipping, and the indirect cost of littering – on areas like health, crime and wildlife – amounts to a further £25m a year
- The Fixed Penalty Notice for litter is £80. This was increased on 1 April from £50, and people who don't pay risk prosecution and if convicted a fine of up to £2,500.

## NEWS RELEASE

For immediate release

<Date>

**NO MORE DIRTY LITTLE SECRETS – LITTER IS UNACCEPTABLE AND EMBARRASSING, SAYS** < Your organisation name >

*No more 'Dirty Little Secrets' – bin your litter or risk an £80 penalty says < your organisation's name>.*

*<Your organisation> is supporting the Scottish Government's national campaign to tackle the country's litter problem, which is part of the new national litter strategy. Some 96 per cent of Scottish adults agree that littering is unacceptable behaviour, but we drop at least 250 million bits of litter a year. One in five Scots admits to littering in the past year, and highly visible litter such as food and drink packaging makes up a fifth of the litter they admit to dropping.*

*People who litter face a penalty of £80 as part of the drive to tackle the problem. Litter costs Scotland over £78m a year, and about 50 tonnes of litter is collected from motorway roadsides each month.*

*< Insert quote from organisation's representative here > "Scotland is a beautiful country, and we all have a responsibility to keep it clean and litter-free. Litter blights our many natural and manmade landmarks, it damages the environment, is a risk to public health, and can kill wildlife and cause fires*

*"We can all do the right thing and bin litter, recycle it or take it home when no bin is available. We're saying no more Dirty Little Secrets – littering is unacceptable and embarrassing. If we all do the right thing we can make a difference and enjoy cleaner, safer communities."*

*Litter is waste in the wrong place – it includes everything from cigarette ends, drinks cans and bottles, crisp packets, take away food packaging and chewing gum to apple cores and banana skins.*

*Much of our litter could be turned into a resource. At least half of it is plastic bottles, aluminium cans and other items which can be easily recycled, with an estimated value of £1.2m a year.*



# WEBSITE/NEWSLETTERS/E-ZINE

If you plan to include information on the litter campaign in your newsletters, e-zines or online, you may want to use some or all of the following text:




- No more Dirty Little Secrets – bin your litter or risk an £80 penalty. One of five adult Scots admits to littering. It is unacceptable behaviour: do the right thing and bin your litter
- Scotland is a beautiful country – we can all play our part to keep it clean and litter-free. Some 96 per cent of Scottish adults agree that littering is unacceptable. However, we drop at least 250 million bits of litter a year, and 50 tonnes of litter is cleared from Scotland's motorways every month
- Littering damages our environment, reduces our quality of life and is a criminal offence. It can be bad for business and tourism by giving people the impression that an area is rundown and dirty. It can also affect house prices and the value of other property. It costs Scotland about £78 million a year
- Penalties for littering and flytipping have increased. The fixed penalty for littering has gone from £50 to £80, and you could be fine as much as £2,500 if prosecuted.

“Do the right thing – bin your litter, take it home if a bin is unavailable, or recycle it.”








# SOCIAL MEDIA

We'd be grateful if you could also provide support via your social media channels. You can like us on Facebook and follow us on Twitter:




-  Our Facebook page is here [facebook.com/GoGreenerTogether](https://facebook.com/GoGreenerTogether)
-  Our YouTube channel is here [youtube.com/scottishgovernment](https://youtube.com/scottishgovernment)
-  Our Twitter handle is [@Greener2gethr](https://twitter.com/Greener2gethr)



Here are a few examples of tweets you can use to let people know about the national litter campaign, using **#adirtysecret**. We recommend embedding campaign digital assets in your tweets and Facebook posts for the maximum impact:

-  Everybody's got a Dirty Little Secret. Make sure yours isn't littering – do the right thing **#adirtysecret**
-  One in five Scots admits litter is their Dirty Little Secret. If it's yours too, you could be fined £80 **#adirtysecret**
-  96% of Scots agree that litter is unacceptable. No more Dirty Little Secrets **#adirtysecret**
-  Scots drop 250 million bits of litter a year. That's a lot of Dirty Little Secrets! Do the right thing with your waste **#adirtysecret**
-  Scotland is beautiful. Let's keep it that way – no more Dirty Little Secrets **#adirtysecret**

Here are some examples of Facebook posts you may want to use:

-  No more Dirty Little Secrets. Littering is unacceptable and harms our wildlife and environment. The penalty for littering is £80 – do the right thing: bin your litter or take it home if no bin is available
-  Is littering your Dirty Little Secret? One in five adult Scots admits that it is, and we drop 250 million bits of litter a year. Do the right thing: bin your litter or take it home if no bin is available
-  What's your Dirty Little Secret? If it's littering, did you know you can be fined £80 for it? Littering can affect our health and is bad for business and tourism. Do the right thing with your waste

For more information and to view the campaign advertisements, go to [www.adirtysecret.com](https://www.adirtysecret.com)



# CAMPAIGN ASSETS

A suite of assets for use online and for any posters and other material you may want to produce is available alongside this toolkit at [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk) (please note: clicking on this link opens a .zip file). You can add your logo to provided materials for joint branding.



# LEVERAGING EXISTING INITIATIVES

The National Litter Strategy is closely linked to a number of other initiatives already running throughout Scotland. It's worth being aware of these so you can highlight local facilities and link any local action to them when possible and appropriate. These initiatives include:

- **Local Authority Recycling** – half of Scotland's litter could easily be recycled. Local authorities provide facilities for this, so highlighting local provision could be worthwhile
- **Recycle for Scotland** – [www.recycleforscotland.com](http://www.recycleforscotland.com) shows where to find recycling facilities and gives comprehensive advice on disposing of items ranging from sofas to hazardous waste
- **Recycle on the Go** – Recycle on the Go facilities are in public places to encourage people to dispose their items when they are out. You could promote local facilities: [www.zerowastescotland.org.uk/recycleonthego](http://www.zerowastescotland.org.uk/recycleonthego)
- **Clean Up Scotland** – This campaign encourages people to arrange local 'clean ups'. While the litter strategy aims to prevent litter, the need to pick up existing litter is an important point [www.keepsotlandbeautiful.org/environmental-quality/clean-up-scotland](http://www.keepsotlandbeautiful.org/environmental-quality/clean-up-scotland)
- **Carrier Bags** – From October 20th 2014, retailers will charge a minimum of 5p for carrier bags in a bid to reduce the usage of carrier bags across Scotland. Further information is available at [www.carrierbagchargescotland.org.uk](http://www.carrierbagchargescotland.org.uk)
- **Dumb Dumpers** – This is a campaign to make it easy for people to report incidents of fly tipping. Telephone number: 0845 2 304090. Website: [www.dumbdumpers.org](http://www.dumbdumpers.org)
- **Local Campaigns** – As well as above, there may well be local campaigns run by the local authority, educational establishments, third sector organisations, community groups or local businesses. It's worth finding out what's already going on to try to build on existing campaign where possible and work with partners in your area.





# Q&A

You can use this Q&A when preparing for media interviews:

**Q: Why is the Scottish Government launching this campaign?**

**A:** Some 96 per cent of Scottish adults agree that littering is unacceptable and there are 250 million pieces of visible litter dropped in Scotland every year. One in five adults admits to littering. This campaign supports the national litter strategy by reinforcing the message that litter is unacceptable and that it's easy to do the right thing with your waste.

**Q: How big a problem is littering in Scotland?**

**A:** 250 million individual items of litter are cleared up each year and 50 tonnes of litter is collected from the sides of motorways a month.

**Q: Who drops litter in Scotland?**

**A:** One in five adult Scots admits to having dropped litter in the past year, whether deliberately or without thinking.

**Q: What is happening with this campaign and how long is it running?**

**A:** The campaign has a number of aspects, including adverts running on TV, cinema and online, publicity work with the news media, social media, advertising on telephone boxes and bus shelters, and a national roadshow touring Scotland. It is running from 12 June until 17 August.

**Q: A campaign isn't enough to change people's behaviour – what else will the government do?**

**A:** The campaign is one strand of the new national litter strategy. There are a range of measures planned to help people to take personal responsibility, and the strategy will drive improvements to:

- provide information about litter and flytipping
- facilities and services provided to reduce litter and flytipping and promote recycling
- strengthening the deterrent effect of legislation.

**Q: What items get littered in Scotland?**

**A:** Among adults who admit littering, more than a quarter (26 per cent) say they dropped food items – which can be a highly visible source of litter – and a fifth drop food and drink packaging which is also highly visible. Although small, cigarette stubs are the most admitted litter item (by 34 per cent), while paper waste was also dropped by 22 per cent of people.



# Q&A

## **Q: How is littering being tackled in Scotland?**

**A:** This campaign is one strand of the Scottish Government's leadership in tackling litter. Action is set out in the national litter strategy. The strategy includes a range of measures aimed at reducing litter and flytipping through communication, facilities and procedures and strengthened enforcement. For example, as well as this campaign, fixed penalty notices for litter have risen from £50 to £80. The government also supports partner organisations. For example, environmental charity Keep Scotland Beautiful runs a 'Clean Up Scotland' initiative. It works with people across Scotland to help clean up litter and other antisocial behaviours. Local authorities and others are involved in action to promote positive behaviour and provide facilities to reduce problems and boost recycling.

## **Q: How much money is spent dealing with litter, and who pays this?**

**A:** At least £53m is spent on cleaning up and prevention, and the indirect cost of littering and flytipping – on areas like health, crime and wildlife – amounts to a further £25m a year. We all pay for this: either as tax payers or customers of cost goods and services.

## **Q: What other problems does littering create?**

**A:** Litter ruins the look of our environment, kills wildlife, cause fires and damages cars. It's also bad for business and tourism. And discarded food – such as apple cores and banana skins – attracts rats, mice, seagulls and pigeons.

## **Q: Is littering against the law?**

**A:** Yes, littering is a criminal offence. The Environmental Protection Act 1990 (EPA) gives local authorities power to issue Fixed Penalty Notices for litter and flytipping offences.

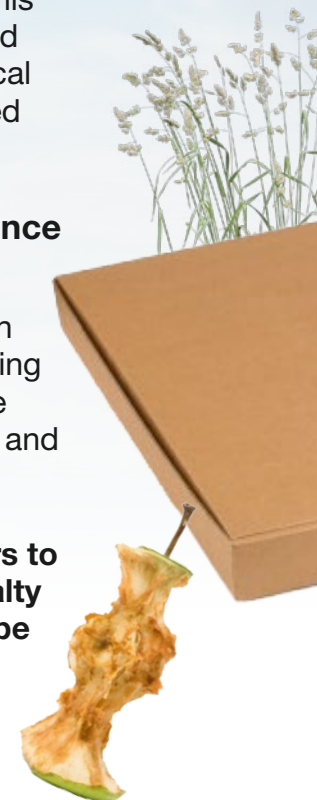
## **Q: What is the fine level issued to someone caught dropping litter?**

**A:** The fixed penalty for litter is £80 (rising from £50), but if this isn't paid, the matter can be referred to the Crown Office and Procurator Fiscal Service (COPFS), which can result in a fiscal fine or prosecution, with a maximum fine of £2,500. The fixed penalty for flytipping is £200.

## **Q: What is litter and flytipping and what's the difference between them?**

**A:** Litter and flytipping is waste in the wrong place. Litter can be a single item (e.g. a crisp packet or a drinks can). Flytipping covers larger sized items and amounts of waste for example large domestic items such as fridges and mattresses, tyres, and commercial waste such as builders' rubble.

**Please note that Part One of the toolkit contains answers to more detailed questions about the increased Fixed Penalty Notices, other penalties, and litter and flytipping. It can be used alongside this version.**





# KEY CONTACT AND USEFUL LINKS

## Zero Waste Scotland

Email: [litterandflytipping@zerowastescotland.org.uk](mailto:litterandflytipping@zerowastescotland.org.uk)

We welcome your feedback on this toolkit.  
Please provide any comments or suggested  
improvements to future updates.



# MONITORING SUCCESS

We encourage you to record what you do and try to understand what impact it has. You may be surprised by the answers. Here are some ideas for recording activity and its impact.

## **Straightforward options:**

- Record what you do, and who you do it with. For example, what events you held and how many people attended, what media releases you issued and interviews you gave, what local publicity such as posters and social media you carried out
- Collate all media coverage resulting from your media releases and interviews
- Collate social media activity, such as Twitter (number of tweets, retweets, favourites, new followers), Facebook (number of posts, posts shared, likes, comments), and other channels

- Number of online articles, email newsletters (and estimated distribution), blogger posts
- Message usage e.g. number of posters, web banners, email signatures, screen savers displayed
- Examples of partnership working

## **A bit more ambitious:**

- Survey to find out how many people saw your activity, what they thought, and if they changed their behaviour
- Gather feedback from partners, volunteers, staff and participants
- Run a focus group to get feedback to activity

## **Really ambitious:**

- Before and after surveys about behaviour and perceptions of your area and how they have changed
- Before and after litter counts, assessments of cleanliness, or weighing of litter collected
- If you do try either of these approaches, please let Zero Waste Scotland know how you get on, as we're keen to develop good practical and cost-effective ideas for local monitoring.