

# Spring Clean 2023

## The Litter League



# Scotland is facing a litter emergency

We're inviting you to encourage your audiences to join us to reduce litter levels in their neighbourhoods, for our environment, our wildlife and our own health and wellbeing.

Please support us to make the 2023 #SpringCleanScotland the best yet. Last year's Spring Clean saw thousands of volunteers roll up their sleeves and join more than 100 events across Scotland.

The 2023 Spring Clean will take place from **17 March – 17 April** and we're hoping 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 and 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 to your audiences.

Find out more about Spring Clean at  
[www.keeptoscotlandbeautiful.org/springclean](http://www.keeptoscotlandbeautiful.org/springclean)



**87%** believe litter is an issue across Scotland.



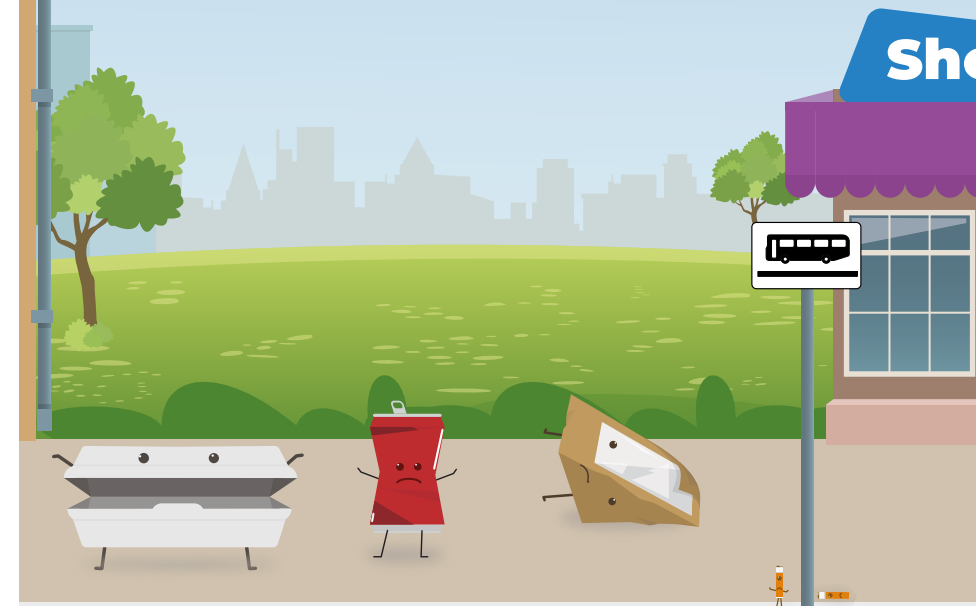
**67%** believe litter is an issue in their local area



**66%** of local authorities saw an increase in the percentage of unacceptably littered sites since last year.



**82%** of people said they enjoyed volunteering time to Clean Up Scotland after taking part in Summer Clean 2021.



# How young people can help tackle Scotland's litter emergency?

We're inviting you to encourage yours to take part in our new Litter League. This is an opportunity for young people across Scotland to not only take part in cleaning up Scotland - but to compete against each other to find out who is a #SpringCleanScotland champion!

In addition to our own awards we are working with [Play Scotland](#) to support the [Litter Pick and Play](#) project. Click the link to find out more.

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## Spring Clean Awards

- ❖ **National Spring Clean Scotland Champion**
- ❖ **Aberdeen & North East Spring Clean Champion**  
(Aberdeen City, Aberdeenshire, Moray)
- ❖ **Highlands & Islands Spring Clean Champion**  
(Argyll and Bute, Eilean Siar (Western Isles), Highland, Orkney, Shetland)
- ❖ **Tayside, Central and Fife Spring Clean Champion**  
(Angus, Clackmannanshire, Dundee City, Falkirk, Fife, Perth and Kinross, Stirling)
- ❖ **Edinburgh and Lothians Spring Clean Champion**  
(City of Edinburgh, East Lothian, Midlothian, West Lothian)
- ❖ **Glasgow and Strathclyde Spring Clean Champion**  
(East Ayrshire, East Dunbartonshire, East Renfrewshire, Glasgow City, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Ayrshire, South Lanarkshire, West Dunbartonshire)
- ❖ **Scotland South Spring Clean Champion** (Dumfries and Galloway, Scottish Borders)



# The Rules:

## Who can enter?

Schools, nurseries, youth groups, after school care, uniformed youth groups and children's play groups are all eligible for entry.

## When can you enter?

Only clean up's that take place between the 13 March and the 31 March 2023 will be able entered into the Keep Scotland Beautiful Spring Clean awards. All completed competition entries must be submitted no later than 23:59 on 31 March. You can register your clean up on our [members site](#) and order some of our clean up tabards for FREE. All tabard orders must be completed by the 3 March 2023.

## How to enter?

To enter into the Litter League is done in three simple steps!

1. Organise a clean-up(s) event between the 13 March and the 31 March 2023
2. After your event(s) is completed count the black bags collected
3. Submit your entry to the Litter League at [Spring Clean Scotland 2023 The Litter League](#)

Team KSB will keep you informed with social media posts on who is in the lead.

## Can you claim clean up glory and help tackle Scotland's litter emergency?



# What happens if you are crowned a Spring Clean Champion?

- You get to keep one of our #SpringCleanScotland trophies for one year.
- Exclusive bragging rights and recognition for all your fantastic clean up efforts!
- You will also receive one of our clean up champion rewards.

Those who are also entering the Play Scotland: Litter Pick and Play will receive

- A certificate of participation to display
- Entry to a prize draw to win £100 worth of vouchers

Find out more about Spring Clean at [www.KeepScotlandBeautiful.org/springclean](http://www.KeepScotlandBeautiful.org/springclean)

If you have any questions, require any more information or need any assistance, please get in touch at [cleanup@keepscotlandbeautiful.org](mailto: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, reduce litter and waste, and protect and enhance the places we care for.



# Keep Scotland Beautiful

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[www.keepscotlandbeautiful.org](http://www.keepscotlandbeautiful.org)

