

Organisation: Keep Scotland Beautiful

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Contact details: Juliette Camburn, Information & Events Officer, 01786 477 171; out of office: 07595 779 668; juliette.camburn@ksbscotland.org.uk

Case studies & images: case studies available on request; image attached to email

Media Centre with fast facts & PR: <http://news.keepsotlandbeautiful.org/SpringClean.asp>

Keep Scotland Beautiful & McDonald's launch attack on Scotland's litter

To mark the launch of National Spring Clean 2012, Keep Scotland Beautiful, Scotland's leading environmental charity, and McDonald's teamed up today, Tuesday 13th December, to tackle a litter-strewn area of Glasgow.

The team were joined by staff from Glasgow Community & Safety Services and Community Police Officers in a bid to encourage Scottish businesses to sign up to the major two month-long clear-up.

[National Spring Clean](#), Keep Scotland Beautiful's flagship volunteer campaign, will take place between April 1 and May 31. On-line registration opened today, so sign up now at www.keepsotlandbeautiful.org/springclean.

In 2011, nearly **100,000** Scots joined in to help clear up more than **1,000** tonnes of litter which others had left behind. Keep Scotland Beautiful would like to smash the 100,000 volunteer numbers, and are calling out to more Scottish businesses to get involved and do their bit – in 2011, every Scottish McDonald's store participated, with staff teams working together to make a positive difference to their local areas.

National Spring Clean enables businesses, schools, community groups and individuals to unite together in a common cause and to make a concerted effort to clean up the whole of Scotland as part of a bigger, coordinated campaign. To help groups get started, Keep Scotland Beautiful provides group organisers with free clean up kits, and they can also request additional assistance from their local council.

Keep Scotland Beautiful Chief Executive, Derek Robertson, said: "Most businesses now have a Corporate Social Responsibility, or Sustainability policy, and, by taking part in National Spring Clean, they will go some way to achieving their goals. Taking part in a work-based clean up brings your staff together, shows the communities you work in that you are doing your bit, is a great PR opportunity, and will lead to a cleaner, greener and more sustainable Scotland.

“Keep Scotland Beautiful is delighted to be working with McDonald’s, Greggs and a number of local Scottish businesses and encourage more businesses to follow their example.

“We live in a beautiful country, and clean cities, towns and villages should be important to us all. Businesses are part of Scottish communities so, for this reason, I would encourage any business out there to do their bit and sign up to National Spring Clean now.”

Jez Langhorn, Vice President, McDonald’s UK, commented: “The amount of litter people drop on our streets is unacceptable and continues to cause frustration in communities across Scotland. It is a problem that affects everyone; residents, councils and local businesses alike.

“At McDonald’s, we want to be responsible members of the communities in which we operate and that’s why we have been working hard to reduce the amount of litter on our streets. For twenty years we have been sending out daily litter patrols and organising larger ‘clean up’ events, often working in partnership with local residents and community groups.

“We are proud to be working with Keep Scotland Beautiful and our restaurant teams across the country are once again looking forward to participating in the National Spring Clean which is now a firm fixture in our calendar. We hope that together, we can encourage more businesses to take pride in their local area and work with us to reduce the amount of litter on our streets even further.”

Note to the Editors

- **Keep Scotland Beautiful** is Scotland’s leading environmental charity. It works across Scotland, from Shetland to the Scottish Borders, cleaning and greening up communities, schools and businesses, and has been doing so since 1970. We work in partnership with all 32 of Scotland’s Local Authorities, 700+ community groups, 3,850 of Scotland’s primary and secondary schools, over 100 businesses and have empowered in excess of 200,000 individuals to assist in community action. Keep Scotland Beautiful is a committed partner of Government and shares in the government’s vision for Scotland to be a cleaner, greener, safer and more sustainable country. Further information can be found at www.keepsotlandbeautiful.org
- Zero Waste Scotland is the new programme created by the Scottish Government to support delivery of its Zero Waste plan. Zero Waste Scotland has been created to provide a one-stop-shop for support and advice to individuals, businesses and local authorities in order to help them reduce waste, recycle more and use natural resources more efficiently. It will integrate the activities of WRAP Scotland, Waste Aware Scotland, Keep Scotland Tidy, Remade Scotland, Envirowise in Scotland, NISP in Scotland, and some programmes delivered by the Community Recycling Network for Scotland.

Juliette Camburn

Information & Events Officer, Campaigns & Contracts

Direct Dial: 01786 477 171

Out of Office hours: 07595 779 668