

21
YEARS



Keep Scotland
Beautiful

Your charity for Scotland's environment

Keep Scotland Beautiful 2021 Manifesto



Keep Scotland Beautiful is your charity for Scotland's environment. Our vision is for a clean, green, sustainable Scotland. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for. We aim to change behaviour to improve our environment, the quality of people's lives, their wellbeing, and the places that they care for.

This document provides a summary of Keep Scotland Beautiful's manifesto asks for the 2021 Scottish Parliamentary elections, linked to each area of our strategy:

The Green Recovery

We call upon all parties to stand behind the commitment given to achieving the ambitions of the UN Sustainable Development Goals by 2030, and to ensure that they are used as the framework for a green and just recovery. We also call upon all parties to ensure that our recovery is one which truly empowers and involves our young people and communities with the task of building a cleaner, greener and more sustainable Scotland.

In addition, we call upon all parties to ensure that through our national curriculum we step up our commitment to fostering a nation of environmentally aware and carbon literate young people, equipped with the knowledge and skills they will need to meet the challenges of the years ahead.

Reduce litter and waste



The issue:

Scotland is facing a litter emergency.



Our ambition:

Scotland is litter free and has a circular economy.

We are asking parties to commit to:

- Convening a **litter summit** bringing together partners in the third sector, the public sector and in local and national government to address the historic and current decline in local environmental quality – particularly in our most deprived, worst affected communities – and to explore how best we can support communities in the fight against litter, dog fouling, graffiti, detritus and the other indicators of local environmental quality.
- Making Scotland a **fully 'litter-free' country**, through a community-focused programme of education, training and public engagement.
- A **new litter strategy** that addresses the defects in the current system, prioritises community education, commits to investment in infrastructure and reviews the barriers to enforcement, including by exploring alternative methods and approaches.
- Establishing a new **behaviour change innovation fund** enabling the development and testing of new infrastructure and solutions to address Scotland's litter crisis at the community level.

Combat climate change



The issue:

Scotland is in a climate emergency.



Our ambition:

Scotland achieves its net-zero ambition by 2045.

We are asking parties to commit to:

- Delivering bold action to **decarbonise key sectors** including buildings, transport, agriculture and tourism during the lifetime of the next parliament so we can meet our net-zero ambition.
- Making Scotland a fully **carbon literate country** through a comprehensive programme of education and training for all, to encourage behaviour change and build public support for significant change.
- Supporting and investing in locally-based **community climate action**, to help build large-scale public involvement in our transition to a net-zero society.
- Supporting **environmental skills** and careers development, through investment in both vocational and academic learning.

Protect and enhance places



The issue:

Our natural and built heritage is under threat.



Our ambition:

Scotland's places and their heritage are improved.

We are asking parties to commit to:

- Investing to **protect our green and blue spaces** and their connecting green corridors, supporting biodiversity as part of the green recovery.
- Giving local communities more ability to protect the places they care about by more adequately resourcing and encouraging use of the **Place Principle and Place Standard Tool**.
- Implementing a national programme of **green prescribing** to support mental wellbeing and increase people's connectedness with their local built and natural heritage.
- Supporting **heritage skills** and careers development, through investment in both vocational and academic learning.
- Making Scotland a global leader in **responsible tourism**, enhancing appreciation of the beauty and richness of Scotland's environment while also benefiting the communities who live and work here.

Finally, we are members of Scottish Environment Link and Stop Climate Chaos Scotland and endorse their positions and asks. We also support the work of the Climate Emergency Response Group in informing Scotland's response to the climate emergency.



We support the ambitions of the United Nations
Sustainable Development Goals.

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T: 01786 471333 E: info@keepsotlandbeautiful.org

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