

Towards a Litter-Free Scotland:

A Strategic Approach to Higher Quality Local Environments

Cath Wilson
Sector Manager, Litter & Flytipping
catherine.wilson@zerowastescotland.org.uk

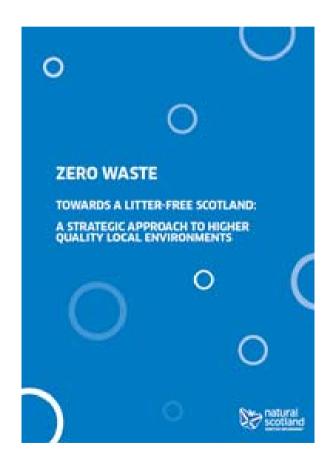
zerowastes cotland.org.uk





Why a national Litter Strategy?

- Leadership at SG level
- Costs of litter and flytipping
- Social, economic and environmental benefits
- Promote joined up working
- Efficiency in public services





Research programme

- Scotland's Litter Problem
 - Direct Costs of Litter
 - Indirect Costs of Litter
 - Rapid Evidence Review of Behaviours & Anti-Litter Policies
- Existing practice across Scotland
- Public Perceptions and Concerns around Litter
- <u>Litter Prevention Community</u>
 <u>Engagement: Options Paper</u>
- Flytipping Behaviours





Developing the Strategy

- Litter Summit
- Informal consultation and engagement
- Formal consultation
- Strategy published in June 2014





Early actions

- National campaign and toolkit
- Increased FPNs and other new powers
- Transport Litter week of action
- Funding for











The Strategy is structured around:

- Information
- Infrastructure
- Enforcement





Overview of Interventions:

Information

- Communication
- Education
- Local Community Action







Overview of Interventions:

Infrastructure



- COPLAR review
- Funding and Support
- Opportunities for Recycling
- Product & Service Development
- Research and Monitoring
- Flytipping



Overview of Interventions:

Enforcement



- Strengthen the enforcement system
- Enforcement Staff
 Training



Delivering the Strategy

- Building the evidence base and using it
- Innovation & creativity
- Communications
- Monitoring & evaluation
- Stakeholder engagement





Thank you.

zerowastescotland.org.uk

@ZeroWasteScot