

The logo for Zero Waste Scotland, featuring the text "ZERO WASTE SCOTLAND" in white, bold, uppercase letters inside a white circular border. The background of the slide is a scenic landscape with mountains and a sunset sky, with a large, semi-transparent blue circle overlaid on the left side.

**ZERO
WASTE
SCOTLAND**

Supporting delivery of the Scottish National Litter Strategy

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Action before or at launch of Strategy

- Increased FPN for littering and flytipping;
- National Campaign “Dirty Little Secret”;
- Introduced a charge on single use carrier bags
- Created powers for other organisations to issue FPN
- New powers for SEPA and Revenue Scotland
- Requirement for offenders to provide name and address
- Clarify powers around bin placement to reduce accidental littering



Zero Waste Scotland Support

Facilitating change by:

- Creating and using better data;
- Developing new approaches;
- Encouraging new collaboration

Intervention 1: Communication

Creating and using better data

- [Public perceptions and concerns about litter:](#)
Research available on ZWS website

Developing new approaches

- [Targeted messaging approach:](#) Toolkit available on ZWS website and currently being expanded

Intervention 2: Education

Creating and using better data

- Engaged with over 70 education professionals and Young Scot “Generation Change” project

Developing new approaches

- Procurement underway to explore integrating litter as a topic into Curriculum in secondary schools

Intervention 3: Local Community Action

Creating and using better data

- [Community Litter Prevention Options](#): with research available on ZWS website

Encouraging new collaboration

- Funded [Clean Up Scotland](#): total of £750,000 delivered by Keep Scotland Beautiful

Intervention 4: Opportunities for Recycling

Creating and using better data

- [Deposit Return Feasibility Study](#): with research available on ZWS website

Developing new approaches

- Funding the installation of 4254 Recycling on the Go bins across a range of stakeholders

Intervention 5 & 6: Product & Service Design

Encouraging new collaboration

- Piloting creation of Litter Prevention Action Plans and Community Litter Prevention Action Plans in Dundee

Creating and using better data

- Edinburgh Council using bin sensors to monitor bin fill rates to inform service efficiency

Intervention 7: Guidance Review

Developing new approaches

- Commitment by Scottish Government to lay a new [Code of Practice on Litter & Refuse](#)

Encouraging new collaboration

- Formed a Litter Managers Network: as a sub-group of [APSE Parks, Grounds, Streets Services Advisory Group](#)

Intervention 8: Future Funding & Support

Developing new approaches

- Zero Waste Scotland funding will be dependent on demonstrating a commitment to litter and flytipping prevention

Encouraging new collaboration

- Litter & Flytipping Programme Team will be working with a broad range of stakeholders to encourage joint-working

Intervention 9: Research & Monitoring

Creating and using better data

- Developing new monitoring methodology: as presented at [APSE Performance Network Seminar](#)

Developing new approaches

- Currently tendering to develop a new monitoring system (to support methodology) in next financial year

Intervention 10: Flytipping

Creating and using better data

- Developed [FlyMapper](#): with 24 LA now registered on the system

Encouraging new collaboration

- Flytipping Prevention Group: 6 x LA in South West of Scotland working with FlyMapper data and testing new interventions

Intervention 10: Strengthen the enforcement system

Developing new approaches

- Working with Community Safety Glasgow to improve FPN payment rates

Encouraging new collaboration

- Engaging with all partners in the enforcement chain to look at streamlining process and tackling specific issues e.g. under 16 enforcement

Intervention 10: Enforcement staff training

Developing new approaches

- Developing an employers guide to content: how can enforcement support prevention

Encouraging new collaboration

- Developing a new litter prevention leadership training programme in 17/18. Working with partners to deliver, accredit etc.

Where are we now?

- Scottish Government has invested significantly in supporting strategy delivery
- Research and tools are providing a robustness in evidence and data for future action
- Our programme is now much more externally focused: helping to develop new approaches and new collaboration

What next?

- Solid foundations have been established to help make a significant impact on litter and flytipping
- New Code of Practice and monitoring system have potential to be “game changers”
- ZWS will expand the support and resources available to stakeholders, helping shift focus to prevention and encourage new collaborations

Thank you.

zerowastescotland.org.uk

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