

Keep Scotland Beautiful

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Context

- The Climate Emergency, Biodiversity and Nature Crises, and Litter Emergency impact everyone
- We talk about solving these issues being the responsibility of everyone, and something everyone can act on.
- We have a set of expertise, resources, contacts, toolkits and engagement campaigns aimed at everyone
- We are ambitious and want to get better at ensuring our work is accessible and inspiring for all

How our journey started

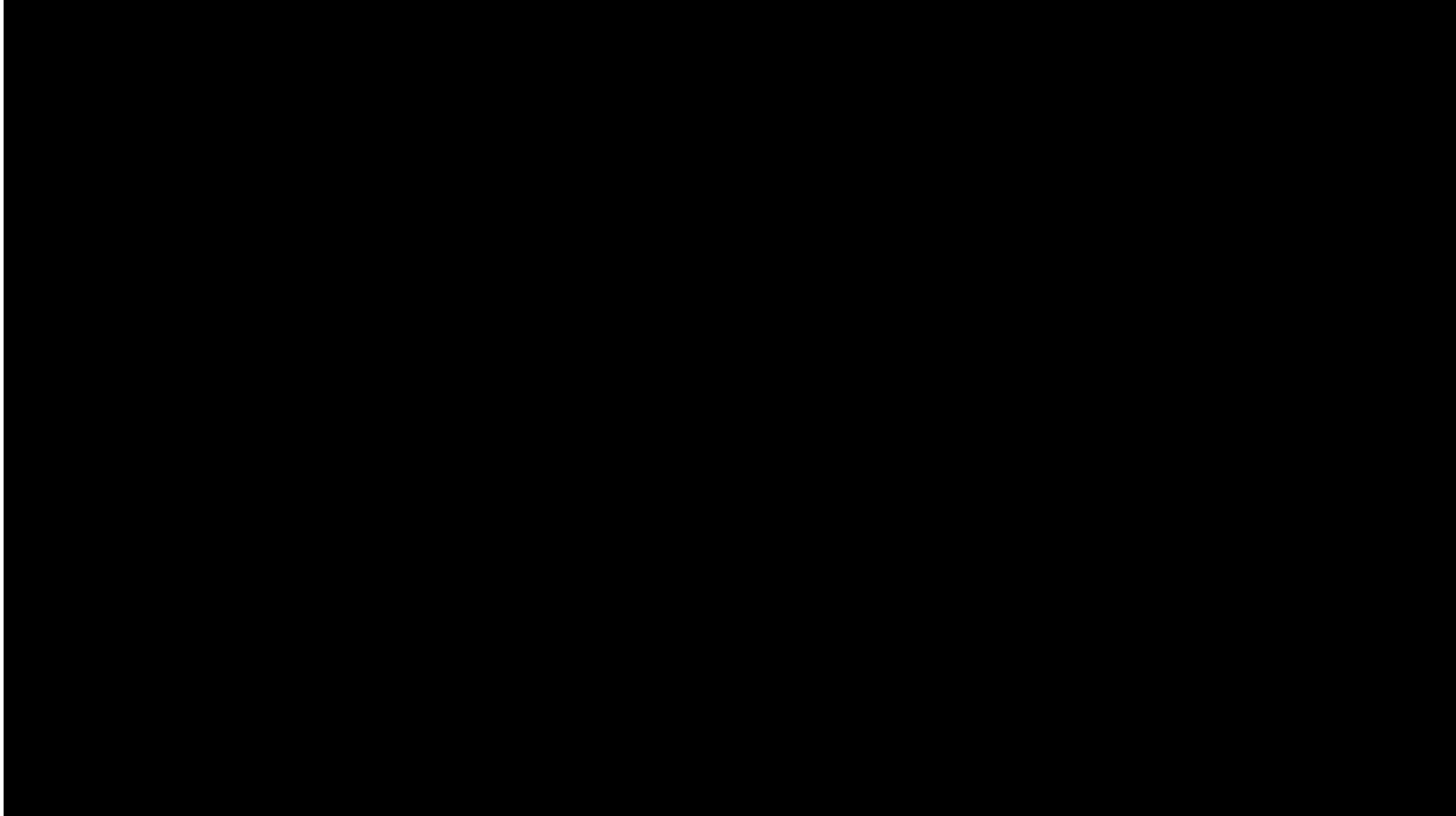
- The British Deaf Association approached us
- The approach was well timed with funding and planning cycles
- We had open dialogue
 - We were honest about the lack of experience, skills, confidence
 - We asked them what we're doing wrong and could do better
- We mapped out how we could both support one another

What we did

- “quick wins” and areas that achieve both organisations’ deliverables
 - Presented at a seminar for local councils about litter and waste
 - We committed to organising a litter pick in partnership
 - Joint communications as part of Spring Clean Scotland
 - Joined their BSL Blether on litter

Bringing our Deaf Community and Councils Together – September 2024





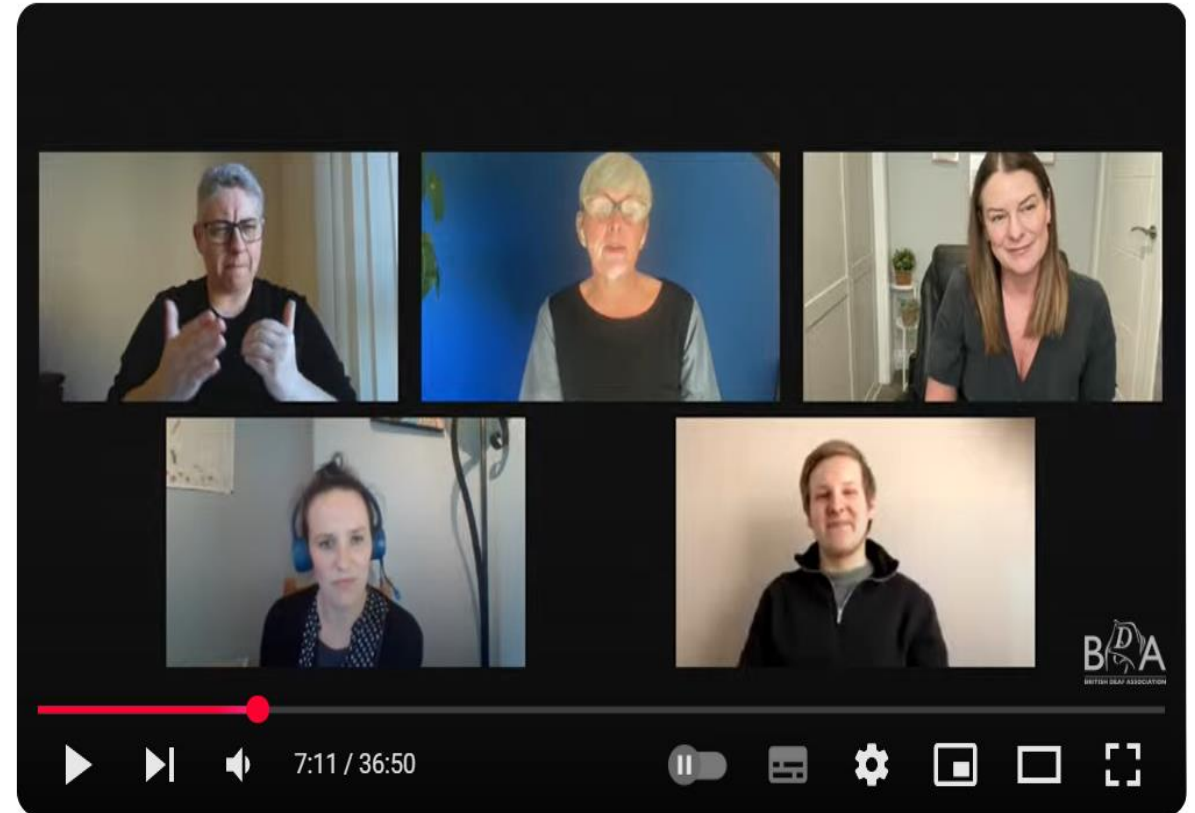
Spring Clean Scotland launch – March 2025



Blether – April 2025



Litter and Waste Spring Clean 2025



Litter and Waste Spring Clean 2025

Key takeaways

- Rewarding – learning something new and being able to provide support others maybe can't
- Humbling – there's a lot we take for granted and they were very grateful for the collaboration too.
- This work can support existing targets and deliverables, and doesn't always take extra funding or resources.
- We will continue to build flexibility into projects to try to continue supporting all communities and individuals

Thank you

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