

5 KEEP SCOTLAND BEAUTIFUL (AN67-2013)

Keep Scotland Beautiful is a National Environmental Charity, whose objectives are to protect, preserve and enhance the environment of town and country in Scotland for the benefit of the public and to educate the public about the environment generally by promoting awareness of the ways in which the environment is at risk and the ways in which this can be minimised. Keep Scotland Beautiful meets these objectives by organising and promoting environmental campaigns and programmes. Dundee City Council actively participates in a number of these programmes including:

- People and Places Programme;
- Green Flag for Parks;
- Beach Awards and Coastal Campaigns;
- Beautiful Scotland and It's Your Neighbourhood;
- National Spring Clean;
- Eco-Schools Scotland; and
- Sustainable Scotland Network.

Clean Up Scotland is a new national campaign led by Keep Scotland Beautiful and replaces the National Spring Clean campaign above. This will be a year round mass engagement campaign that aims to get one million people in Scotland involved. The overarching aims of Clean Up Scotland are to quickly free our country of litter and mess so that Scotland shines when the world is watching in 2014. In order to demonstrate commitment, organisations and individuals are being asked to sign a pledge in support of the campaign.

As a local authority partner, Dundee City Council has been requested by Keep Scotland Beautiful to support the campaign by signing a citywide pledge and to actively promote the national campaign using the Clean Up brand in all relevant marketing and publicity material. In turn, Keep Scotland Beautiful will promote key local events and supply Clean Up Scotland materials to participants.

The Environment Department currently encourages groups to take part in similar campaigns by organising and supporting group litter picks. Committee is asked to note the above and agree to the signing of the Clean Up Scotland pledge.