



Get #LitterLiterate Student Guide

Get #LitterLiterate Competition

Zero Waste Scotland is looking for the next generation of social media influencers to get on **YouTube** and convince Scotland to take personal responsibility for their actions, do the right thing with waste and **Get #LitterLiterate!**

How to enter

All you need to do is start making YouTube videos that educate other young people about litter prevention. Always remember to include **#LitterLiterate** in the video title or description, and check with your teachers before posting your video online.

How to be successful

Make sure your videos are sharable by following the top tips included in this guide. The more people like, comment and share your videos, the closer we are to changing the damaging culture of littering in Scotland.

Top Tips for using YouTube to end to littering

1. Be authentic!

Always make videos about things you are passionate about, as this will help you sound more authentic (true to yourself). Reflect on what you have learned so far about littering – what has made you feel sad/angry/disappointed/hopeful? What changes do you think would have the biggest impact in your local area? Start there.

2. Failure to plan = planning to fail

Spend time planning what you are going to say and film, so it is entertaining for your audience. Imagine you are making videos for your friends. What videos would they like? What would they share? How would you talk to them? Watch the **Get #LitterLiterate How to Vlog video** on YouTube (<https://youtu.be/X9hj-rfAmtw>) for more tips.

3. Make your videos sharable

Think creatively about how you can deliver your anti-littering message in funny, emotive, or surprising ways that will make viewers want to like, comment, subscribe and most importantly – share!

4. Engage with your audience

Invite them to like your videos, leave comments, and subscribe to your channel. Always respond to their comments.

5. Always use #LitterLiterate

Because the more people see and share your content, the wider our litter prevention message spreads. Remember to keep your videos clean – you are now a digital ambassador for the cause!

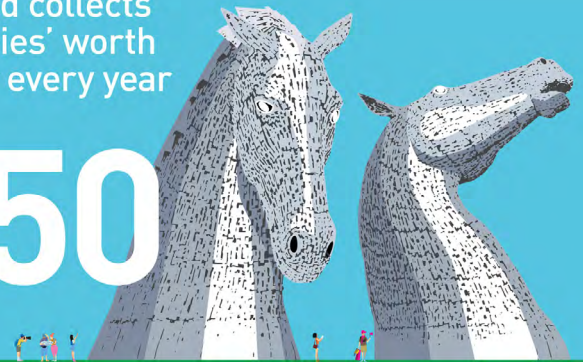
Some facts about littering

- Litter is **rubbish in the wrong place**. That means any rubbish that's not put in a bin or recycling box.
- **Flytipping** is the name given to large amounts of rubbish, usually dumped from a car or van.
- Most litter in Scotland is dropped by **pedestrians**.
- Studies suggest that around **half of all Scots have littered** at least once.
- We collect **50 Kelpies'** worth of litter every year. That's **15,000 tonnes**, or **250 million items** – nearly 50 pieces of litter for every person in Scotland. Or, in other words, **475 items of litter dropped every minute**.
- Half our streets contain **cigarette litter** - with cigarette butts topping the list.
- Fruit and vegetable remains count as litter too and **a banana peel can survive on the street for up to two years** in Scotland.
- Beaches contain large amounts of litter – in 2018 an average of **559 pieces of litter per 100m** were found on Scotland's beaches.
- **Littered areas attract more litter**, with people more likely to drop litter somewhere that already has a problem.
- As well as being an eyesore, litter affects both our health and the environment. The presence of litter has been shown to make people **feel less safe**, with a greater **fear of crime** and **more health issues** in areas where there is a higher level of litter.
- Cleaning up litter is also expensive and time consuming. In Scotland, we spend more than **£1 million every week** cleaning up litter and fly-tipping and with tourism worth over £4bn a year the consequences are clear.

The amount of litter in Scotland

Scotland collects
50 Kelpies' worth
of litter every year

x50



That is equal to:



15,000
tonnes



250 million
items



50 pieces
of litter
per person in Scotland

Or, in other words...

475

items of litter dropped
every minute.



What's on our streets?

The most commonly littered items in Scotland:



Gum
and gum
wrappers



Cigarette
butts and
packaging



Drinks
containers



Food
and food
packaging



Other

Why does it matter?

- Local authorities have to spend millions cleaning it up: **At least £46 million each year**, which works out to around **£20.00 per taxpayer**.
- This money could be spent on **schools, hospitals, roads** and other local services.
- Other negative impacts of litter include:
 - It makes Scotland **less attractive to tourists**.
 - There's a link between **litter levels** and **crime rates**.
 - It can **damage physical health** - injury from broken glass, rusty cans and lit cigarettes, and litter in the road can cause car accidents.
 - It can **affect mental health**.
 - It can **negatively impact house prices**.
 - Food waste can attract **unwanted wildlife**, such as foxes and rats.

Whose problem is litter?

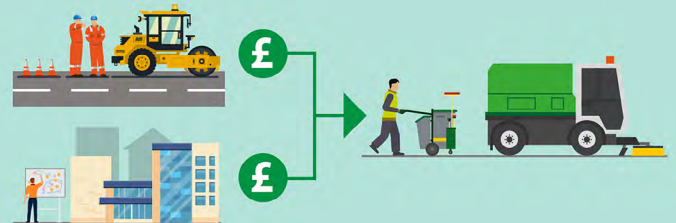
- It's **everyone's responsibility** to make sure they put their rubbish in a bin or recycling box.

Lots of our litter could be recycled

- If something can be recycled, it's worth money.** If we collected up all Scotland's litter to be recycled, we could make around **£1.2 million**. How would you spend that money to help people and wildlife?

Litter: we're all paying for the clean-up

Litter on our streets forces local authorities to divert public money away from other public services like schools and roads.



...that's around **£20.00** for each taxpayer.



Chewing Gum Litter



On average, each piece of chewing gum costs:

3p
to buy

£1.50
to clean up

Cleaning gum removal uses expensive equipment and harmful chemicals.

Why do people litter?

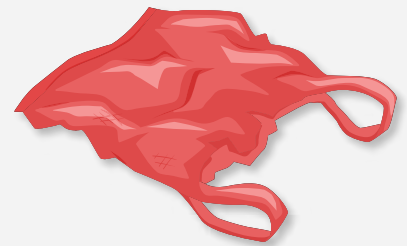
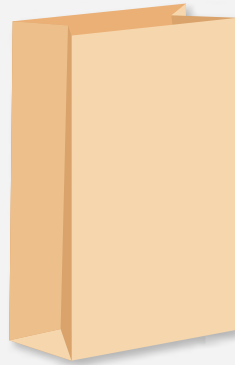
- Here are just some of the excuses people give for littering:
 - “The place is already full of litter, so it doesn’t matter if I add a bit more”
 - “Someone else will clean up after me - that’s their job”
 - “I can’t see a bin so there’s nowhere to put my rubbish except on the ground”
 - “Litter isn’t a big deal, it doesn’t harm anyone”
 - “I don’t care about litter, it doesn’t affect me”

Smoking-related litter

- Smoking-related items are the most common kind of litter:
 - More than **4.5 trillion cigarette butts are dropped around the world each year.**
 - Half of Scotland’s streets are affected by cigarette litter.
 - Cigarette related litter - butts, packets, cellophane wrappers and foil - make up nearly **40% of the littered items** in Scotland’s streets.

How long does litter take to break down?

Paper bag = up to 1 month.

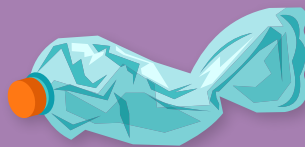


Plastic bag = up to 20 years.



Cigarette butts = up to 12 years.

Plastic bottle = up to 450 years to break into little pieces, but never breaks down completely.



Glass bottle = never breaks down.

Chewing gum = never breaks down.



Many people don’t realise it, but fruit peel is litter.

Banana skin = up to 2 years.



Orange peel = up to 2 years.