



KEEP SCOTLAND BEAUTIFUL – HERO OF THE MONTH

What is “Hero of the month”?

“Hero of the month” is a monthly award which aims to recognise those who successfully demonstrate their sustained commitment to cleaning up their local area, and who have facilitated and encouraged a tangible and immediate improvement in local environmental quality. These heroes come from all backgrounds, represent a cross section of ages and are motivated by different issues; some chose to remove litter from their local village park, others have campaigned nationally to get people to pledge to pick up a piece of litter every day, while some have led local campaigns to tackle the issue of dog fouling in their community.

When was “Hero of the month” first launched?

Keep Scotland Beautiful launched the mass engagement anti-litter campaign, which aims to make Scotland the cleanest country in Europe, in November 2012. Two months later, in January of 2013, the first Clean Up Scotland Hero of the Month was recognised for his outstanding contribution to cleaning up Scotland.

How does the award work in practice?

Keep Scotland Beautiful visits each hero to present them with a framed certificate and a Clean Up Kit, which is donated by the [Helping Hand Company](#) and includes a new Scottish litter picker, reusable tabard and a handy hoop. A media release, including quotes from the hero, Keep Scotland Beautiful, and when relevant from elected councillors or the nominee, is issued to the local print and broadcast media. Keep Scotland Beautiful also promotes the monthly award on the website and via social media channels, giving the charity the opportunity to promote the good work being done, and to highlight the issues the country still has with littering behaviours.

How many people have been awarded the title?

To date 35 individuals, from all areas of Scotland, have accepted the Clean Up Scotland Hero award, with two additional Heroes being recognised each year for their contribution to the fight against dog fouling in particular.

What are the minimum requirements to be nominated?

Keep Scotland Beautiful accepts nominations for the award which is given monthly, and uses a set of criteria to help decide who should be recognised. These include that the nominated hero must:

- live in Scotland;
- be part of the public or private sector, part of a voluntary group or an individual, pledging to Clean Up Scotland;
- demonstrate how they have encouraged and facilitated a tangible and immediate improvement in local environmental quality;
- demonstrate work towards a public information campaign which encourages and delivers permanent behavioural change;
- have shown superior performance by engaging with new audiences, and through new initiatives to promote the Clean Up Scotland messages; and
- demonstrate their sustained commitment to cleaning up their local area as part of Clean Up Scotland by organising regular events and championing the Clean Up Scotland messages.



Nominations often come from local authority staff who wish to recognise an individual in the community for going above and beyond, from community groups who recognise the drive and vision of one individual, teachers who recognise the determination of young people in their schools, and sometimes from members of the public who identify an individual who quietly makes a difference, litter picking their favourite walk every day.

How successful is the “Hero of the month” initiative?

Clean Up Scotland heroes are all actively engaged in one way or another with the campaign, they often contribute to conversations on our social media accounts, they share messages about the campaign with their own audiences, and in some cases the individuals have become unofficial local ambassadors for the campaign, and the wider work of Keep Scotland Beautiful.

In February 2015 a reception was hosted in the Scottish Parliament and all Clean Up Scotland heroes were invited to attend. Some, including 8 year old Bronagh Dallas, from Elgin, from who started her own local litter activity and was nominated for the award by a local community councillor, spoke to the invited audience, including elected Members of the Scottish Parliament, about why removing litter from Scotland is so important.

What insights might be useful for others involved in litter prevention?

The “Hero of the month” is a useful way to recognise those individuals and groups which go the extra mile to support the work of our Clean Up Scotland campaign. Clean Up Scotland has attracted more than 600,000 individual volunteer actions during the last two and a half years, removing more than 6,000 tonnes of waste from Scotland’s streets, parks, beaches and open spaces. Being able to recognise just some of those people who make the campaign the success it is, goes some way to Keep Scotland Beautiful saying thank you.

Tackling litter and dog fouling requires different approaches, one is to change the behaviour of those who currently dispose of litter and dog foul in the wrong way, and another is to celebrate and recognise the excellent work that some people do to keep Scotland beautiful.

Further details about the Clean Up Scotland Hero of the Month award can be found on the Keep Scotland Beautiful [website](#).

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