

# PE2121/A: Run a targeted roadside litter awareness campaign

## Scottish Government written submission, 2 December 2024

Thank you for your email of 04 November on behalf of the Citizen Participation and Public Petitions Committee in relation to Petition PE2121 regarding a call for the Scottish Government to undertake a campaign targeted to raise awareness of the harms caused by roadside litter and the penalties that could be brought against responsible parties.

The Scottish Government is committed to taking action to address litter and flytipping in Scotland. In 2023, we published a new National Litter and Flytipping Strategy and Year One Action Plan. The Strategy recognises the importance of prevention through education and communications; good infrastructure and services and an effective approach to enforcement to ensure it acts as an effective deterrent and working in partnership with a range of partners, including businesses and community groups.

One of the actions for the Scottish Government within the initial Action Plan was a change in legislation to introduce new powers to impose a civil penalty on the registered keeper of a vehicle from which a littering offence is committed. This legislative change was completed as part of the Circular Economy (Scotland) Act 2024 and will be implemented in due course. This is just one of a number of actions that have been progressed and full details are in the [National Litter and Flytipping Strategy Update and Year 2 Action Plan 2024 - 2025](#).

The National Litter and Flytipping Strategy is delivered in partnership with SEPA, Zero Waste Scotland and Keep Scotland Beautiful (KSB). As part of the Year 2 actions, Keep Scotland Beautiful is working with Perth & Kinross Council to trial a roadside litter intervention in to raise awareness of roadside litter issues. It updates KSB's previous national roadside litter campaign [Give Your Litter A Lift](#) and has the potential to inform future interventions. More information can be found on the KSB website; [Perth and Kinross buses wrapped to curb roadside litter | Keep Scotland Beautiful](#)

The National Litter and Flytipping Strategy Delivery Group, which includes representatives from a range of delivery partners (including a representative for local authorities), has established a communications sub-group that will be exploring how best to deliver communication messages effectively on litter and flytipping. The proposals put forward in the petition will be shared with the sub-group so they can consider them as part of their ongoing work to look at improving communications at a national level. However, some of the actions suggested in the petition, such as direct mailing to local businesses and roadside signage would be a matter for a local authority or Transport Scotland, depending on the target area.

More broadly, from 2025 the implementation of packaging extended producer responsibility reforms across the UK will move the full net cost of managing

household packaging waste from local authorities to producers, ensuring more packaging is made recyclable or reusable. The Scottish Government is committed to ensuring that the full net cost recovery of packaging waste also includes packaging in street bins and litter in Scotland. The intention is to bring this obligation forward in amended legislation. This has the potential to cover costs associated with communications to prevent littering.

I would like to thank you again for raising these concerns with the Scottish Government and I hope that you find this response helpful.

**Circular Economy Division**