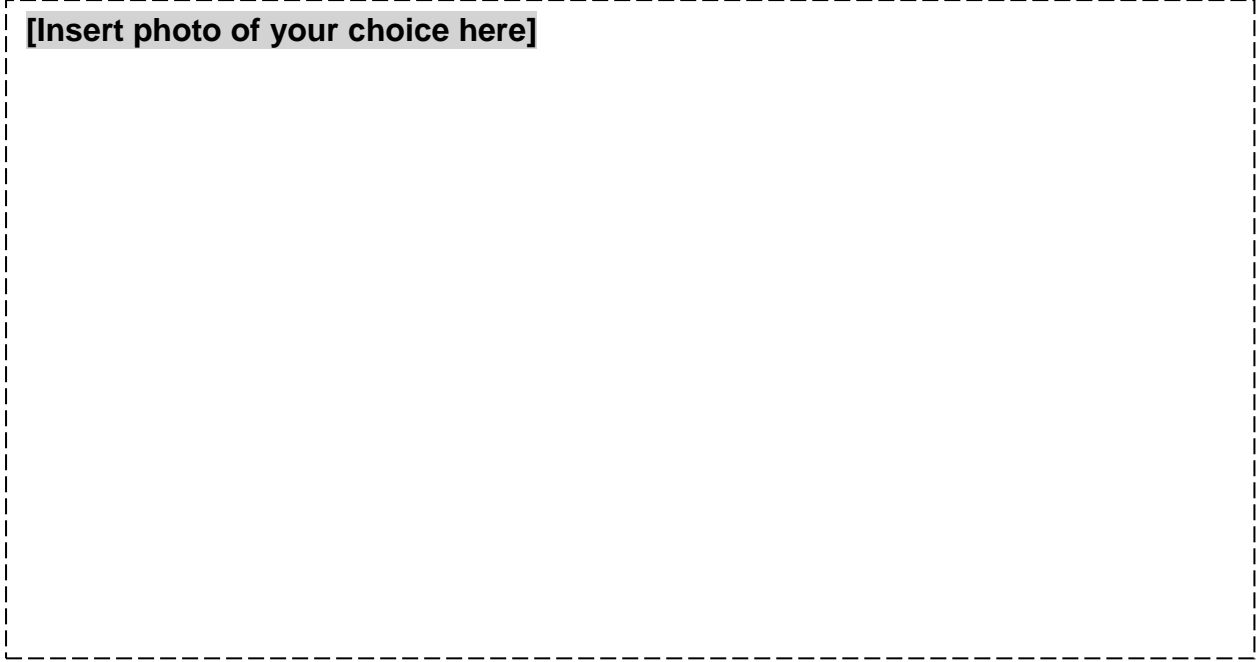


**[Insert photo of your choice here]**



**[Organisation name]**

# **Litter Prevention Action Plan**

**[insert logo here]**



**[insert address & postcode]**

**[insert date]**

**[Please note all**

sections in grey and in brackets should be removed or text inserted]

[All sections can be adapted to suit your organisation but we have provided some standardised text]

## Introduction

We share the Scottish Government's vision of a litter-free Scotland, laid out in the national litter strategy, [Towards a Litter-free Scotland](#) which recognises the social, environmental and economic benefits of a cleaner greener Scotland.

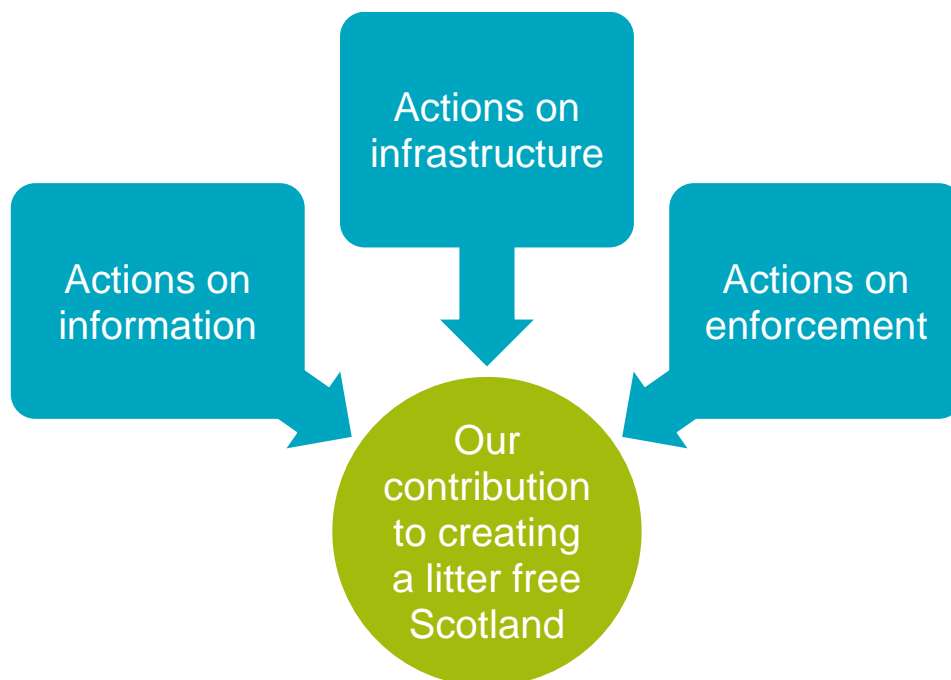
The national strategy outlines three cornerstones of intervention to tackle litter and flytipping:

- Information - ensuring effective and consistent messaging to prevent littering
- Infrastructure - improving the facilities and services needed to reduce litter and promote recycling
- Enforcement - strengthening the deterrent effect of legislation

This plan outlines our actions against each of these cornerstones.

We will publish our plan and review it annually to ensure that we are fulfilling our actions, and to help us identify areas where we can make further progress.

We realise we cannot address this issue alone; we are also committed to contributing to the Community Litter Prevention Action Plan for *[insert region e.g. Dundee]*. We will work collectively with the local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.



## Our plan

[We recommend that your organisation commits to between 3 - 6 litter prevention actions for each intervention. Please refer to the Litter Prevention Action Spreadsheet for a list of example information, infrastructure and enforcement actions]

### Information actions

Action 1	[insert action]
Description	[insert description]

Action 2	[insert action]
Description	[insert description]

Action 3	[insert action]
Description	[insert description]

Action 4	[insert action]
Description	[insert description]

Action 5	[insert action]
Description	[insert description]

Action 6	[insert action]
Description	[insert description]

### Infrastructure actions

Action 1	[insert action]
Description	[insert description]

Action 2	[insert action]
Description	[insert description]

Action 3	[insert action]
Description	[insert description]

Action 4	[insert action]
Description	[insert description]

Action 5	[insert action]
Description	[insert description]

Action 6	[insert action]
Description	[insert description]

### Enforcement actions

Action 1	[insert action]
Description	[insert description]

Action 2	[insert action]
Description	[insert description]

Action 3	[insert action]
Description	[insert description]

Action 4	[insert action]
Description	[insert description]

Action 5	[insert action]
Description	[insert description]

Action 6	[insert action]
Description	[insert description]

[Please email a copy of your Litter Prevention Action Plan to [litterandflytipping@zerowastescotland.org.uk](mailto:litterandflytipping@zerowastescotland.org.uk) to allow your plan to feed into the Community Litter Prevention Action Plan]



**#LitterFree**