



Case study: *Scottish Retail Consortium member – McDonald's*

A proactive approach to reducing litter

Littering remains a serious problem in Scotland. Recent statistics show that 250 million pieces of litter are dropped here every year, and a staggering 50% of people admit to dropping rubbish instead of putting it in the bin. Not only does littering have a negative impact on the local environment, but it also costs millions of pounds a year to clean up. According to the Scottish Government, more than £50 million per year is currently spent on tackling the problem, and at least a further £25 million addressing its wider consequences.

At McDonald's, being a good neighbour and giving back to local communities is incredibly important to us. Situated in the heart of communities, we employ approximately 7,000 staff in Scotland. We want to use this scale to make a big difference to the communities in which we operate.

This is why we are committed to playing our part in reducing litter. As a restaurant business, particularly one that offers a takeaway service, we inevitably create waste products. The majority of our customers dispose of rubbish responsibly, but we recognise that those who don't can create problems for residents, councils and local businesses.

We believe there's a challenge for all of us to change behaviour so that it becomes socially unacceptable to drop litter. But in the meantime, we're committed to picking rubbish up off the streets to reduce its immediate impact on communities across the country.

Leading the way on litter reduction

McDonald's has been working to reduce litter since we first opened our doors in Scotland over 25 years ago. We've been doing this in a number of different ways: by working in partnership with organisations like Keep Scotland Beautiful to support programmes that make a tangible difference, harnessing the local knowledge of our franchisees who know which parts of their local communities most need our help, and by encouraging our customers to take pride in their local area and get behind our community litter events.



McDonald's was the first UK restaurant company to introduce litter patrols. This involves our employees going out three or four times every day to collect litter dropped within a 150 metre radius of our restaurants, whether it's McDonald's packaging or not. We consult local authorities, community groups and residents about our patrols, to understand particular needs.

Our Scottish crew's hours on patrols equate to an annual investment of over £9,000 per restaurant – a total of over £750,000.

In 2011, for the first time in Scotland, a McDonald's employee was dedicated solely to helping clean litter from Glasgow's city centre, spending up to 20 hours every week walking a 2-mile route twice a day, collecting and disposing of all street litter. More than 90% is non-McDonald's waste.

Creating powerful partnerships

McDonald's was one of the first corporate supporters of Keep Scotland Beautiful's annual 'Clean Up Scotland' campaign. Last year, McDonald's organised litter picks across Scotland to restore local beauty spots – in addition to litter patrols around restaurants. For example, crew members from our Seafield Road restaurant in Edinburgh kicked off the campaign with a litter pick at Figgate Park, a local spot famed for its bird life. Last year alone, McDonald's was involved in 34 events in Scotland. Restaurants often pair up to hold joint events, inviting locals including football clubs, residents, community groups and local councillors to participate.

This year, in support of the campaign, some McDonald's franchisees are 'adopting a spot' – an area in their local community which restaurant staff, together with local groups and volunteers, will clear of litter not only during the campaign's 'Spring Clean', but also re-visit and maintain it throughout the course of the year.

McDonald's is also proud to be one of sixteen partners of Zero Waste Scotland's Transport Litter Group. The campaign's annual Week of Action aims to encourage dedicated action to tackle litter on our roads and railways. In 2013, McDonald's raised awareness by displaying campaign posters, encouraging local people to get involved – with 500,000 opportunities to view these posters in our restaurants. Our media and social media outreach also helped us reach out beyond customers visiting our restaurants.

Making better places to live

At McDonald's, we are committed to using our scale to drive positive behaviour change and encourage people to adopt better habits when it comes to disposing of their rubbish – whether it's through our regular litter patrols or by putting the 'Love Where You Live' "Tidyman" logo on our packaging. It's an ethos that we have embedded at every level of our business and which will continue to be a priority for us in the years to come.

Why is this so important to us? We realise that what we do today has a major impact on the world of tomorrow and, as a responsible business, we want to play our part in protecting our local environment. That's why we want to continue working within our communities to reduce litter – together with local organisations and businesses, our franchisees and our customers – to make them better places to live.

