

COASTS

20
GREEN
TIPS

20
2020
COASTS
& WATERS

#YCW2020

Green
Tourism



20 GREEN TIPS

In 2020, Scotland celebrates its coasts and waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.

The Year of Coasts and Waters 2020 (#YCW2020) celebrates Scotland's beautiful natural environment with a focus on unique, authentic experiences in both rural and urban settings, for both visitors and locals to enjoy. From our beautiful natural features to our industrial heritage to the creation of our national drink – whisky, as well as our abundant larder, Scotland's Coasts and Waters have shaped our culture, our stories and our way of life.

It's important for all of us to do our bit to look after Scotland's amazing natural assets and taking responsible actions is a key factor to the success of #YCW2020 and beyond. Your customers are also increasingly aware of negative impacts on the marine environment and are looking for businesses who act responsibly.

As part of the Year of Coasts and Waters 2020 we've partnered with **Green Tourism**, the sustainable tourism certification program, to give you 20 Green Tips on how you can take responsible actions in your businesses to protect and celebrate Scotland's beautiful natural environment.

Pledge to take action in the YCW2020

Undertake at least 5 green actions and share your commitment with your customers.

OUR NATURAL ENVIRONMENT & WILDLIFE



Otter/RSPB

KEEP OUR NATURAL ENVIRONMENT CLEAN

Rubbish and litter on beaches, along water courses and on the banks of lochs spoil the experience for visitors and can be damaging to wildlife who might eat or get caught up in the rubbish, plastic, fishing lines etc.

- 1 Clean a beach or water course**
- take part in a clean-up initiative such as The Marine Conservation Society [Great British Beach Clean](#). You could organise a team from your business or take part in a community clean-up of a nearby watercourse or loch.

You can get involved in litter picks even if you aren't near a beach, as about 80% of all marine litter comes from land. This is a problem that needs to be tackled, not just on our beaches and river banks, but also inland where litter is washed into gutters, blown into streams or carelessly discarded.

- 2 Regular Litter picks** *- clean up the area around your business regularly and take part in a litter pick. Encourage your staff and customers to take part as well, they could do a [#2minutecleanup](#) for example.*

Get involved in one of the [Clean up Scotland](#) campaigns and events organised by Keep Scotland Beautiful.

KEEP OUR WATER COURSES CHEMICAL FREE

Cleaning and washing products, laundry liquids and toilet cleaners can contain chemicals that damage water-based plants and wildlife and reduce the effectiveness of sewage systems. There's a range of environmentally friendly cleaning products available for domestic and commercial use, or you could even make your own.

3 *Chose to use eco-cleaners that are totally phosphate and chlorine free.*

DON'T FORGET THE DRAINS

Blockages in our drain network are costly but also can cause environmental pollution. Kitchen residues alongside 'unflushables' are often the culprit for blockages and can end up on our beaches.

To ensure the pipes run smoothly, we all need to be mindful about what gets put down the drain. The big issues arise in our toilets and our kitchens.

The Unflushables

Wet wipes, cotton buds, nappies, sanitary items should never be flushed down the toilet. Toilets are designed for the 3 Ps only - that's pee, poo and paper. Flushing other items can cause blockages or overflows. Help protect the beach and only flush the 3 Ps. Make sure you have clear information in your toilets for your staff and customers on what can be flushed.

For more information see [Scottish Water's Bathroom Checklist](#) and [Marine Conservation Society Clean Seas signs](#) you can download.

4 *Display information in your toilets about what can be flushed: "Only flush the 3 Ps - pee, poo and paper!"*

OUR NATURAL ENVIRONMENT & WILDLIFE

Kitchen residues

Fats, oils and greases (or FOGs) congeal in drainpipes and can form solid blockages called 'fatbergs'. These are costly to remove and can cause big problems in the waste water system. Keep the cycle flowing, always put excess fats, oils or grease in a bin. Top tip: In commercial kitchens add grease traps or have fat collection containers and in domestic settings pour liquid FOGs into a container and allow to cool before disposing in a bin.

5 *Make sure you and your staff know to dispose of kitchen fats, oils and greases in an appropriate way, never down the sink or drain. In self-catering, encourage your customers to do the same by providing them with a clearly labelled container.*

Read Scottish Water information for **Commercial Kitchens** or their domestic **Kitchen Checklist** and Keep Scotland Beautiful offers a useful 'My Beach, your Beach' **Resources tool kit**.

HELP VISITORS DISCOVER SCOTLAND'S AMAZING WILDLIFE

Scotland has some amazing wildlife for visitors to enjoy, especially in and around our seas. Visitors could spot a wide range of seabirds like gannets, puffins, and white-tailed sea eagles, as well as grey seals and sea and fresh water fish. The waters around Scotland are also among the finest in Europe for seeing dolphins, whales and porpoises.

Your visitors might be interested in the **Scottish Wildlife Trust Snorkel trails** or the **West Coast Whale Trail** that offer a great opportunity to spot some wondrous, yet elusive, sea creatures from the shore. There's a range of similar experiences across Scotland.

Even if you aren't close to the coast there's lots of interesting wildlife large and small for your customers to discover nearby. Find out more about wildlife in your area on the following sites: **VisitScotland Wildlife**, **Scottish Wildlife Trust**, and the Field Studies Council who do some very **attractive publications**.

6 *Provide your customers with information and tools to find out more about Scotland's wildlife and share their sightings. You can provide your customers with items such as: identification guides, binoculars, a sightings board, nature diary, nature calendar, information on ranger led events, useful links on your website.*

LOOK AFTER OUR WILDLIFE

There are several organisations in Scotland who are active in conserving and promoting Scottish wildlife at the coast, in rivers and lochs, for example [Hebridean Whales and Dolphins Trust](#), [Scottish Wildlife Trust](#), [Marine Conservation Society](#), and others you can find on [Scottish Environment Link](#). You can support these organisations in a number of different ways, through financial support or volunteering.

Why not provide your staff with some time off to do some volunteering during the #YCW2020 or do a team building activity? Make sure you take some pictures and share it on our social media channels to show your commitment and inspire others.

7 *Support a wildlife organisation by becoming a member, sponsoring an animal or volunteering.*

HELP VISITORS ENJOY OUR WILDLIFE RESPONSIBLY

It's important that visitors understand about responsible wildlife watching to ensure they take care not to disturb the animals that they've come to see. If as part of your offering you take people out into the countryside it's important you're aware of and adhere to the relevant Wildlife Watching Codes to reduce any negative impacts on our wildlife and countryside.

Check out Scottish Natural Heritage's [Marine Wildlife Watching Code](#) and Wild Scotland's [Best Practice Guidelines](#).

8 *Practice and promote responsible wildlife watching to your customers.*

OUR HISTORIC ENVIRONMENT AND CULTURAL HERITAGE

PROMOTE OUR HISTORY AND CULTURAL HERITAGE

Visitors are always on the lookout for authentic experiences and hidden gems, so share your knowledge about the special places and experiences in your area. There are many examples of history and culture linked to coasts and waters in Scotland from castles and mills, maritime heritage, fishing and distilleries.

9 *Provide your customers with information on historic and cultural places and experiences in your area, especially those to linked to coasts and waters.*

Make sure you and your staff have at least a basic knowledge of the local product linked to the coasts and waters theme and be sure to celebrate the local distinctiveness of your region.

10 *Provide some staff training by supporting familiarisation visits to the coasts and waters related attractions and experiences in your local area, which will allow them to speak to your customer knowledgeably and passionately.*



**Scotland is ranked
12 out of 50 nations
for its reputation
of being rich in
cultural heritage**

**Scotland Historic Environment
audit 2016**

ACTIVITIES AND ADVENTURE



PROMOTE ACTIVITIES AND ADVENTURE HERITAGE

With its perfect mix of calm lochs and canals, fast moving rapids and crashing waves, the range of water sports in Scotland is second to none. There's a wide range of activities in, on and around Scotland's coasts and waters suitable for all abilities and sense of adventure. We have kayaking and canoeing, sailing, rafting and surfing, as well as walking, cycling, fishing and boat trips. Make sure you provide your customers with information on what activities and adventures are available in your area, and how to enjoy them in a responsible way.

For more information check out [VisitScotland.com](https://www.visitScotland.com).

11 *Provide your customers with information on activities and adventures in your area.*

PROTECT OUR WATER COURSES FROM INVASIVE SPECIES

Invasive non-native species are one of the five most serious threats to biodiversity. They can affect fish and other wildlife, foul hulls and propellers, and be costly to manage. Many of these species can be easily spread by water-based activities and businesses and visitors should be aware of the risks.

13 *Ensure you don't have any invasive species on site, report any you find and make your visitors aware of the risks of spreading them.*

KEEP ACTIVITIES AND ADVENTURES SAFE

Scotland has some amazing things to do in, on or near water from adrenaline charged activities such as canyoning and white water rafting to more relaxing boat trips and fishing. Businesses can make sure visitors are aware of being safe on or near water by providing information, guidance and useful links. See Scottish Water's information on [Water Safety](#) for a range of activities.

12 *Provide water safety information for visitors on how to be safe on, in, and around our coasts and waters.*

Some of the key invasive species in Scotland are Giant Hogweed, Japanese Knotweed, Himalayan Balsam, American Skunk Cabbage, White Butterbur and the American Mink.

To find out more about invasive species, how to identify and report any you may come across and how you can help tackle them, see the information on the [Scottish Natural Heritage website](#).

FOOD AND DRINK



PROMOTE SCOTTISH FOOD AND DRINK

With the Atlantic on our doorstep, fresh mountain waters, lush rolling hills, fertile soil and varied weather, Scotland's abundant natural larder is renowned for its unrivalled quality. From Aberdeen Angus beef, Stornoway Black Pudding, Arbroath Smokies and Shetland salmon and shellfish to Scottish whisky, ales, scones, shortbread, not to forget haggis - Scotland is a culinary heaven for foodie lovers.

There's great opportunity for your business to promote Scottish food and drink, whether that's via your menu or by letting your customers know where they can buy it and try it. The Year of Coasts and Waters 2020 provides a great opportunity to shine a spotlight on the amazing range of delicious seafood from our seas and rivers and world-famous whisky made with water from our streams.

Take a look at our website for more information on **Scottish food and drink**.

Are you already providing and promoting a great Scottish food and drink experience prepared with care and delivered with passion? Then make sure you promote this to your customers and join our accreditation scheme **Taste Our Best**.

14 *Provide and promote Scottish sourced food and drink and tell the story.*

RESPONSIBLE SEAFOOD

Many fish stocks are in a state of serious decline, with overfishing a great threat to marine wildlife and habitats. With 90% of world fish stocks fully or over-exploited from fishing, plus pressure from climate change and pollution, we're moving into dangerous waters when it comes to the fish of the future.

If you serve food as part of your business, you can help by making sure the fish you serve comes from sustainably managed stocks and is caught or farmed in a way that causes minimal damage to the marine environment and other wildlife. For more information check out the Marine Conservation Society's **Good Fish Guide** and download their **free app**.

15 *Make sure the fish and seafood you serve comes from sustainably managed stock.*

REDUCE FOOD WASTE

Scotland throws out nearly 1.4million tonnes of food and drink every year. Food waste generates greenhouse gases and wastes the water, land and energy resources that went into producing that food in the first place. This has an environmental impact on our coasts and waters. If you serve food in your business, it's well worth considering food waste reduction as it also helps you cut costs and meet waste legislation.

There's a range of actions you can take to prevent food waste; from looking at buying, storing and preparing the food as well as menu planning. **Resource Efficient Scotland** provide guidance, resources and personal support that will help you prevent food waste and its associated costs to your business.

Food waste going down the drain can also be damaging to fish and other aquatic fauna. Since 1 January 2016, there has been a ban on disposing food waste, including solid waste from grease traps, to the public sewer, so make sure you dispose of any unavoidable food waste appropriately.

16 *Implement measures to reduce food waste and ensure that none goes down the drain.*

PLASTICS

REDUCE PLASTIC WATER BOTTLES

Scotland has world-class tap water. By offering to top up visitors' drink bottles with tap water you'll help reduce the amount of plastic waste we produce. You could also avoid having any plastic water bottles in your business by offering visitors tap water in jugs / branded reusable bottles or containers.

Scottish Water are installing top-up stations across the country as part of their, [Your Water Your Life, campaign.](#) You can also sign up to be a water refill site on the [Refill App](#) and get some promotion for your business.

17 *Reduce the number of single use plastic water bottles used in your business and encourage visitors to drink tap water.*

RECYCLE PLASTIC DRINKS BOTTLES

According to Zero Waste Scotland we use 694 million plastic bottles every year in Scotland and nearly 12.5 million of these are littered. See if you can reduce the number of plastic bottles in your businesses and make sure to provide appropriate recycling facilities for your staff and customers to use. Find out more about Scotland introducing a [Deposit Return Scheme](#) on drinks containers in the near future.

18 *Reduce the number of plastic drinks bottles produced by your business where possible and provide appropriate recycling opportunities.*

REDUCE SINGLE USE PLASTIC ITEMS

Straws are one of the top ten plastic debris items found in the oceans (strawlessocean.org). Over 50% of plastic waste is plastic packaging and much of this is single use (wedocs.unep.org). You can avoid single use plastic by replacing small toiletries with refillable dispensers, avoiding single use plastic tableware and sachets for condiments and milk for example, as well as single use straws and stirrers and disposable coffee cups.

19 *Eliminate at least one type of single use plastic in your business.*

ENCOURAGE REDUCTION OF PLASTIC USE

There are so many ways in which plastic packaging can be avoided in our daily shopping such as using reusable plastic tubs for meat and fish or paper or plastic free bags for fruit and veg. Some supermarkets are already providing plastic free dispensing for food and there's a growing number of plastic free food shops. If you often buy in bulk and have deliveries, why not work with your supplier to see how you can reduce packaging waste.

20 *Develop a plastic reduction campaign for your businesses and include your staff and visitors.*

OUR 20 GREEN TIPS FOR 2020

Take responsible actions to protect Scotland's coasts and waters, as well as the rest of the natural environment.

1. Clean a beach or water course- You could organise a team from your business or take part in a community clean-up nearby.
2. Regular Litter picks- Clean up the area around your business regularly and take part in a litter pick, encourage your staff and visitors to get involved.
3. Use eco-cleaners that are totally phosphate and chlorine free to avoid polluting our water courses.
4. Display information in toilets about what can be flushed: "Only flush the 3 Ps – pee, poo and paper!"
5. Make sure you, your staff and your customers (as required) know to dispose of kitchen fats, oils and greases in an appropriate way, never down the sink or drain.
6. Provide your customers with information and tools to find out more about Scotland's wildlife and share their sightings.
7. Support a wildlife organisation by becoming a member, sponsoring an animal, or volunteering.
8. Practice and promote responsible wildlife watching to your customers.
9. Provide your customers with information on historic and cultural places and experiences in your area, especially those linked to coasts and waters.
10. Provide staff training by supporting familiarisation visits to the Coasts and Waters related attractions and experiences in your local area, which will allow them to speak to your customer knowledgeably and passionately.

Your action checklist. Identify 5-10 actions you can undertake for YCW2020. Make sure to involve your staff and share your activity and commitment with your customers, on your website and through social media channels.

11. Provide your customers with information on activities and adventures in your area, whether that is water sports, walking, cycling or fishing.
12. Provide water safety information for visitors on how to be safe on, in, and around our coasts and waters.
13. Ensure you don't have any invasive species on site, report any you find and make your visitors aware of the risks of spreading them.
14. Provide and promote Scottish sourced food and drink, especially our tasty seafood and whisky
15. Make sure the fish and seafood you serve comes from sustainably managed stocks.
16. Take action to reduce food waste and ensure that none goes down the drain.
17. Reduce the number of single use plastic water bottles used in your business and encourage visitors to drink tap water.
18. Reduce the number of plastic drinks bottles produced by your business where possible and provide appropriate recycling opportunities.
19. Eliminate at least one type of single use plastic in your business.
20. Develop a plastic reduction campaign for your businesses and include your staff and visitors.

Have you already implemented a number of green actions in your business?

Why not take Green Tourism's **10 minute Green Check Quiz** to find out if you are eligible for a Green Tourism award.
www.green-tourism.com/greencheck



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Consumer website: visitscotland.com/ycw2020

Industry toolkit: visitscotland.org/ycw2020

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