

Take a selfie of your rubbish for a chance to win on LitterLotto

In a bid to encourage people to bin their rubbish anyone in Edinburgh – visitor or resident – can take a photo of their rubbish being binned and upload it to the [LitterLotto](#) app.

This is a trial project being run with Keep Scotland Beautiful and everyone who takes part will have a chance of winning £100. There are LitterLotto stickers on council bins and participants [have to download the app first.](#)

Cllr Stephen Jenkinson, Convener of the Transport and Environment Committee, said: “Our street cleansing teams are committed to keeping Edinburgh looking at its best. They are out tidying up the city 24/7 but we really need residents to help us by binning their litter appropriately when out and about enjoying our stunning Capital city.

“LitterLotto is a new fun initiative we are trialling to help nudge people to bring about positive behaviour change while at the same time some lucky person will win a cash prize every month. It’s easy to enter and so we’re delighted to be teaming up with Keep Scotland Beautiful on this.

“I’d like to thank everyone who already bins their litter appropriately as well as the hundreds of volunteers who help

us each year giving up their precious time on various litter picks throughout the city.

“There are also many other ways residents can help us to keep the Capital clean. Always use the correct bins to dispose of household waste and if you have larger items book an appointment at one of our Household Waste Recycling Centres or organise to have a special uplift collection at your home.”

David Landsberg, founder and CEO of LitterLotto, said: “We’re proud to partner with Edinburgh City Council to inspire cleaner public spaces through engaging incentives that make binning litter rewarding. Working together really is making a difference – let’s keep binning and keeping your neighbourhood free of litter.”

Jacqui from south west Edinburgh, winner of the November draw, said: “It wasn’t until lockdown that I really noticed how much litter people drop – perhaps folk don’t realise that those sweetie wrappers or cigarette butts wash down the drain, into the river and out to sea. So, I decided to do something positive and bought myself a litter picker and it went from there. I still head out on my own but each month I join fellow Water of Leith Conservation Trust volunteers trying to prevent plastic pollution travelling downstream – it’s so satisfying knowing that we are making a difference. Winning the random cash prize with the Council and LitterLotto was amazing – I never win anything!”

People can enter as many times as they like, as long as it is different litter each time being deposited into a City of Edinburgh Council street bin.

As well as a monthly Edinburgh cash prize, entrants will be entered into the weekly national £1,000 draw. The winners will be chosen at random by LitterLotto.