

# BIODIVERSITY

Communications Toolkit

NEWS RELEASE

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## **New figures reveal Scotland's nature is under threat**

(DATE)

New research has revealed that Scotland's rich biodiversity is under serious threat of devastation from man-made actions including development, habitat destruction and pollution.

The research, carried out by (your organisation name) highlights a number of species and habitats that will be lost forever if we do not take action to reduce further damage and warns of the long-term impact of such losses.

(Insert key findings of research here – focus on species and habitats that people are familiar with)

(Name), (job title) at (organisation) said: "Humans are dependent on biodiversity which provides food, medicines and raw materials, and delivers many other goods and services that support human life. Scotland's biodiversity provides us with places to visit and enjoy and is the foundation of economic and social activity, yet we take it for granted.

"Our research highlights that ... (insert details)..."

"We need to help people understand the link between their lifestyle and biodiversity. Around 93,000 jobs are directly dependent on it and it generates more than £2billion in GVA (gross value added), of which over three-quarters comes from tourism. About 87% of visitors to Scotland say that our fine scenery is one of the things that draws them to Scotland.

"Everybody has a role to play in conserving biodiversity and even small individual actions can make a big difference. We need to work together to conserve biodiversity in Scotland."

Here are a few of the ways in which individuals can choose to make a difference:

- Make more use of public transport, especially for short journeys.
- Use fewer chemicals in the garden and around the house, reducing the poisoning and over enrichment of burns and rivers.
- Recycle more household waste, reducing the natural space needed for landfill sites, and slowing the rates at which non-renewable raw materials are consumed.
- Plant nectar-rich flowers to attract butterflies, or fruit-bearing trees and shrubs to attract birds in the garden. Even in the heart of the city, a window-ledge bird table will attract a surprising range of birds and help sustain them through severe winter weather.

For further information on how you can help and to view the full research report please visit (web address).

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Notes to editors

- Insert further key points from the research
- Insert key information about your organisation's aims

For further information please contact (name) on (telephone numbers).