

BIODIVERSITY

Communications Toolkit

General Public

General messages across all audience segments include:

- We are all part of Scotland's incredible variety of living things – the animals and plants that exist everywhere around us. This is our biodiversity. It is fragile and shrinking but we can all help to protect it.
- Everyone has a responsibility to contribute to the protection of Scotland's wildlife and nature to ensure other generations can enjoy its variety and richness and it continues to contribute to our quality of life.
- Even small steps can make a big difference and there are many ways you can contribute by making small changes to your daily routine and helping within your local community.
- Find out more about what you can do and help protect Scotland's unique biodiversity - the results are valuable, rewarding and long-lasting.

Young People

Messages to consider include:

- Scotland's biodiversity helps us with many areas of our lives and ensures we live healthy lives.
- Animals and plants are all around us and the outdoors offers lots of things to enjoy, as well as the opportunity to learn more about the country we live in.
- Doing just one simple thing can help nature survive and grow: we can all make a difference.

Decision Makers

Decision makers are as diverse as Farmers and Landowners to Policy Makers and MSPS. However, broad messages to consider include:

- Our diverse range of species and habitats contribute to the economic, health and quality of life of people in Scotland.
- The survival of Scotland's natural environment is affected by the actions and decisions of individuals and organisations.
- Everyone has a responsibility to consider the impact their decisions have on our wild life and plant life and to take positive steps to ensure the protection and growth of biodiversity in Scotland.

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Specific phrases for use in external communications

We have drafted a list of phrases below, which you can tailor and use in your own communication material, including news releases, quotes and new marketing literature:

- You can contribute to protecting Scotland's unique biodiversity through the smallest of actions, which can make a big difference.
- We all need to work together – individuals and organisations – to find ways to protect and nurture our unique biodiversity and ensure people can enjoy and benefit from it for many years to come.
- All living things around us – animals, plants and habitats – touch every area of our lives and help make Scotland a great place to live.
- We should be proud of our rich biodiversity. Many animals and plants form part of our national identity – the salmon, the eagle and the thistle to name just a few.
- You don't need to go very far to enjoy Scotland's rich biodiversity. There is a huge variety of wildlife and nature on your door step – it's in your back garden and on your walk / journey to work / school.
- Get to know more about the biodiversity in your local community and start to enjoy the benefits it can bring to our quality of life.
- Enjoying Scotland's biodiversity by taking part in more outdoor activities, even if it's just going for a walk in your local park.
- Visit places of interest around Scotland and notice how the natural world differs from your local community.
- Think about the impact your choices might have on Scotland's biodiversity and think about making alternative decisions which will help to protect it.