

## Case Study 5: Raising awareness – Educational outputs of the CASS Project

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#### 1. General promotion of salmon conservation and the CASS project

Promotion, publicity and awareness raising of the CASS project and its outputs was a major deliverable action in itself and one which was a key part of the many of the partners programmes over the 4 year tem of the project.



*The Minister for Fisheries present at the launch of the Salmon in the Classroom project*

#### 2. Web-site

Integral to promoting the project and making information available was the development and launch of the project website. This provides details of what the project does, the project partners, the sites, progress made with individual actions, the project newsletters and a host of other information about salmon and the EU LIFE/Natura programme.



**Conservation of Atlantic Salmon in Scotland project**

- Home
- What is CASS?
- Project Progress
- Map
- Partners
- Publications
- Events
- Scottish Salmon
- LIFE
- NATURA
- Image Gallery
- Newsletters
- Links
- Contact

**Welcome**

Welcome to the website of the LIFE-Nature Project: "Conservation of Atlantic salmon In Scotland".

This is the single most significant salmon conservation project ever undertaken in Scotland.

**Scottish salmon**

The "king of fishes" is widely distributed around the North Atlantic, with populations in Canada  
[more about Scottish salmon...](#)

**Where is the project?**

The project covers the River Oykel, the River Spey, the River Moriston, the River Dee, the River South Esk, the River Tay, the River Tweed and the River Bladnoch.  
[more about CASS...](#)

**Conference**

The CASS project is hosting a conference on 11-12th June 2008, Perth  
[more about Conference...](#)

### 3. Other media

A range of other media were developed to ensure wide dissemination of the project - these included a DVD, a series of widely circulated newsletters and demonstration days/events.

### 4. Schools project

The innovative 'Salmon in the Classroom' project was successfully launched with a number of schools, together with an associated web-site. The project allowed schools to become directly involved in rearing juvenile salmon from eggs before these were reintroduced to the river of origin.

The Salmon in the Classroom web-site: <http://www.snh.org.uk/SalmonintheClassroom/>



*Delivery of eggs to school*



*Release of fry back to river*



*Visit to hatchery*

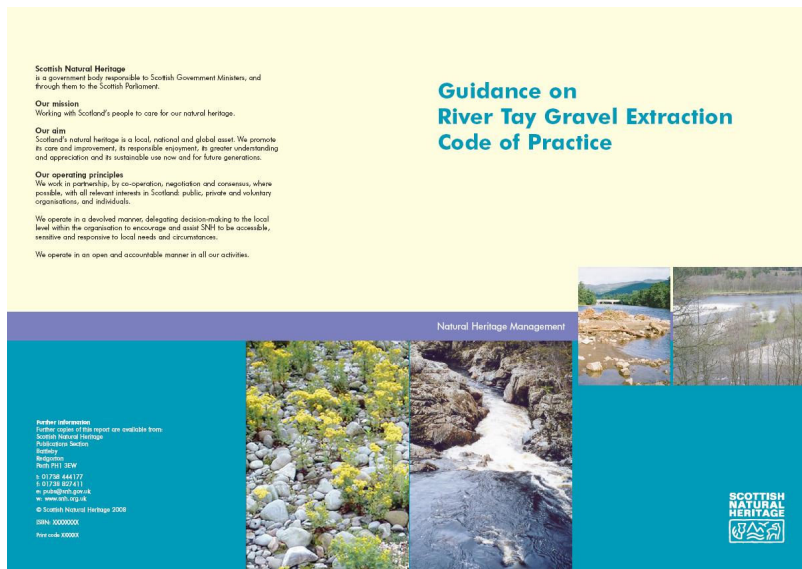
## 5. Leaflets, posters and interpretation panels

A range of interpretative display material was produced to provide facts relating to both individual projects on-site as well as information about the overall project.



An example of an interpretation board situated on the River Spey

## 6. Guidance – codes of practice and case-studies



Formal guidance produced about gravel extraction on the River Tay – this type of guidance is transferable to other rivers.

## 7. Other events

A study tour was undertaken in September 2006 to visit sites in Denmark to examine and learn how other solutions had been achieved to conserve Houting under the EU LIFE programme.

The end of project conference in June 2008 summarised the project and analysed the outcomes and benefits arising from the actions undertaken.

### Measuring success?

- Improved partnership working
- Increased awareness of good management practice amongst fisheries managers
- Do people care more than they used to about salmon and their conservation?