

# Communicating Peatland Management Advice



Scotland's

MOORLAND  FORUM

# Introduction

Cover:

- Forum Background
- Upland Solutions Project
- Getting the message across
- Final thoughts

*Administrative costs  
funded by*



# Key message



- In spite of:
  - Concerns about climate change
  - Government imperatives
  - Enthusiasm of the Research community
  - The free flow of documents, and media
- We must not assume that those who manage the land
  - Understand the issues, or
  - Will take any action.
- So what?
  - We must work hard to get the message out
  - Suitable incentives must be provided





# Development of the Forum



- Forum established March 2002
  - 24 founder members
  - Now 31 members
- Represent
  - Government, & Agencies
  - NGOs:
    - Land owning, conservation, sporting, agriculture, research



# Moorland Forum membership



Association of Deer Management Groups	British Association for Shooting and Conservation
Association of Salmon Fishery Boards	British Trust for Ornithology (Scotland)
British Deer Society	Centre for Ecology and Hydrology, NERC
Cairngorms National Park Authority	Game Conservancy Scottish Research Trustees
Crofters' Commission	Heather Trust
Forestry Commission Scotland	John Muir Trust
Game and Wildlife Conservation Trust	Macaulay Institute
Highland Birchwoods	National Trust for Scotland
Loch Lomond & The Trossachs National Park Authority	Royal Society for the Protection of Birds, Scotland
National Farmers Union Scotland	Scottish Association for Country Sports
Royal Institution of Chartered Surveyors in Scotland	Scottish Environmental Protection Agency
Scottish Agricultural College	Scottish Estates Business Group
Scottish Countryside Alliance	Scottish Government
Scottish Gamekeepers' Association	Scottish Natural Heritage
Scottish Rural Property and Business Association	Scottish Wildlife Trust
Scottish Raptor Study Groups	Scottish Water (from October 2010)

# Upland Project

# Solutions



- Two Study Areas





# 'Upland Solutions' Overview





- Two Study Areas
  - Comparison
  - Responses to set questions
  - Three strands of investigation
    - Upland Birds
    - Carbon
    - Upland Economics
- Responses
  - Birds & economics – as expected
  - Carbon
    - No appreciation
    - No understanding of why important
    - Little interest





# Getting the message across

- Define target audience
  - Politicians
    - Probably already got the message
  - Researchers
    - Definitely got the message
  - Land management community
    - Important for action
  - General public
    - Support for action
- Provide Incentives
  - What is in this for the land manager
  - Grants
  - Other financial benefits
    - Environmental markets, carbon trading, carbon offsetting



# Getting the message across - Options



- Scientific papers
  - Limited audience
- Demonstration events
- Conferences
- Presentations at meetings
- Newspaper / magazine articles
- Demonstration sites
- And the best option is.....
  - Probably all of them, and
  - More besides





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