



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) |

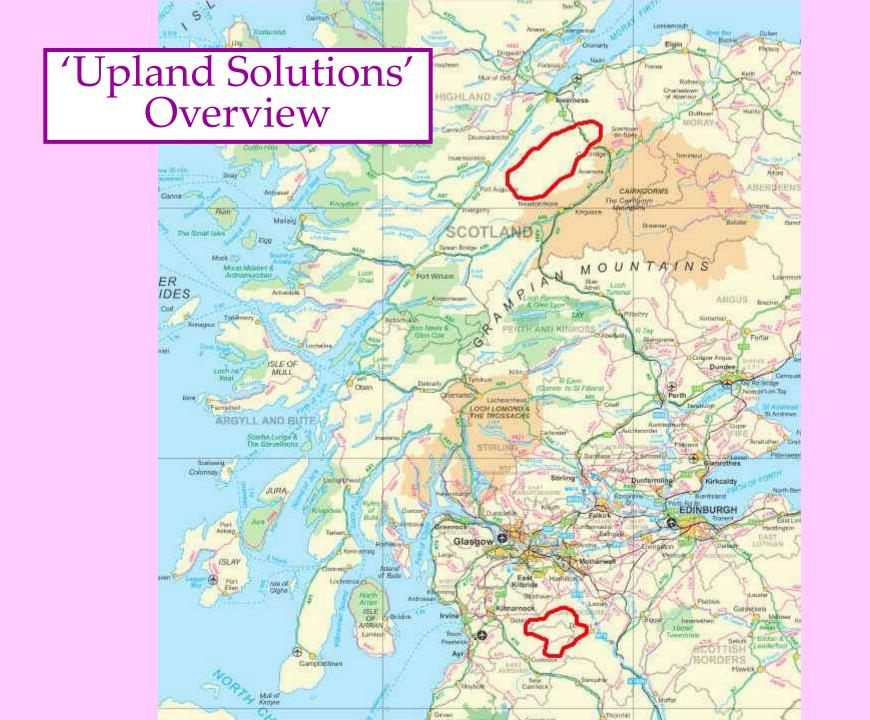
Upland Project

Solutions



• Two Study Areas





Upland Project

Solutions



- 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





