

June 2018

#SNHReRoute

Insight ReRoute Recommendations Report



#YSObservatory 



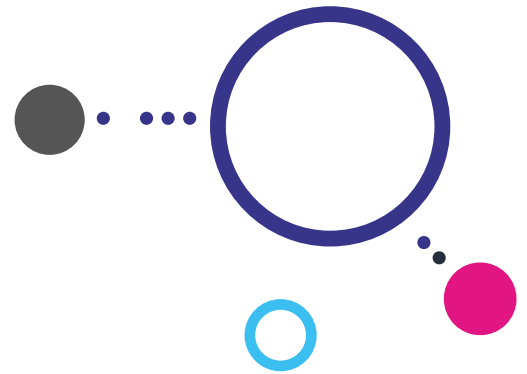
REROUTE



Scottish Natural Heritage
Dualchas Nàdair na h-Alba

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Welcome

Connecting People and Nature is at the very heart of our plans for the future, and it is vital that Scotland's young people are at the heart of those plans. We all need to rise to the challenges of our times. Improving the 'health' of our nature. Tackling Climate Change. Ensuring that each and every one of us who benefit from and enjoy Scotland's green spaces play a role in protecting and promoting them. From our parks and gardens to our remote and wild mountains, islands, coasts and seas. Critical decisions and choices face us over the next few years.

The work of the ReRoute volunteers has been quite exceptional, and my thanks to them and Young Scot. The recommendations they have set us here will ensure that we as an organisation engage and include young people in those critical decisions we need to take – and more importantly, ensure our young people are involved in the decisions about the future of their country's finest asset, Scotland's great outdoors.

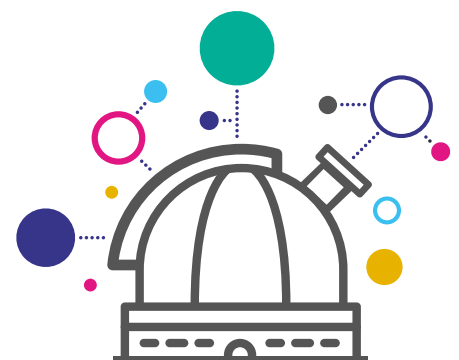
Dr Mike Cantlay OBE, Chair of SNH

At Young Scot we know that nature and Scotland's outdoor spaces are very important for young people, and that young people's views are central to Scotland's nature, now and in the future. The dedicated ReRoute volunteers have demonstrated this through their own personal experience and by representing the views of other young people across the country. Their recommendations in this report would not only make Scottish Natural Heritage more effective at engaging and including young people's opinions and voices, but would also ensure that young people are at the heart of decision making and influencing policy across the environmental sector in Scotland.

Louise Macdonald OBE,
Chief Executive, Young Scot

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Introduction

Since 2015, Young Scot and Scottish Natural Heritage have been working in partnership to create and support a strategic co-design panel of young people called ReRoute. The group of volunteers from across Scotland aged 13-24, explored ways of increasing young people's engagement with Scotland's biodiversity.

They worked with young people and organisations across the sector to gather insights and information on young people's experiences and opinions of Scotland's biodiversity. A key method of research was a survey with over 1100 respondents between the ages of 11 and 25 (the full insight report can be found at <https://www.Young-scot.net/ReRouteInsight/>). They found that 74% of young people enjoy spending time in nature, 76% consider nature to be important to them and 50% want to take action to help protect the environment.

In addition to the survey, ReRoute carried out peer insight sessions, interviews and desk research to find out what opportunities and information related to Scotland's nature was already available for young people.

ReRoute used the insights they gathered to create and test out tools and approaches to engage young people in the topics and issues covered in Scotland's Biodiversity Strategy and Route Map to 2020.

Through continual evaluation, investigation and development in collaboration with SNH, ReRoute created recommendations on how young people can be better engaged with nature. One of the key aspects the group has thought about is increasing engagement levels among all young people including those with low levels of engagement.

The recommendations are primarily for SNH but many apply more broadly to other organisations and the environment sector as a whole.

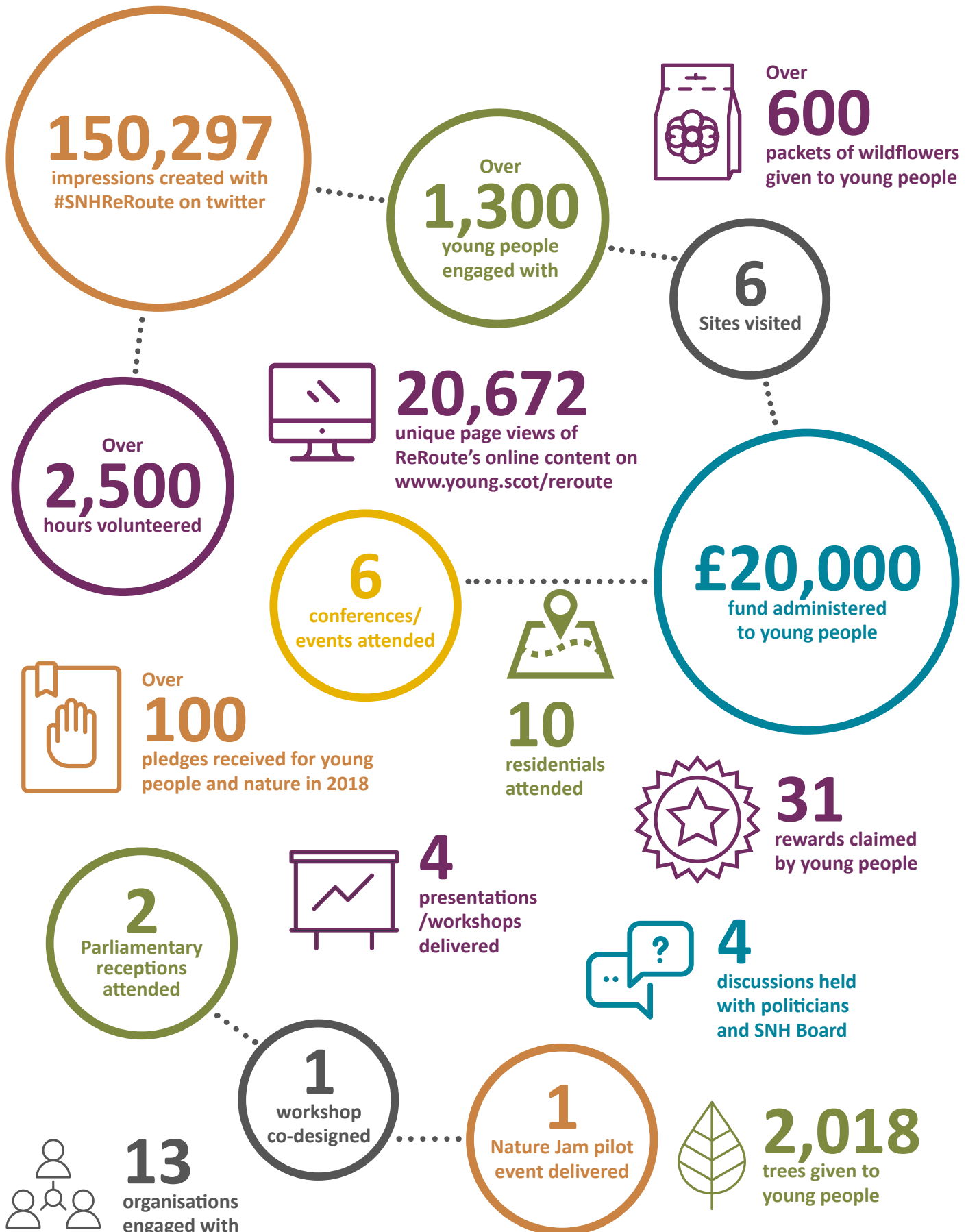
The key recommendations themes are:

- » Engagement and Experience
- » Connection to Local Green Space
- » Work and Volunteering
- » Online Communications
- » Image of SNH.

Every member of ReRoute would like to help strengthen the opportunities, information and access to nature for Scotland's young people, in order to deepen their engagement with and stewardship of Scotland's nature. This is critical to ensure that Scotland's biodiversity thrives now and in the future.



What ReRoute have been up to



See appendix I for more detail

Recommendations



Recommendation 1 Engagement and Experience

Actively engage young people with Scotland's nature, allowing them to experience it and develop not only an interest, but an investment in it both now and in the future.

Evidence and Impact

In order to increase young people's engagement with Scotland's nature, information and discussions have to be relevant and appealing to them. Outdoor learning is an important and key way that nature can be made relevant to the majority of young people whilst in education. However, young people's experiences of this vary from unengaging to life changing experiences that develop a lifelong passion for the outdoors.

When ReRoute created online content they related it to specific values, experiences and topics that are relevant to young people. The piece of content that young people spent on average the longest amount of time reading was '8 Easy Steps to Save the Environment and Your Bank Account'¹. The article linked actions that had a positive impact on the environment to the topic of financial security

63%

of the young people surveyed stated they did not know what biodiversity means.



which is important for many young people. Other topics that provide strong links to nature include mental health, fitness, socialising, wildlife, enjoying beautiful scenery and art.

ReRoute used Scotland's Biodiversity: A Route Map to 2020² to create an online information tool for young people. 63% of the young people surveyed stated they did not know what biodiversity means, so ReRoute rewrote the information in a way that was relevant and understandable for young people.

Proactively engaging young people in different topics will enable them to develop a deeper understanding of the key issues for Scotland's nature, the benefits we get from nature, and a better understanding of how they can safeguard it for the future.

Action I

Reframe information about the benefits and experiences young people get from nature so that it is relevant through topics, values and issues that are important to young people

- » Focus information on specific themes and topics (such as fitness, socialising, wildlife, enjoying beautiful scenery and art) rather than just nature
- » Focus on the benefits that young people gain from nature by promoting campaigns such as Freshspace that highlight the significant benefits of nature for young people's mental health and wellbeing
- » Simplify language and avoid terms such as 'biodiversity' and 'heritage'
- » Provide suggestions for small achievable actions and behaviour changes that young people can carry out, such as those in ReRoute's Big Steps for Nature found on www.young.scot/reroute.

Action II

Support the increase in effective delivery of outdoor learning and environmental education

- » Create a curriculum group that involves young people to share best practice and co-design outdoor learning and initiatives
- » Ensure that specific Scottish species and contexts are used as examples across every subject– such as case studies of Scottish rather than American bees in biology or the geography of Scotland's National Parks
- » Embed outdoor learning as a core, compulsory part of teacher training and practice
- » Routinely assess schools on quality of outdoor learning as part of their regular assessment.

Case Study

Thanks to the Marine Conservation Society and the Field Studies Council, young people were able to claim Marine Conservation Membership, 10 jute re-usable bags and 20 field identification guides through Young Scot's rewards programme. The identification guides were all claimed on the day they were made available and the re-usable bags were claimed within one week of being made available.



¹ <https://young.scot/reroute/content/8-easy-steps-to-save-the-environment-and-your-bank-account/>

² <http://www.gov.scot/Resource/0048/00480289.pdf>

Recommendation 2 Connection to Local Green Space

Ensure young people are invested in and involved in their local green spaces



Evidence and Impact

Young people don't necessarily recognise that nature is all around them and is local to their home and community. In the survey, young people in urban areas were less likely to believe their local area had nice natural spaces, were less likely to enjoy spending time outdoors and were more likely to spend less than one hour outside per week.

Many potential barriers to engagement with nature such as transport and costs, are reduced when young people recognise nature that is local to them.

If young people have knowledge about their local nature they may be more likely to actively seek the benefits that it provides and take better care of it. If young people are invested and involved in their local green spaces, they can take pride in their local area and recognise the value of having nature in their local community.



Action I

Provide opportunities for young people to have a strategic role in managing and promoting nature in urban areas

- » Identify with young people specific ways that they can be involved in decisions which affect their local urban nature
- » Support junior ranger programmes, specifically in areas of multiple deprivation
- » Ensure that young people co-produce the implementation of SNH's proposals for new Urban Nature parks.

Action II

Highlight and celebrate the nature that young people already access

- » Ensure 50% of images used in publications and documents show nature in urban areas
- » Create a programme of urban junior rangers to champion their local area and encourage all young people to enjoy and experience nature
- » Develop a competition that encourages young people who aren't engaged with nature to celebrate and promote nature in their local area.

Action III

Reduce barriers young people may face to accessing local nature

- » Establish local 'kit libraries' in key urban areas that provide waterproof clothing, footwear and essential kit for spending time outdoors
- » Develop the potential of the Future Routes fund for young people to overcome barriers to engage with local green spaces.

Case Study

Through 2018 Trees and Bees, ReRoute gave away 2,018 saplings and 600 packets of wildflower seeds to young people across Scotland to plant in their local green space. Regardless of whether the young person lived in a rural or urban area, they were able to have a direct connection to nature in their local area.



Recommendation 3 Work and Volunteering

Improve job and volunteering opportunities for young people.



Evidence and Impact

Following the two and half years of investigation and engagement with SNH and twelve other environmental organisations, ReRoute members felt that young people were underrepresented as employees and volunteers in the environment sector.

ReRoute found it was difficult to find information about volunteering opportunities and career options that are related to the environment. From ReRoute members' own experiences, environmental organisations are not well represented at careers fairs, so key opportunities are being missed to engage young people in the sector.

Additionally, many young people that ReRoute members engaged with believed that jobs in the sector are based in rural locations and were therefore not accessible to them due to transport and financial barriers. Other barriers included the entry level requirements which can often only be gained through unpaid internships and volunteering. This creates a financial barrier for many young people, preventing them from pursuing careers in the sector.

If the quality of job and volunteering opportunities and how they are promoted is improved, more young people will be embedded in the organisations responsible for managing and improving Scotland's nature. This would result in more young people being actively invested in Scotland's nature now and in the future.



Action I

Improve the quality and promotion of job and volunteering opportunities in Scotland

- » Promote the range of employment and volunteering opportunities, highlighting the different skills, topics and locations available in short online videos.
- » Centralise information about volunteering opportunities onto one platform.
- » Attend careers fairs to actively promote opportunities.
- » Cover out of pocket expenses for young people volunteering or attending interviews.

Action II

Ensure at least 5% of SNH employees are under the age of 26 by 2020

- » Champion SNH's strategic approach and policies to ensure young people can be recruited based on competency rather than amount of experience
- » Increase the amount of paid entry level positions available for young people
- » Increase the length of contracts of graduate placements to allow more stability and encourage career progression.

ReRoute members felt that **young people** were underrepresented as employees and volunteers in the **environment sector**.

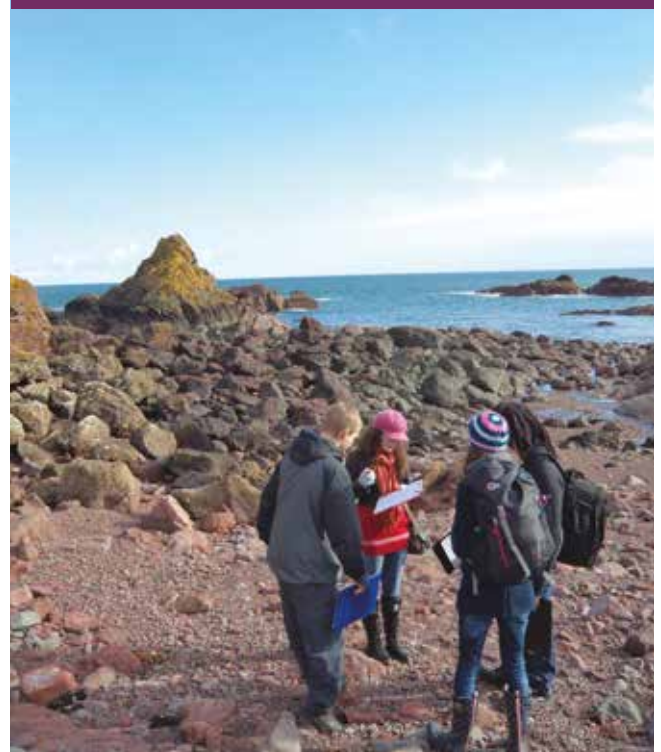
Action III

Celebrate the success and contribution young people make to the environment sector

- » Highlight success of young employees in internal and external communications at least once a month
- » Sponsor awards that highlight young people in a range of jobs in the environmental sector
- » Increase funding for accreditations for young people contributing to Scotland's nature informally through awards such as the John Muir Award and Duke of Edinburgh Award.

Case Study

In May 2018, 2.2% of SNH's employees were under the age of 25 which is less than the government's targets of 5% by 2020.



Recommendation 4 Online Communications

Use online communications and social media platforms more effectively to engage young people



Evidence and Impact

ReRoute's reviews of SNH and other environmental organisations' social media platforms suggest that many do not cater for young audiences. However the survey insights suggest social media is the most important source of information about nature for young people aged 21-25, and the third most important source across the entire age range of 11-25.

ReRoute wrote and tested online content to trial different formats of engagement and found that the most popular were blogs and articles written by individuals as well as information presented as 'listicles'.

If information, opportunities and discussions take place on relevant platforms in formats that young people are familiar with, they would be able to engage with information and develop their interest in ways that are accessible to a variety of young people.



Action I

Involve young people in creating online content

- » Have young people takeover SNH's social media accounts at key events and opportunities through the year
- » Host young bloggers, vloggers and writers on SNH platforms at least once a month
- » Work with younger staff members and volunteers to identify and promote content that links to current affairs and campaigns e.g. using the #stoptheplastictide to share content whilst people are interested in Blue Planet
- » Promote SNH's new website, nature.scot, to young people.

Action II

Use a range of social media platforms relevant to young audiences

- » Use different platforms to engage different demographics – for example Snapchat and Instagram are very visual and are better 'entry points' for people who are less engaged with nature, whereas Facebook and Twitter allow for more information and level of detail to be shared
- » Ensure staff receive regular up to date training on using the rapidly changing platforms
- » Enable a range of staff to highlight the work they do in a personal, relatable way on SNH's social media accounts.

Action III

Share a variety of content in different formats

- » Share information in concise formats, for example listicles, infographics, and images which are more familiar and accessible to young people
- » Link information to current events and trending topics
- » Ensure language is simple, jargon-free and easy to understand with good links to more detailed information.

Case Study

At SNH's Parliamentary Reception in 2018, young people took over SNH's social media accounts to share the event from their perspective. There were high levels of engagement with the social media posts they wrote and there was a very positive response from other young people, staff and external stakeholders.



Recommendation 5 Image of SNH

Make SNH a more friendly and accessible organisation for young people

Evidence and Impact

SNH has a key role and link between policy and the public's engagement with Scotland's nature, through connecting people and nature. Through the desk research and investigation that ReRoute members carried out, they believe that SNH could improve how it caters for a young audience in its communications and provision of information. The Scottish Nature Omnibus Survey shows that there are misconceptions amongst the public about what SNH does as an organisation.

The main point of contact for young people is through SNH's online communications and website. There was a clear lack of information and material that was accessible to young people. Furthermore, there was very little visibility of young people in any publications and materials.

By making SNH a more accessible and attractive organisation, young people would recognise SNH as an organisation that wants to work with them. Young people would also engage with information and topics more, which would ultimately empower them to take action for Scotland's nature.

Action I

Provide a platform to amplify young people's views and voices

- » Include young people as a specific stakeholder in decision making and Co-design (for example being involved in planning Scotland's biodiversity goals after 2020)
- » Identify two key areas to involve young people through co-design and co-production per unit/activity within SNH (see page 15)
- » Actively support someone under the age of 26 on SNH's Governance structures such as the Board, Leadership Groups and wider Strategic Groups such as the Environment and Economy Leaders Group.



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Action II

Engage with a wider range of young people

- » Develop and use the Scale of Engagement with young people, staff and stakeholders (See page 12 for more information on the Scale of Engagement)
- » Review SNH's policies and practices to ensure they actively involve young people across SNH's areas of work.

Action III

Develop SNH's image for young people as a key audience

- » Consider rebranding SNH and involve young people and recent recruits in this process
- » Ensure that at least 50% of photographs used in SNH's publications and media depict a diverse range of young people
- » Improve SNH's image library to reflect up to date young people, technology and activity
- » Simplify language and avoid jargon in public communications.

Case Study

ReRoute member Katie was the Chair of the judging panel for the Future Routes fund. Having a young person in this position demonstrated how the fund was created by young people for young people. This ultimately made the fund more accessible and relevant for other young people in Scotland. Examples of projects funded by Future Routes can be found on page 25

"Chairing the Future Routes fund, I gained many new skills and was inspired by the variety of great ideas that young people had to engage others with nature." Katie Grimmond

Scale of Engagement

ReRoute originally came up with the Scale of Engagement to help them think about how they can more effectively engage a wide range of young people in nature.

It encouraged the group to think about different viewpoints, backgrounds and levels of experience and to create methods of engagement that catered for these differences. The insight survey suggests that the majority of young people are interested in nature but this is not always reflected in their actions.

The tool helps to acknowledge that all young people have different levels of experience and confidence with nature and the outdoors, and the topics and issues related to it. Therefore there needs to be a good variety of opportunities and ways to engage with nature available to all young people. They believe the scale of engagement can be used as a tool across the environment sector to involve young people in the environment in more effective and meaningful ways

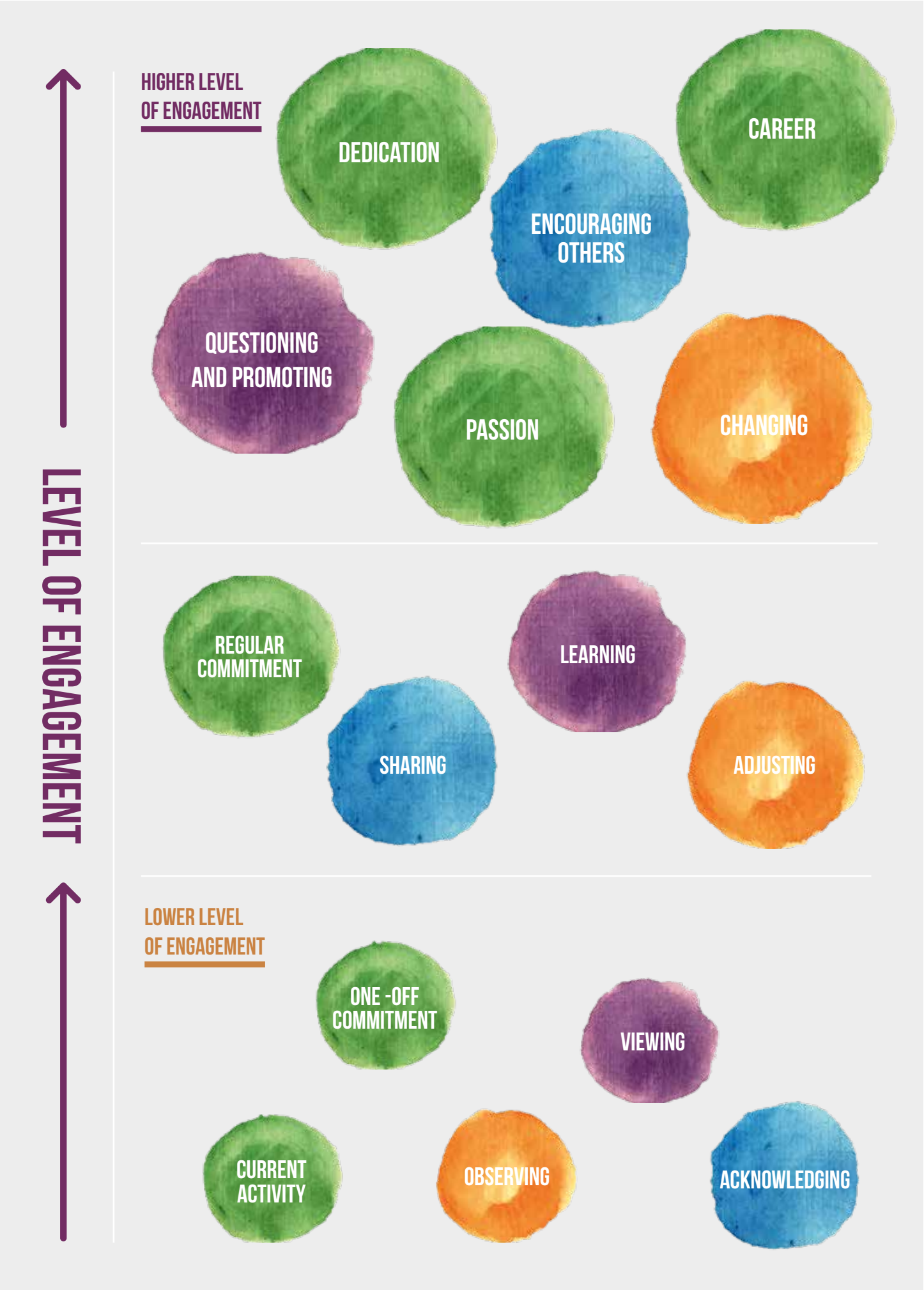
To successfully encourage deeper, invested interest in Scotland's nature, it is important to acknowledge what 'level' the young people are starting at. For example if someone has a minimal level of engagement with the environment, encouraging them to watch a video about camping in Scotland may be more realistic than encouraging them to go on a wild camping trip.

The scale also helps identify the small steps young people can take to transition between levels and develop a more invested interest.

Case Study

SNH's People and Places unit used the scale whilst developing their workplan for 2018-19 in order to challenge the range of opportunities available for young people to engage with nature, as well as how they identify these opportunities across their work.







ENGAGING WITH INFORMATION

QUESTIONING AND PROMOTING

- Reading a book about nature
- Researching something related to nature and/or the environment
- Signing a petition to protect the environment

LEARNING

- Watching an information clip
- Reading an article
- Downloading/using nature apps

VIEWING

- Liking a social media post
- Sharing photos of nature



DEDICATING TIME/ RESOURCES

DEDICATION/CAREER/PASSION

- Subscribe to a nature magazine
- Long term sponsorship of charity
- Joining a wildlife/conservation/nature-based group or activities
- Career or studying in environment sector
- Regular volunteer with nature organisations

REGULAR COMMITMENT

- Taking part in an activity outdoors on a regular basis
- Visiting a nature reserve
- Actively increasing time spent outdoors
- One off volunteering

CURRENT ACTIVITY/ONE-OFF COMMITMENT

- Enjoying the view
- Taking part in a one-off nature related activity ie: a nature trail



CHANGING PERSONAL BEHAVIOUR

DEDICATION/CAREER/PASSION

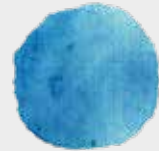
- Creating a biodiversity friendly garden
- Changing majority of shopping habits to reduce impact on the environment

ADJUSTING

- Walking or cycling instead of driving or getting the bus
- Making some different shopping choices based on environmental impact

OBSERVING

- Going for a walk to enjoy nature
- Taking photos of nature



REACHING OUT TO/ ENCOURAGING OTHERS

ENCOURAGING OTHERS

- Having an active role in encouraging others to take action
- Tell other people about specific issues or topics related to the environment

SHARING

- Communicating information to others about nature/the environment

ACKNOWLEDGING

- Sharing a social media post with friends
- Talking about personal experiences of nature

Year of Young People 2018 Activity

As part of Scotland's Year of Young People 2018, ReRoute worked with SNH to develop some key activities and outputs to mark the year for young people and nature.



Future Routes Fund

ReRoute designed and administered a £20,000 fund for young people on behalf of SNH. From developing the criteria, submission process and forms to making up the majority of the judging panel, ReRoute members shaped the fund to ensure it was accessible and appealing for a wide variety of young people. The online page advertising the fund received 1731 unique page views and 35 submissions from individual young people and groups were received. A list of successfully funded projects can be found in Appendix I.

2018 Trees and Bees

In order to celebrate the Year of Young People 2018 and to demonstrate how young people can have a local and direct connection to nature, ReRoute created 2018 Trees and Bees. They secured 2,018 saplings and 600 packets of wildflower seeds to give to young people across Scotland. ReRoute would like to thank the Woodland Trust Scotland for kindly donating the trees to make this possible and Scotia Seeds for providing the bespoke packets of wildflower seeds.

Nature Jam

ReRoute created Nature Jam as a pilot to demonstrate how nature can be an interesting and inspiring part of young people's lives regardless of their levels of engagement and experience. They co-designed a bespoke weekend which encouraged young people with an interest in the arts and creativity to use nature as inspiration for their creative works.

- *"I have taken away that there is some beautiful nature in Scotland and it's not too far away from your home. This has encouraged me to start drawing outdoors and take breaks away from my hectic life" -*
- **Nature Jam participant**

ReRoute would like to thank the Green Team for co-designing the Nature Jam with them and delivering a fantastic event.



Celebrating the Year of Young People 2018 Parliamentary Reception

ReRoute helped to co-design SNH's 2018 Parliamentary Reception to make sure it was a welcoming, relevant and accessible event for young people. This included having a Year of Young People 2018 Ambassador co-host the event, two ReRoute members deliver a speech alongside SNH's Chair, Ambassadors welcoming attendees into the reception, with bespoke social media filters, a 'pledge wall' and running a human bingo activity. Attendees and organisations make a pledge for nature and young people in 2018 and beyond. Examples of the pledges given can be found in Appendix I.

Route Map

To test out their ideas of simplifying communications about nature and making them relevant to young people's lives, ReRoute created a revised version of Scotland's Biodiversity: A Route Map to 2020. ReRoute used a lot of visuals and photographs, condensed the information and used language that was accessible to young people. The online tool also works alongside the scale of engagement, suggesting 20 practical small actions young people can take to contribute to Scotland's nature.



year of young people
bliadhna na h-òigridh
2018

Meet ReRoute



Connel Laing, Moray

Being part of the ReRoute team has been really interesting. I have developed my skills in team working, networking and communication. It has also increased my knowledge and confidence in public speaking, these skills I can take forward in my career. I enjoyed the practical local project on the Freshwater Restoration with Spey Fishery Board and also really enjoyed meeting like-minded folk at residential.



Davie McKinnon, Angus

I joined ReRoute back in October 2016 by applying through Young Scot's Rewards Programme. Back then I was a school pupil but now I am attending college. I joined ReRoute because I wanted to share my views and help other young people share their views about Scotland's nature and how we engage with it. Through ReRoute I have been given opportunities to make a difference to young people across Scotland and learn about young people's views. I have also had the chance to make new friends within ReRoute and with other Young Scot volunteers.



Finlay Taylor, Midlothian

Throughout ReRoute I have loved nature and growing up in Edinburgh near the Pentland hills I have always had a quick way to access nature. I have been able to learn more about nature and the bigger issues surrounding it through being part of ReRoute. The experience has also allowed me to speak to experts in the different environmental fields and understand the extent to which they are trying to preserve nature and also get young people involved in nature as well. This experience has shown me how young people can be involved with nature at all levels and will hopefully have a lasting effect on young people in nature.



Izzy Steeley, Highlands

ReRoute has given me the opportunity to meet some amazing people- in particular those also on the ReRoute panel who have directly inspired a greater love and understanding of the diverse nature we are lucky enough to have here in Scotland. Through attending meetings and training sessions I have gained and developed many skills I would otherwise struggle with and ReRoute has continuously encouraged me to broaden my horizons.



Joanne Elston Aberdeen/ Edinburgh

I have always been interested in environmental issues and being in ReRoute has allowed me to see what impact we as young people can have on these issues. Through this process, I have been able to do things, such as awarding grant funding, that I would never have had the opportunity to experience otherwise. I really hope that the work we have done will have a lasting effect!



Katherine Best, Glasgow

Nature is something I once appreciated but never really thought twice about. ReRoute has changed my outlook completely and enabled me to take action in saving our planet, one small patch of land at a time. It has immersed me into the world of conservation and has made me understand the significance and beauty of Scotland's great outdoors.



Katie Grimmond, West Lothian

As a member of ReRoute since the beginning of the project I have enjoyed working through each part of the co-design process to be able to share my passion for engaging young people with Scotland's nature. Exploring young people's engagement with nature has given me an insight into the barriers that stop young people enjoying nature and it has been interesting working with other young people to tackle these issues. I am excited to see the changes that come about as a result of our recommendations and hope that these will have a long term positive impact on both Scotland's young people and its nature.



Logan Johnson, Shetland Islands

My experience in ReRoute has been an eye opening one and altogether a beneficial one. My time in the project has really boosted my public speaking, not just in front of small groups but in large audiences, which I really lacked in. Also it has also given me the chance to meet like-minded people and discover what work is being done. Even now, as young people, we are making a difference, and I hope it will lead to more young people joining in the fight to protect our natural environment.



Mhairi McCann, Inverclyde

I have really enjoyed being a member of ReRoute and have learned a lot about how other young people value and engage in nature. Since becoming involved in ReRoute, I have also started

volunteering in other projects, both with Young Scot and other national organisations. The co-design process has been really empowering as it gives young people a meaningful voice, where they are seen as equal and important stakeholders in decision making. It has been a great experience, with my highlights being presenting at the RSE's Spotlight on Biodiversity conference, and being part of the Future Routes Fund judging panel.



Nathan McNaughton, East Ayrshire/Paisley

Over the past three years I have been able to explore Scotland's biodiversity by having residencies in various places. I have also made friends and worked with them on specific outcomes together.



Ryan McDonagh, Blantyre/Glasgow

Nature has always been something that has interested me and somewhere I hoped my future career would be. ReRoute has deepened this for me giving me practical experiences and insights into the environmental sector as well as increasing my confidence

Other ReRoute volunteers involved during the project:

Andrew Russell

Dawn Barbour

Eilidh Summers

Julia Young

ReRoute's experience



Q What have you gained from being part of ReRoute?

A Confidence and life experiences **(Ryan)**

A I have learnt a lot, particularly about the topic I carried out my investigation into and now feel more confident talking about it. I have learnt new skills like assessing grants and creating surveys and have developed my confidence in public speaking. **(Katie G)**

A I had many residential experiences which were fun. The co design process gave us a good outline for the project and how to come up with meaningful recommendations. **(Nathan)**

A I have never had experience of this kind of group or project work before, so for me that has been really interesting, and I have learned a lot. I have also learned a lot more about some of the specific problems facing our environment, and how we can potentially improve the situation. **(Joanne)**

A I have gained a group of friends who I will stay in contact with after the project is finished. I have also had an amazing opportunity to be involved in the grant making, and have gotten to talk and discuss nature issues with experts in the fields this is down to the co-design process. **(Finlay)**

A Throughout the opportunity to travel and mature as an individual has been as invaluable as well as the exposure to public speaking and the social media training. **(Izzy)**

Q How have your understandings and perceptions of nature and biodiversity changed through the project?

A Given me practical experience into the environmental sector which I wouldn't have gained without being part of ReRoute. **(Ryan)**

A I've become more aware of urban nature and the importance this has to people living in urban areas. I've also understood more about the barriers to engagement with nature. **(Katie G)**

A I learned that there are lots of factors that we need to think about in our world - everything has a cost and an effect. **(Nathan)**

A I think overall my perceptions of nature and biodiversity have not changed, however I have learned a lot more about some specific aspects. **(Joanne)**

A At the start of the project my perception of nature was places like the Pentland hills or the Cairngorms. However, as I have gone through this project I have come to understand that nature is everywhere, in cities as well as all these great places. I didn't really know what biodiversity was but now I know what it is, how we effect it, and how we can get young people engaged in it as well. **(Finlay)**

A This project has challenged me to think holistically about our part and interactions with the natural environment, as both parties can gain from a more valued interaction with the other. I enjoyed spending time outside and understood that it was important to protect our outdoor spaces, but I didn't realise the potential health benefits, the diversity and scale of which people can interact with the environment or that nature can be found in urban places. **(Izzy)**



Acknowledgements

ReRoute would like to thank all of the young people and organisations who shared their experiences, opinions and understanding with them throughout the process of their project.

This project would not have been possible without the immense amount of time and effort Ettie has put in, contacting and arranging things on our behalf, making sure everything runs smoothly, and keeping us on track with the work still to be done. Thank you so much for all of the work you have done for us.

We have also really appreciated the other Young Scot staff who have helped us to professionally design content, improve our public speaking, provide the platforms on which we carried out surveys and events, and make our residencies possible.

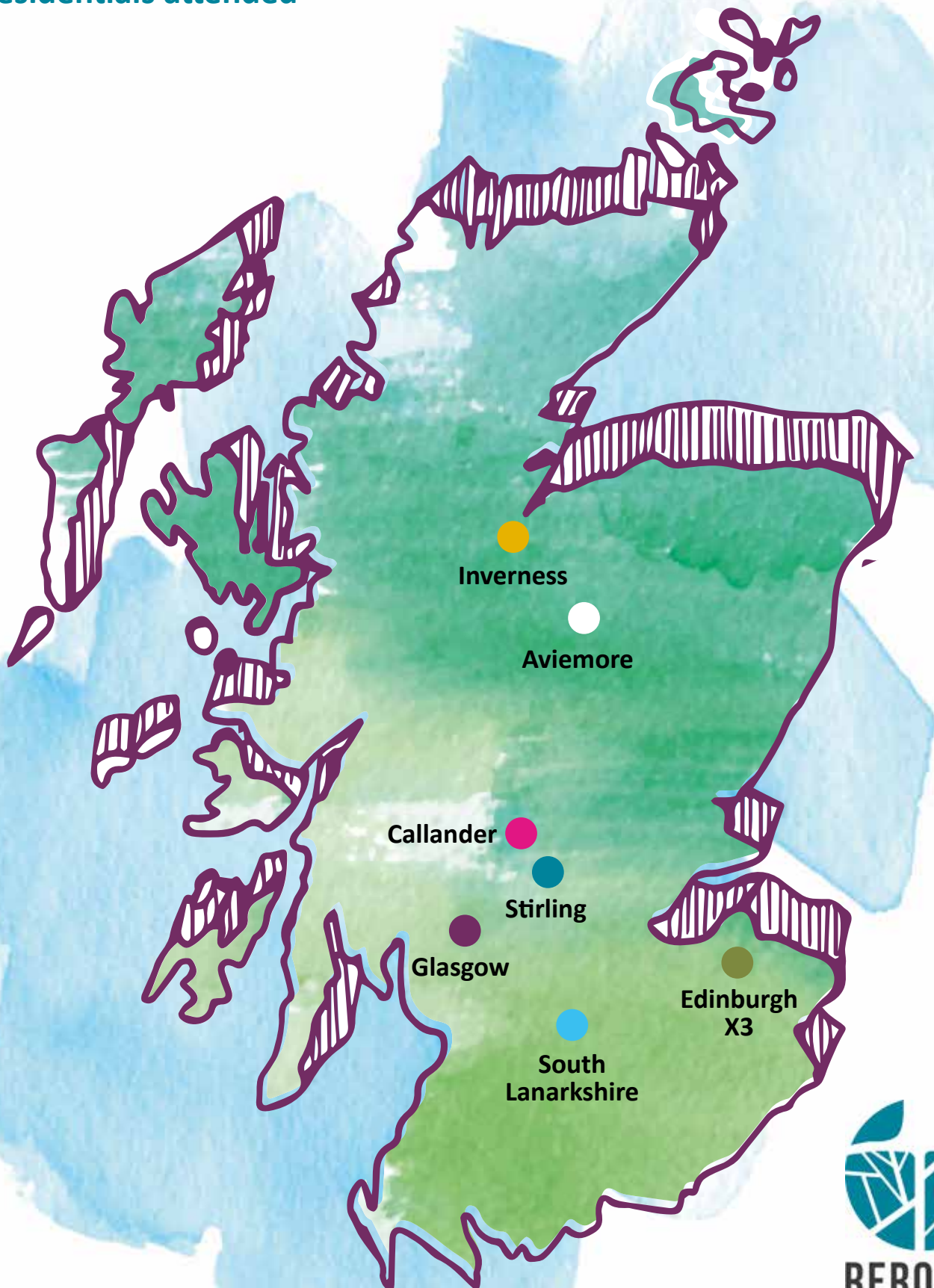
We would also like to say thank you to Dougie, Pete and all of the other staff at SNH who have supported us by providing us with the information to understand the background to this project, and by discussing the changes we are suggesting.

This report was written by ReRoute.

All photographs in the report were taken by Young Scot and ReRoute members throughout the course of the project.

Appendix I

Residentials attended



Presentations/speeches/workshops delivered

- » State of Nature 2 Launch
- » RSE's Spotlight on Biodiversity Conference
- » Young Scot Awards Opening Address 2016
- » Central Scotland Green Network

Conferences/events attended

- » Edinburgh International Science Festival 2016
Ocean Junkyard
- » Edinburgh International Science Festival
2016 Natural Connections
- » RSPB Big Nature Festival 2016
- » Race Equality in Nature Conference, Bristol 2016
- » Communicate Conference, Bristol 2016
- » SNH Biodiversity Stakeholder Meeting 2016

Sites visited

- » St Abb's Head National Nature Reserve
- » St Abb's Head marine Station
- » Glen Feshie
- » Glenmore Visitor Centre
- » Kelvingrove Park, Glasgow
- » Falls of Clyde

Organisations engaged with

- » Aberdeen Biodiversity Centre
- » Cairngorms National Park Authority
- » Education Scotland
- » Forestry Commission Scotland
- » Forest Enterprise Scotland
- » Loch Lomond and Trossachs National
Park Authority
- » Marine Conservation Society Scotland
- » The Royal Society for the Protection
of Birds Scotland
- » The Royal Zoological Society of Scotland
- » Scottish Ornithologists' Club
- » Trees for Life
- » Whale and Dolphin Conservation
- » The Mountains and the People

Parliamentary receptions attended

- » SNH's Parliamentary Reception - Urban Nature 2017
- » SNH's Parliamentary Reception - Celebrating the
Year of Young People 2018

Discussions held with politicians and SNH Board

- » Environment, Climate Change and Land Reform
Committee discussion on involving young people
- » SNH Chairman's Reception – Shetland
- » SNH Leader's Forum
- » SNH Board Meeting

Future Routes Project's include:

Julie Aitken – Julie is planning to travel through the Outer Hebrides and engage young people in the natural environment on the islands through workshops

Sea Songs – Lucie is going to create a film which weaves local histories with landscapes in the North of Scotland, with a soundtrack created by local children using collected and organic soundscapes found in the natural environment. This film will be projected inside an icehouse in the north coast of Scotland, bringing cinematic experiences promoting the local environment and cultural histories to local communities without cinemas.

Craigmarloch School pupils – Pupils will be researching a wildlife issue that is important to them. Then using motion sensor cameras gather and record their findings before highlighting them to a larger audience.

Project Colour - Silverburn Park, Project Colour aims to bring silver burn park back to life and make it fun for young people to visit.

North Lanarkshire Year of Young People 2018

Ambassadors – The Ambassadors are planning to hold an outdoor learning festival in one of North Lanarkshire's country parks for local young people to learn about nature and outdoor skills.

Our Park, Our Place – This project will develop new environmental activities for young people at Holyrood Park using different forms of creativity. The project will culminate with a free, open doors, weekend-long festival exhibition to give everyone a sense of pride in and appreciation of the urban green space on their doorstep.

Appendix I

Grove Academy Eco Group – Young people will create an app or game which encourages young people to explore the nature and wildlife on their doorstep.

New Age Youth Group – Young people are creating activities which encourage them to take time out to explore nature creatively and learn.

Into the Woods Young Collective – This project will involve developing a Sensory Garden at The Children's Wood and deliver art and music making workshops for young people to connect and respond to the natural surroundings of The Children's Wood/North Kelvin Meadow.

Misty Isle Youth Forum – Several environmental activities will be developed and delivered during the summer holidays. They will be accessible (by being free and providing transport); educational (by using found items

on beach-cleans to create art which will be shared in the communities) and fun.

Mid Yell Junior High Eco Committee – The young people in the committee want to clean beaches and repurpose the collected waste in a way that supports pupils getting to school over wet terrain.

Rewards given to young people

- » Field Studies Council ID Charts – 20 available, all claimed within a week
- » MCSUK membership – competition entered by 86 people over 5 weeks
- » MCSUK Jute Bags – 10 available, all claimed on the same day they went up on the website

Over 100 pledges received for young people and nature in 2018

Pledges include:

I pledge to ensure that government listens to young people in everything it does	Roseanna Cunningham MSP
I pledge to hold constituency surgeries in my local high schools to listen directly to the views of young people	Jenny Gilruth MSP
I pledge that SNH will engage actively with young people in 2018 and all years on the future of Scotland's nature	Mike Cantlay, Francesca Osowska SNH
Scottish Environment LINK pledge to help create a better planning system for the next generation	Scottish Environment LINK
NTS will place young people at the heart of our organisation In partnership with Young Scot and other organisations the NTS is genuinely committed to engage with young people to understand how to make heritage more relevant to them	National Trust for Scotland
We pledge to embed the views of young people into decision making and delivery. 2018 YOYP is just the start!	Loch Lomond and Trossachs National Park Authority
Pledge to keep John Muir Award free to all	Rob Bushby, John Muir Trust
I pledge to eat more healthy wild food	Young attendee
I pledge to have outdoor learning at the heart of my teaching	Attendee
I pledge to keep volunteering and engage more in local politics	Young attendee
I pledge to support and encourage others around me to be in nature	Young attendee



get in touch



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