


# SCOTLAND THE BIG PICTURE

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rewriting nature's story





“ Many of us suffer from ecological blindness. We don’t see the degraded landscapes and the animals we’ve lost because we’re not conditioned to look. ”

Gus Routledge, Young Rewilder





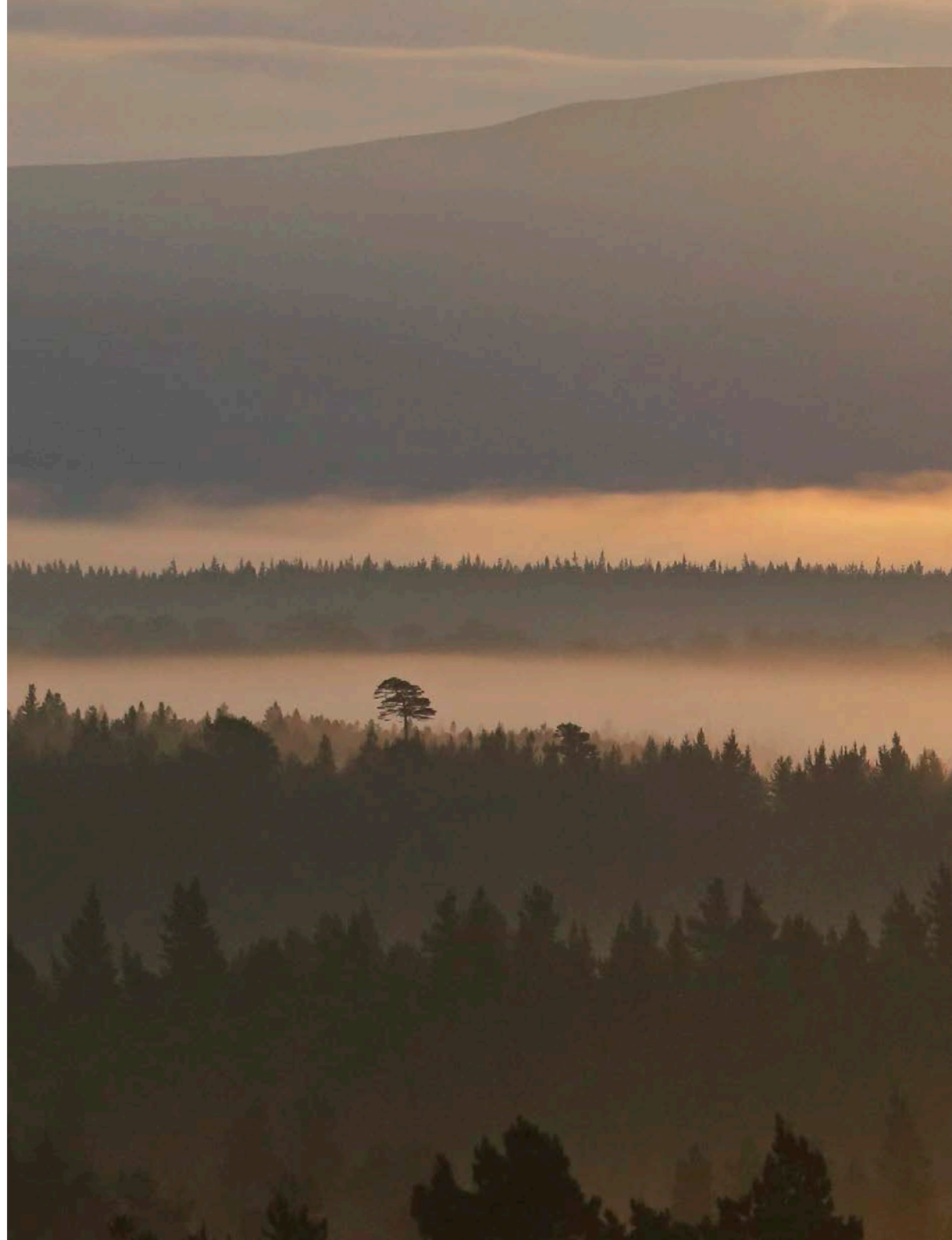
It wasn't so long ago that wild forests teeming with life stretched across much of Scotland. Rivers flowed freely, brimming with insects, birds and fish. A mosaic of rich wetlands was shaped by beavers and echoed to the calls of cranes.

Over time, Scotland has become a nature-depleted nation. Many species that were once prolific now teeter on the edge; others have been hunted to extinction. Centuries of ecological decline have led to the complex living systems upon which we all depend to falter and fail.

**It doesn't have to be this way.**

There exists an extraordinary opportunity to stitch back together an intricate tapestry of life across Scotland's land and seas, where nature, in all its colourful complexity, is reawakened to regulate our climate and provide us with what we need to survive.

It is called **rewilding**.







# Rewilding: A new way of thinking

Rewilding asks us all to reconsider our place in the natural order, as just one species among many, bound together in an intricate web of life that ties us to every other living creature on the planet.

Rewilding reaches beyond protecting the fragments and threads of nature we have left and instead, seeks to return abundance and diversity of life to Scotland's land and seas.

In some areas of Scotland, whole landscapes are being transformed by giving nature more space and freedom to allow forests, wetlands and peatlands to regenerate. Wild animals are being reintroduced to roam unimpeded across a seamless landscape, shaped and governed by natural processes. Elsewhere in towns and cities, passionate communities are working together to create more space for bats, bees and butterflies, in parks, gardens and public spaces.

**The vision that unites rewilding at these different scales, is one of restoration and recovery.**

# Rewilding: The time is now

Nature is in global decline. There is a growing scientific consensus that the next 30 years will be decisive for wildlife, climate and people.

## **Just 30 years.**

Within this frighteningly narrow window, a huge shift in our thinking is required.

With a change in mindset, amazing things can happen. In places like Glenfeshie shown overleaf, young forests are on the march for the first time in generations. Elsewhere, sea eagles are once again soaring high in Scottish skies, ospreys and pine martens have bounced back and beavers are rejuvenating Scotland's wetlands after an absence of 400 years.

These remarkable stories show what is possible when people work with nature and not against it.

**It's time to rewrite nature's story.**









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**S**COTLAND: The Big Picture works with a diverse range of people to make rewilding happen, at many different levels, across Scotland.

Established in 2016, we became the first organisation in Scotland wholly dedicated to

championing the benefits of rewilding and bringing the conversation into the mainstream. Today, as a fleet-footed charity, our mission is to enable the transformational recovery of nature across Scotland, to benefit wildlife, climate and people.

# What we do

## Rewilding Advocacy

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We create impactful communications to inform, inspire and influence rewilding actions and policy. Our team of writers, photographers and videographers are knowledgeable, creative storytellers committed to opening minds, changing perspectives and bringing about positive change.

## Wildlife Comeback

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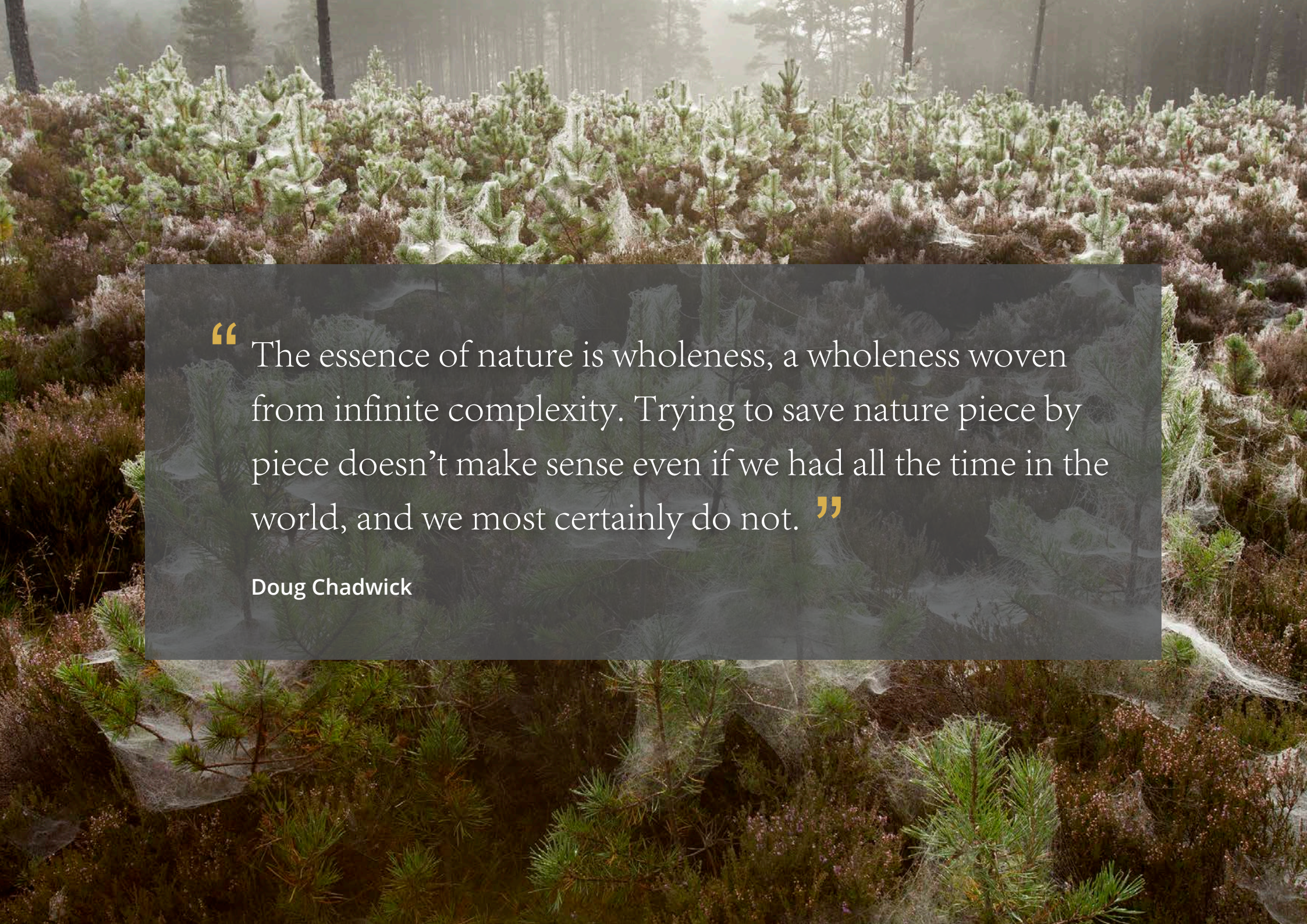
Restoring missing or threatened native species to their former range, is a core element of our work. In order for any living system to function effectively, all the key components need to be present to build and maintain the system. Along with partners, we are working to return and expand species such as cranes, beavers and lynx.

## Rewilding and People

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Rewilding is a positive and progressive pathway to breathe new life into rural communities. We work with a diverse range of people and businesses to demonstrate the economic, social and health benefits of a nature-rich landscape.





“ The essence of nature is wholeness, a wholeness woven from infinite complexity. Trying to save nature piece by piece doesn't make sense even if we had all the time in the world, and we most certainly do not. ”

Doug Chadwick



“ Rewilding is as much a philosophical change in mindset as it is a physical change to the land and sea. ”



James Shooter,  
Social Media and Outreach Manager,  
SCOTLAND: The Big Picture



“ Rewilding has come to be associated with the absence of people, but nothing could be further from the truth. Across Europe, rewilding is creating well-paid jobs. It offers rural communities in Scotland new opportunities, for young people in particular. But we have to get past this fear of nature ‘taking over’. If we give nature a chance, it will reward us. ”



Alan Hepburn, Trustee,  
SCOTLAND: The Big Picture



“ Scotland could become a world leader in restoring its broken ecosystems, but the key to realising its potential lies with people and their willingness to consider a different relationship with wild nature. ”



Peter Cairns, Executive Director,  
SCOTLAND: The Big Picture

“ Allowing this young sea eagle a life free of persecution is a simple matter between right and wrong. And that too, is part of rewilding. ”

Holly Gillibrand, Young rewilder  
SCOTLAND: The Big Picture



# Rewriting the story



- Since 2016, SCOTLAND: The Big Picture has produced 4 landmark books and has gifted its latest two, *The Lynx and Us* and *SCOTLAND: A Rewilding Journey*, to more than 2,000 key landowners, politicians and influencers.
- In 2019, we delivered more than 50 inspiring presentations to audiences across Scotland and beyond, resulting in farmers, crofters and landowners seeking our advice on how to approach rewilding their land.
- Our *Think Like A Mountain* community unites a diverse group of more than



10,000 people and our social media reach extends beyond 300,000.

- We are pioneering rewilding retreats in the Scottish Highlands to not only provide a rich and fulfilling learning experience for our guests, but to make the case for rewilding as a valuable economic contributor to rural communities.
- We were co-founders of the Scottish Rewilding Alliance, a coalition of more than 20 organisations committed to promoting the principles of rewilding at both public and policy level.
- Our Big Picture conference in 2019 was the first major event in Scotland dedicated to rewilding and was attended by 500 people from a diverse range of backgrounds.



- Our growing NextGen programme harnesses the energy and social outreach of youth rewilding ambassadors.
- The Northwoods Rewilding Network, launched in 2021, is the first of its kind in Scotland, bringing together a diverse range of landowners who share a commitment to ecological restoration. The founding partners manage over 3,500 acres of land, which is now dedicated to rewilding.
- We continue to provide communications support for organisations such as Cairngorms Connect, Wildland, Woodland Trust, Scottish Rewilding Alliance and Trees for Life, along with producing multimedia resources for a wide range of grassroots organisations

## What our collaborators say...

“ Over the past two decades, the SBP team has supported Wildland by articulating our vision in a way that we are not equipped for. More widely, SBP has contributed significantly to improved understanding of the challenges around land use in Scotland, and crucially, have demonstrated what is possible for the future. ”

Thomas MacDonell,  
Conservation Director, Wildland Ltd

“ Using a wide range of innovative media platforms, SCOTLAND: The Big Picture is the single best communicator in Europe when it comes to building new narratives around the need for rewilding. SBP has opened many people’s eyes to the fact that Scotland should, and could, look very different from the way are used to. ”

Frans Schepers,  
Managing Director, Rewilding Europe

“ SCOTLAND: The Big Picture is a brilliant organisation to work with and we could not ask for a better experience. We hold their work and staff team in extremely high regard. Their work is innovative and when we partner up, SBP ensures we dovetail perfectly. SBP is the leading light for rewilding in Scotland, they are truly inspiring. ”

Carol Evans,  
CEO, Woodland Trust Scotland



“ SCOTLAND: The Big Picture is at the forefront of rousing the consciousness of the Scottish public to the notion that the natural fabric of their country is terribly depleted, and that restoring it on a landscape-scale offers the best pathway to ecological, economic and social renewal. ”

Ben Goldsmith,  
Menhaden

“ I have collaborated with Peter Cairns and his team for almost 20 years as they’ve helped shape the rewilding conversation in Scotland. While they have a comprehensive understanding of the social sensibilities around changing land use, they are never afraid to push at new boundaries to bring about positive change. ”

Paul Lister,  
Founder, The European Nature Trust

“ Much of Scotland’s landscape is in desperate need of ecological restoration and recovery. We need to mobilise a fundamental shift in how we perceive and value the land, and its wild inhabitants. Saying it is not enough: SCOTLAND: The Big Picture is at the forefront of driving this narrative; inspiring and enabling positive rewilding actions on the ground. ”

Chris Packham,  
Presenter & Naturalist







# Donate

## Make a donation now

You can easily donate online by credit card, paypal or BACS. Check out our website for more details: [www.scotlandbigpicture.com/Donate](http://www.scotlandbigpicture.com/Donate)

## Support rewilding each month

A regular gift will help us create a vast network of rewilded land and water across Scotland, where wildlife flourishes and people thrive.

## Corporate rewilding

Talk to us about how your business can help breathe new life into Scotland's damaged and degraded ecosystems.

## Give by cheque

Please make your cheque payable to **SCOTLAND: The Big Picture** and post to: **Ballintean, Glenfeshie, Kingussie, UK, PH21 1NX**

# Get in touch

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# THE BIG PICTURE DREAM

It's time to rewrite  
nature's story.

is a Scotland where...

- ... wild forests teem with life
- ... rivers brimming with salmon and trout flow freely
- ... wetlands are shaped by beavers and echo to the calls of cranes
- ... healthy peatlands regulate climate and purify water
- ... oceans support an abundance of life
- ... communities are flourishing in a vibrant nature-based economy