

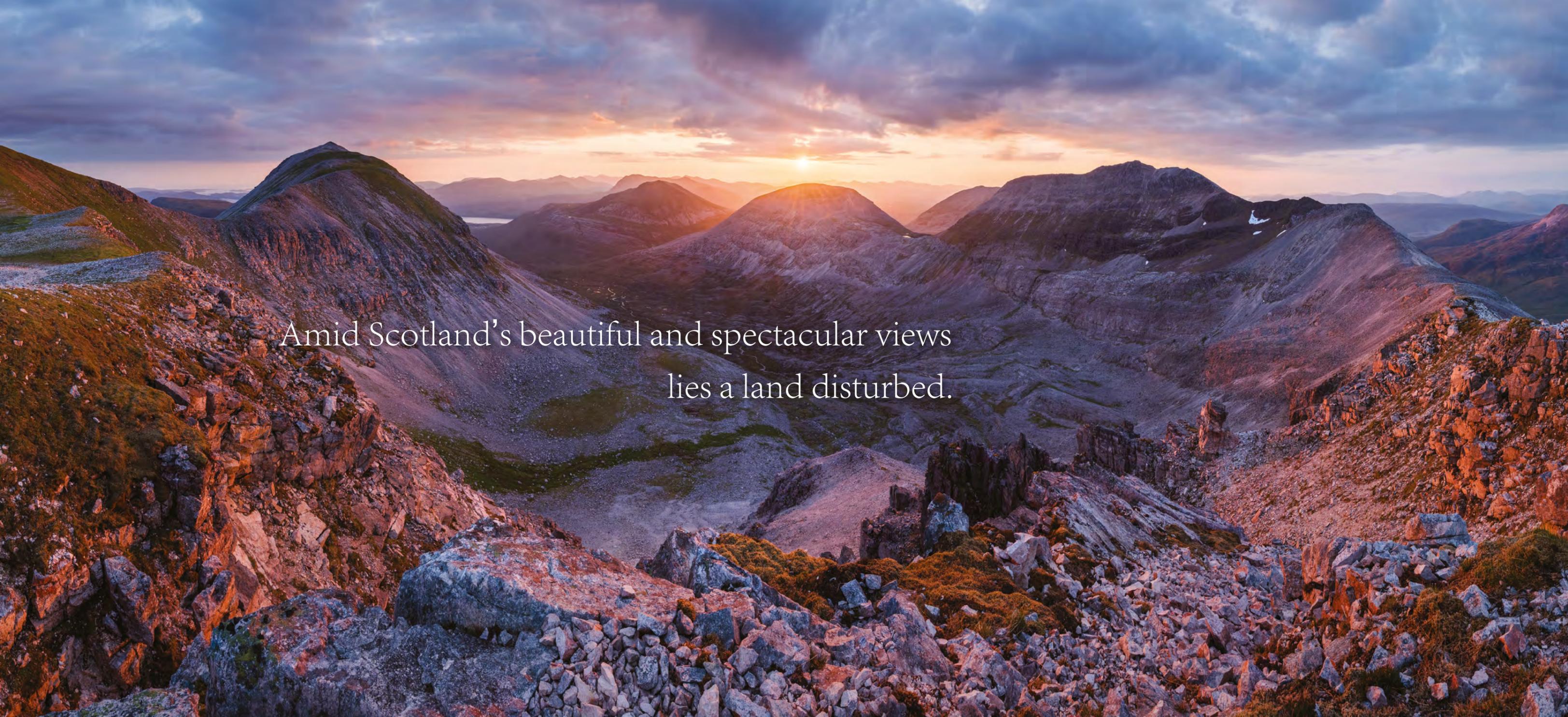


SCOTLAND
THE BIG PICTURE

There exists an extraordinary opportunity to stitch back together an intricate tapestry of life across Scotland's land and sea, 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**.





Amid Scotland's beautiful and spectacular views
lies a land disturbed.

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.

Today, although it's easy to be seduced by the drama of the Scottish landscape, it is an ecological shadow of its former self. The once vast forests now cover just 3% of their former range. All our large carnivores are gone and many animals that were once prolific now teeter on the edge. Today, millions of treeless acres, dark and dense forestry plantations and intensively managed grouse moors dominate the map. Scotland has become a nature-depleted nation, unravelled by a few centuries of use and misuse.

It doesn't have to be this way.

Rewilding: The time is now.

Rewilding is a bold vision to repair and restore Scotland's ecosystems over a vast area, returning them to good health so that wildlife and communities can flourish.

To realise this vision we need to think and act differently. We need to see the Big Picture. We need to look beyond trying to save fragments and threads of nature towards a future Scotland much richer in life, where landscapes are shaped by natural processes, where woodland is expanding across watersheds, where rivers run unimpeded and where damaged peatlands are restored to store more carbon and clean more water.

Rewilding requires a huge shift in mindset. It asks us all to reconsider our place in the natural order, as one species among many, bound together in an intricate web of life that ties us to the atmosphere, the weather, the tides and every other living creature on the planet.

Glenfeshie in the southern Cairngorms is part of a growing network of landholdings across Scotland committed to ecological restoration at a landscape scale.



There is a growing scientific consensus that the next 30 years will be decisive for nature.

Just 30 years.

Within this frighteningly narrow window the people of Scotland will **make choices** as a society and as individuals.

With climatic and biodiversity breakdown looming, the worst choice we can make is to do nothing. Let's allow our imaginations to soar and embark on a journey towards a wilder Scotland. The prize is a Scotland rich in life. All life.

- We can choose to **expand our pinewoods** into a grand nationwide network.
- We can choose to **help our Atlantic rainforests** recover and flourish.
- We can choose to **re-wet our peatlands** to store more carbon and purify more water.
- We can choose to **have flower-rich meadows** in our towns and cities.
- We can choose to live **alongside beavers and lynx** and all the other animals that belong in Scotland.
- We can choose to **protect our seas** and keep them healthy with an abundance of life.
- We can choose to **give nature the freedom it needs** to shape large areas of Scotland.
- We can **choose life** over continuing decline.



“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, SCOTLAND: The Big Picture Young Rewilder



Our Ethos

SCOTLAND: The Big Picture is the first organisation in Scotland wholly dedicated to rewilding advocacy and communications. Our mission is to help drive transformational change towards a vast network of rewilded land and sea across Scotland, where wildlife and communities can flourish.

Perceiving the Scottish landscape differently, embracing change and seeing wild nature as not only an essential element of life, but as a symbol of a progressive society, is a challenging concept. As a result, not everyone supports rewilding.

Our task therefore, is to communicate with people from all walks of life. We are committed to informing, inspiring and influencing fresh thinking around the potential within a wilder Scotland, but we will do so within a respectful dialogue that recognises different people's belief systems.

Our History

SCOTLAND: The Big Picture is part of the Wild Media Foundation (WMF), a not-for-profit company limited by guarantee. Founded in 2008, WMF has hosted and operated major conservation communication initiatives including Tooth & Claw, Highland Tiger, Wild Wonders of Europe and 2020VISION.

The outputs from these initiatives include landmark books, films, exhibitions, presentation tours, musical collaborations, education resources and hundreds of press features. In 2014, Wild Wonders of Europe became one of the founding partners in the Rewilding Europe initiative.

Although WMF remains our legal entity, we now operate under the brand of SCOTLAND: The Big Picture. We have no shareholders and any financial surplus is reinvested in our advocacy and communications work. Part of our income is derived from commissions and product sales, but we also rely on donations from individuals and organisations that share our vision.



Our Directors

Peter Cairns

Peter is a highly acclaimed conservation photographer and filmmaker with over twenty years of professional experience. A long-time advocate for rewilding and nature-based tourism, Peter is a co-founder of SCOTLAND: The Big Picture, a serving Board Member of Scottish charity Trees for Life, and is a Senior Fellow of the International League of Conservation Photographers.

Mark Hamblin

With a life-long passion for the natural world, Mark has worked as a freelance nature photographer since 1995, establishing an enviable track record and reputation. A co-founder of SCOTLAND: The Big Picture, Mark is now an essential cog in the daily management of the company and a key contributor to our extensive video library.

James Shooter

James has a BSc in Zoology with Conservation and an MSc in Biological Photography & Imaging giving him a strong interest in conservation science and a passion for exploring ways of communicating ideas and stories. James helps develop multi-media narratives for a range of conservation bodies and manages our video production and aerial photography.

Alan Hepburn

For the last twelve years, Alan has been an educator with a focus on outdoor learning, motivated by his passion for the wild and his concern for the environment. Before becoming a teacher and outdoor learning coordinator, he led communications agencies in London, Glasgow and Edinburgh.

Mat Larkin

Mat is a conservationist, filmmaker and cameraman. He has worked with a multitude of broadcast and commercial clients for the past 15 years, including BBC, STV and Channel 5. He founded White Tip Media in 2008, and in 2015 was awarded the Eden Channel's "Nature Filmmaker of the Year" by UKTV.

Polly Pullar

The author of eight books, Polly is one of Scotland's foremost wildlife writers with over thirty years of professional experience. She contributes to a wide range of publications, including, The Scots Magazine, People's Friend, Scottish Wildlife & BBC Wildlife and was wildlife writer for Scottish Field for ten years.





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

Mark Hamblin, Co-Founder, SCOTLAND: The Big Picture

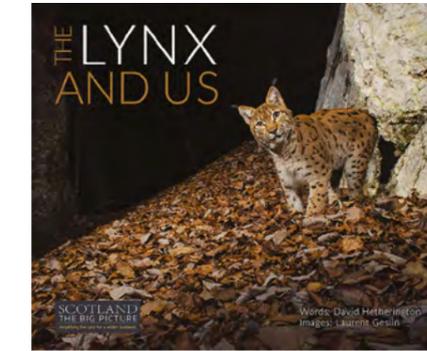
Early Milestones



- Since 2016, SCOTLAND: The Big Picture has produced 3 landmark books and has gifted its latest two, *The Lynx and Us* and *SCOTLAND: A Rewilding Journey*, to over 1,000 key landowners, politicians and influencers.
- Over the last 18 months, we have delivered over 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 over 5,000 people and

our social media presence is increasingly influential with several of our film posts reaching an audience of over 500,000.

- 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 organisations committed to promoting the principles of rewilding. We are also partners in Nature Needs Half and members of the European Rewilding Network.



- We continue to provide communications support for organisations such as Cairngorms Connect and East-West Wild, along with producing films, education resources and press features for a wide range of grassroots organisations.
- Our Big Picture conference in 2019 is the first major event in Scotland dedicated to rewilding and will provide a platform to launch #MeWilding, an initiative to help small scale rewilding in gardens, parks and school premises.
- Our growing Young Rewilders programme harnesses the energy and social outreach of youth rewilding ambassadors.



A New Chapter

As the rewilding conversation matures and evolves, I see many more young people interested in the opportunities afforded by a wilder Scotland. That perhaps shouldn't surprise us given that they will inherit the consequences of the choices we make today.

I also see rewilding slowly morphing from being something that 'environmentalists' talk about to something that is relevant to everyone. You don't have to be a wildlife enthusiast to understand the inextricable link between a vibrant natural world rich in life, and our own wellbeing, our own survival.

There are hugely encouraging signs that show how our work, and that of many others, is making a difference.

Rewilding is just a word. It's not something we should be frightened of, but to make it work, we need to look beyond convention and value Scotland's landscape differently. Scotland

could become a world leader in restoring its broken ecosystems but the key to opening the rewilding door and realising its potential lies with people and their willingness to consider a different relationship with wild nature. SCOTLAND: The Big Picture is committed to taking us closer to that turning point.

As we ramp up our ambition, our ability to inspire even more people to add their voice to ours and to increase our influence, is dependent on the generous support of our donor community.

Please consider becoming part of that community. Together we can make amazing things happen.

A handwritten signature in gold ink, appearing to read 'P. Cairns', is positioned above the name of the co-founder.

Peter Cairns, Co-Founder, SCOTLAND: The Big Picture

Why We Need Your Support

We are committed to helping drive transformational change and building on our early successes. As a not-for-profit organisation, your donation will help fund new communications products, which include:

SCOTLAND: A Rewilding Odyssey

We are presently filming a 60-minute cinematic documentary revealing how the magnificent landscapes of Scotland have been lost and how they are being reborn. Scheduled for release 2021.

Return of the Giants

We are working with a team of marine conservation organisations to produce a large-screen theatre film showcasing Scotland's rich marine life and celebrating the recovery of the giant whales: a story of hope and redemption in the face of an underwater ecological crisis. This will form part of a multimedia marine education programme, to be rolled out across Scotland.

East-West Wild

Working with a range of partners including Trees for Life, this landscape-scale habitat restoration project has the potential to transform Glens Affric and Moriston in the north-west Highlands and provide a rich seam of economic and social opportunity for local communities.

Cairngorms Cranes

Working as the lead partner, we are in the early stages of an ambitious programme to restore Eurasian Cranes to the wetlands of the Cairngorms.





“Rewilding has come to be associated with the absence of people but nothing could be further from the truth. Across Europe, rewilding is creating jobs, 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, Director, SCOTLAND: The Big Picture

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Please make your cheque payable to WILD MEDIA FOUNDATION and post to:

Ballintean, Glenfeshie, Kingussie, UK, PH21 1NX

Scotland could become a world leader in restoring its ecologically degraded landscapes and ensuring a prosperous future for all of its citizens - human and non-human.





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

Douglas Chadwick, Wildlife Biologist