



# MAKE REWILDING YOUR BUSINESS

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Partnership Guide



SCOTLAND  
THE BIG PICTURE

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What you do makes a difference, and you have to decide what kind of difference you want to make

*Dr Jane Goodall*

# WILL YOU MAKE REWILDING YOUR BUSINESS?

**REWILDING:** A process of nature recovery that leads to restored ecosystem health, function and completeness.

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, despite its majestic vistas, Scotland has become one of the most **nature-depleted countries** in the world\*.

Many animals have already been lost, **1 in 9** species is threatened with **extinction** and **climate change** is now knocking on Scotland's door. But there is hope. Nature has a ready-made solution to these challenges. **It's called Rewilding.**

Rewilding locks away **carbon**, returns **wildlife** to our landscapes and allows **communities** to prosper, by restoring and revitalising the living systems upon which we all depend.

Investing in rewilding across Scotland sets your business apart. It shows your staff, customers and supporters that you're committed to addressing the climate and nature emergencies, and to a Scotland where nature flourishes and people thrive.

I hope that you'll consider making rewilding your business.



A handwritten signature in black ink, appearing to read 'P. Cairns'.

**Peter Cairns**  
Executive Director

\* Scotland ranks 212 out of 240 countries for the state of its nature – **State of Nature 2023 report**



## WHY REWILD?

Beyond the joy and wonder that nature provides, it is also our **life-support system**.

When native woodlands, peatlands, saltmarshes and seagrass meadows function as they should, they soak up huge amounts of **CO<sub>2</sub>**, clean our **air** and **water**, maintain **fertile soils** and reduce the impacts of flooding, drought and wildfires.

**A rewilded Scotland is good for nature, climate and people.**

Rewilding also presents new opportunities for sustainable **business**, vibrant **communities** and improved **health** and **wellbeing**.

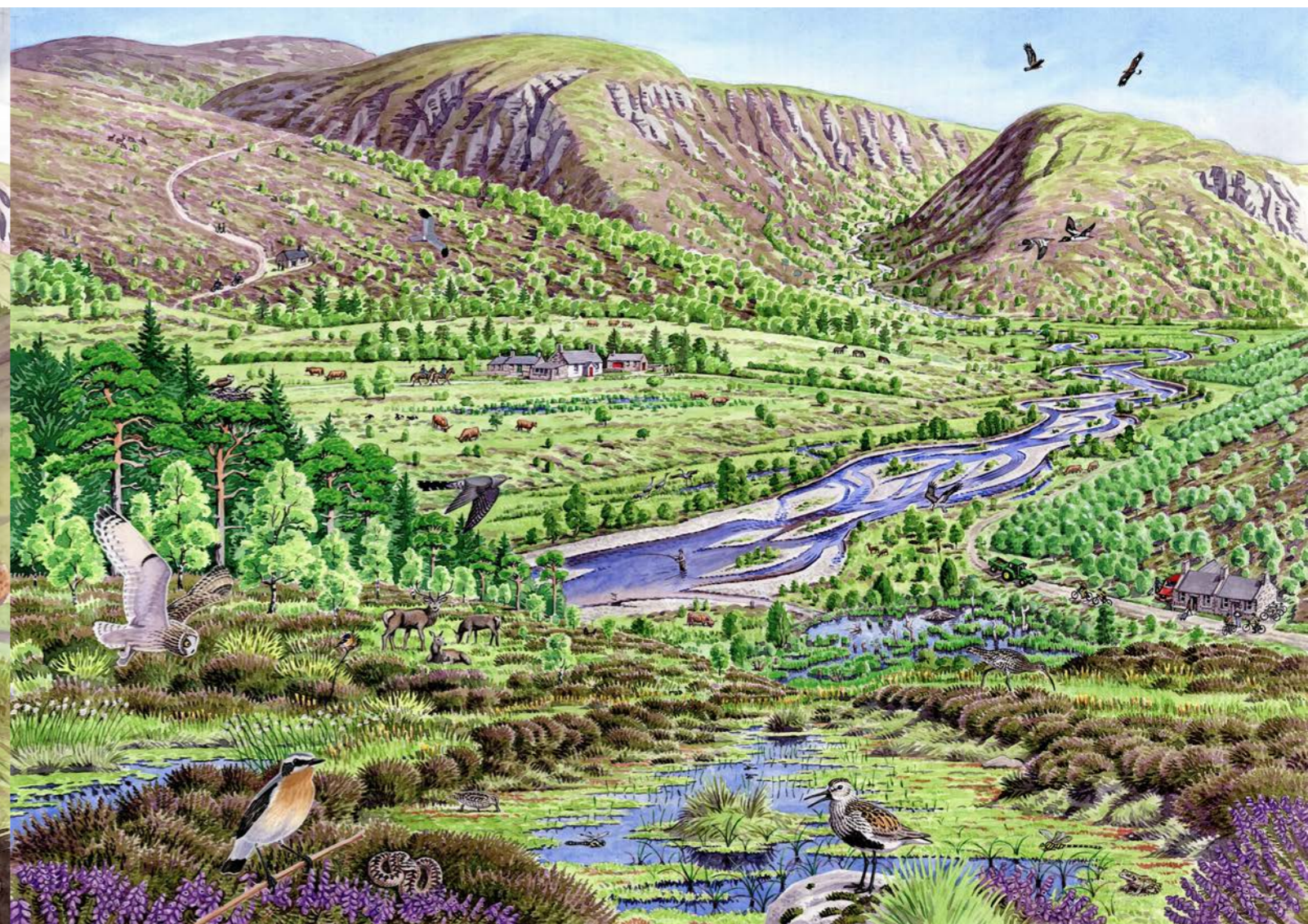


# WHAT COULD A REWILDED LANDSCAPE LOOK LIKE?

Today



20 years from now



# SEE THE BIG PICTURE

SCOTLAND: The Big Picture works to make rewilding happen.

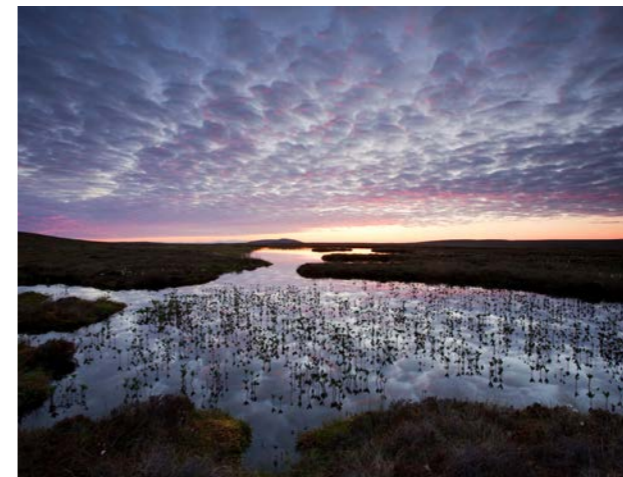
Our vision is of a vast network of rewilded land and water across Scotland, where wildlife flourishes and people thrive.

The impact of our work benefits **NATURE**, **CLIMATE** and **PEOPLE**.



## FOR NATURE

A more dynamic, interconnected mosaic of habitats, shaped by natural processes, supporting a greater diversity and abundance of life.



## FOR CLIMATE

A more complex and resilient landscape, regulating the carbon cycle, improving air and water quality, and reducing the impacts of climate change.



## FOR PEOPLE

Increased connection with nature, promoting a sense of wellbeing and stewardship. More nature-based jobs and learning opportunities.



# PARTNERING WITH US

We collaborate with a wide range of businesses who are aligned with our vision and values, to make rewilding happen across Scotland. Partnering with us will help meet your ESG goals, engage your staff and inspire your customers.

## 5 REASONS TO MAKE REWILDING YOUR BUSINESS



### INCREASE BRAND VALUE

Consumers recognise that a Scotland rich in nature is good for their health and their future, and increasingly seek out brands that reflect their values.



### ENHANCE CUSTOMER LOYALTY

80% of consumers think that businesses should play a central role in addressing key societal issues, such as climate breakdown. *(Edelman)*.



### ATTRACT TALENTED STAFF

Forward-thinking and environmentally conscious individuals favour employers that are taking active steps to reduce their carbon footprint and become nature-positive.



### REWILDING IS GOOD VALUE

Rewilding and nature-based solutions offer a cost-effective pathway to returning our ecosystems to good health, and mitigating climate breakdown.



### REWILDING BRINGS HOPE

In a world of challenges, people can be left feeling helpless and demotivated. Rewilding offers a new, positive narrative, turning anxiety and apathy into hope.

**83%**

of employees are more **loyal** to a company that helps them **contribute to social and environmental issues**.

*(Forbes)*

Customers align themselves with brands that are **compatible with their values and priorities**. With **environmental stability** as a high priority for many people.

*(McKinsey & Co)*

**70%**

of people would be willing to **cancel their relationship** with a brand that does not take **sustainability and social initiatives seriously**.

*(Savanta ESG Global Study)*



# PARTNERSHIP PACKAGES



RIVER



**£1,000**

*inc VAT annually*



FOREST



**£5,000**

*inc VAT annually*



MOUNTAIN



**£15,000**

*inc VAT annually*



Illustration by Ed Harrison

BENEFITS ★★★	RIVER 	FOREST 	MOUNTAIN 
Membership Pack Including exclusive resources, logos, assets, and discounts for your staff.	●	●	●
Welcome posts on social media and website listing.	●	●	●
Biannual 'Make Rewilding Your Business' newsletter.	●	●	●
Invitations to our digital events.	●	●	●
A virtual rewilding 'lunch & learn' session for your team.		●	●
Annual guided 'rewilding walk' in the Cairngorms National Park (for up to 25 staff).		●	●
Exclusive invites to selected film screenings, talks and rewilding events.		●	●
Exclusive partnership feature in our Big Picture newsletter.			●
Dedicated partnership account manager, with annual face-to-face meetings.			●
Rewilding audio-visual presentation at a venue of your choice.			●





# BESPOKE PARTNERSHIPS

We collaborate with a wide range of land partners across Scotland to enable rewilding at a landscape-scale.

This provides wide-ranging opportunities for businesses to have a transformational impact, delivering benefits for nature, climate and people.

## **OPPORTUNITIES FOR BESPOKE PARTNERSHIPS INCLUDE:**

- ★ The restoration of forests, wetlands and rivers at a landscape scale.
- ★ The return of missing species, such as beavers, cranes or lynx.
- ★ The purchase of metrics-based rewilding credits to meet ESG goals.





# PARTNERSHIP CASE STUDY



## McGowan Environmental Engineering Ltd.

McGowan Environmental is regularly contracted to deliver sensitive river and peatland restoration work throughout Scotland, and as part of their commitment to building strong communities around nature-rich landscapes, they wanted to invest in an initiative that linked to this. Our Northwoods Rewilding Network fitted the bill.

With McGowan's support, we are restoring natural river and wetland processes across a number of Northwoods landholdings, creating improved conditions for species such as Atlantic salmon, while also holding more water in the landscape to reduce the risk of flooding, drought and wildfires.



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McGowan has many shared values with SCOTLAND: The Big Picture, and this long-term partnership in vital river restoration work, helps reduce our carbon footprint and increases biodiversity.

*Sam Hesling,  
Contracts Manager*



# OTHER WAYS TO MAKE REWILDING YOUR BUSINESS

If a partnership isn't right for your business, there are many other ways to make more rewilding happen.

## CHARITY OF THE YEAR

Making SCOTLAND: The Big Picture your Charity of the Year will drive nature recovery, while engaging and empowering your team. Our calendar of events inspire and educate - from our Big Picture Conference and film screenings, to Learning Days and walks to see rewilding in action.

## 1% FOR THE PLANET

A powerful global movement that unites businesses, individuals, and non-profits to make a difference in the world, by pledging to donate at least 1% of annual sales or salary to an environmental organisation. You can join online.

## FUNDRAISING EVENTS

Why not organise a sponsored walk or host a film screening in support of SCOTLAND: The Big Picture? Our team can provide the necessary resources and guidance to make your event a great success.

## PAYROLL GIVING

Donating directly from their salary is a tax-efficient way for your team to support rewilding in Scotland. It's simple, automatic and can be amended at any time.

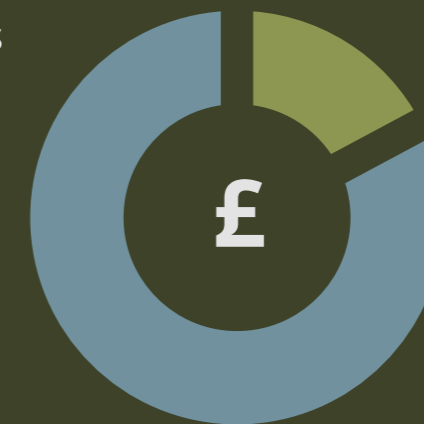
# THE REWILDING FUND

All income from our business partnerships is ringfenced in a first-of-its-kind impact fund dedicated to **ecological recovery** in Scotland. The Rewilding Fund provides a direct pathway for businesses to invest in actions that lock up **carbon**, boost **biodiversity** and build **community** value.

## HOW IS YOUR SUPPORT USED?

**85 pence in every £1**

goes directly to rewilding actions in Scotland.



**15 pence in every £1**

goes on growing and sustaining our rewilding network of land partners.



# MAKE REWILDING YOUR BUSINESS

Contact:

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Connect with us:



**#MakeRewildingYourBusiness**

[www.scotlandbigpicture.com](http://www.scotlandbigpicture.com)

SCOTLAND: The Big Picture is a Scottish charitable company limited by guarantee.

Charity no.SC050432. Company no.SC352287.

Registered office: Ballintean, Glenfeshie, Kingussie, PH21 1NX

