SUSTAINABILITY AND RESPONSIBLE ENGAGEMENT DURING SCOTLAND’S YEAR OF COASTS AND WATERS 2020

The Year of Coasts and Waters 2020 (YCW2020) celebrates and shines a spotlight on Scotland’s beautiful natural environment with a focus on unique, authentic experiences and sustainable tourism. Responsible engagement is a key factor to the success of YCW2020. With a wealth of information out there, here are some of the organisations, along with some of the best practices to follow, to use as a resource when planning activity in relation to YCW2020 and beyond.

Find out more at visitscotland.com/yCW2020
RNLI - Royal National Lifeboat Institution

RNLI volunteer lifeboat crews provide a 24-hour rescue service in the UK and Ireland, and seasonal lifeguards look after people on busy beaches.

RNLI crews and lifeguards have saved over 142,200 lives since 1824 but they are more than just a rescue service. They influence, supervise and educate people too. Their Community Safety and Youth Education teams explain risks and share safety knowledge with anyone spending time on or near water and their international teams work with like-minded organisations to help tackle drowning in communities at risk all around the world.

For more information visit www.rnli.org/safety or www.rnli.org/youth-education/education-resources for info on how to teach young people to be safe in or near water.

Find out more at visitscotland.com/ycw2020

ORGANISATIONS, ADVICE & RESOURCES

Scottish Natural Heritage (SNH)

Nature and landscapes are vital assets. SNH promote and care for the natural heritage, enable people to enjoy the outdoors and support those who manage it. Part of the work they do is to promote responsible engagement with our wildlife. In order to do this SNH have created a Marine Wildlife Watching Code Part 1 & Part 2.

The Code aims to:

- Help minimise disturbance to marine wildlife.
- Help you to enjoy watching marine wildlife.
- Improve your chances of seeing wildlife.
- Provide a standard for the wildlife watching industry.
- Help you to stay within the law.

The Code isn’t a law or a regulation. Its main purpose is to raise awareness and offer practical guidance for responsible marine wildlife watching.

Wild Scotland – Best Practice Guidelines for Watching Wildlife

Wild Scotland is the Scottish Wildlife and Adventure Tourism Operators Association. They represent nature-based tourism companies across Scotland, all of whom care and respect Scotland’s wildlife and nature. These guidelines offer best practice to tourism companies who encounter wildlife (either intentionally or incidentally) during their trips.

These guidelines aim to help operators deliver an enjoyable and memorable wildlife-watching experience whilst minimising the impact on the animals themselves.

Wild Scotland have also created a handy guide for marketing wildlife to tourists which can be found here.

RSPB Scotland

The RSPB is the country’s largest nature conservation charity, inspiring everyone to give nature a home and secure a healthy environment for wildlife. Initiatives include:

- Diverse network of 77 nature reserves providing vital havens for a huge range of species, and special spaces for us all to get closer to nature – including spectacular seabird cities.
- Give Nature a Home.
- Pufferazzi – citizen science project asking members of the public to photograph puffins with fish in their beaks to determine health of the puffins and the seas.
- Nature of Scotland Awards – previous winners include The Great Nurdle Hunt.
- Outdoor learning and schools outreach – RSPB are working in partnership with Aldi to connect young people with the natural world. They have been working with schools to get children out on to nature reserves. Funding for this came through Aldi and their carrier bag charge.

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**Keep Scotland Beautiful (KBS)**

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global issues to change behaviour and improve the quality of people’s lives and the places they care for. Keep Scotland Beautiful tackle a wide range of environmental issues, from reducing the amount of litter on our streets to cutting the carbon emissions that threaten our planet.

Campaigns and activities related to the YCW2020 delivered by Keep Scotland Beautiful include:

- [Clean Up Scotland](#)
- [Spring Clean](#)
- [Upstream Battle](#)
- [My Beach, Your Beach](#)
- [Beach Awards](#)
- [2 Minute Clean Up](#)
- [Clean Up Heroes](#)

Find out more at [visitscotland.com/ycw2020](http://visitscotland.com/ycw2020)

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**Scottish Environment LINK**

A network of environmental charities who undertake campaigning and work closely with experts on environmental matters. Scottish Environment LINK is the forum for Scotland’s voluntary environment organisations, with over 35 member bodies representing a range of environmental interests with the common goal of contributing to a more environmentally sustainable society.

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**Marine Planning Partnership**

Regional marine planning is undertaken by Marine Planning Partnerships, which are made up of marine stakeholders who reflect marine interests in their region. The partnerships will vary in size and composition depending on the area, issues to be dealt with and the existing groups. Local Authorities, Inshore Fisheries Groups, Local Coastal Partnerships and their umbrella body, the Scottish Coastal Forum, will play a role in the development of regional plans. The two Marine Planning Partnerships are the [Clyde Marine Planning Partnership](#) and [Shetland Islands Regional Marine Planning Partnership](#).

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**Scottish Wildlife Trust**

Scottish Wildlife Trust’s vision is for a connected network of healthy, resilient ecosystems supporting Scotland’s wildlife and people.

This vision will be achieved through:

- Championing the ecological, moral, social and economic reasons to protect and restore nature.
- Demonstrating best practice in practical conservation and the creation of Living Landscapes and Living Seas.
- Inspiring people to experience, learn about and care for wildlife and wild places.

Find out what practical steps they are taking to realise this vision in their [Five-Year Plan: 2017-2022](#).

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**Zero Waste Scotland**

Zero Waste Scotland works in resource efficiency and the circular economy to create a society where resources are valued and nothing is wasted. To that end we would like people to value their resources – not simply disposing of what would be waste to landfill. If people can reduce and re-use their waste, this will have a positive impact on the amount of litter around Scotland. Some of our work which impacts on this area includes:

- [Deposit Return Scheme](#)
- [Litter Knowledge Network](#)
- [Support for community groups](#)
- [Recycle for Scotland](#)

Businesses can save 24% on energy bills

With free support from [Resource Efficient Scotland](#), a programme of Zero Waste Scotland we typically reduce energy bills by nearly a quarter. Dedicated advisors

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work with small and medium businesses to cut energy, waste and water and operate more resource efficiently. Opportunity assessments and resulting reports help you plan, fund and implement your resource efficiency improvements with confidence. So, whether you wish to reduce your energy use or, like so many other tourism businesses are looking to prevent food waste and cut down on packaging, call 0808 808 2268 today and join over 3,000 businesses we’ve already supported coast to coast to grow greener businesses.

Resource Efficient Scotland also offer advice and guidance on how to plan and deliver environmentally sustainable events.

**Hebridean Whale & Dolphin Trust (HWDT)**

Based on the Isle of Mull, in the heart of the Hebrides, HWDT has been leading the way for the conservation of whales, dolphins and porpoises in the waters of western Scotland for over two decades. Their research has critically advanced the understanding of species that visit seasonally or are resident in the Hebrides. Data is provided to the Scottish Government to inform protection measures for minke whales, Risso’s dolphins, harbour porpoises, and basking sharks across Hebridean seas.

**Surfers against Sewage**

Surfers against Sewage is a grassroots movement tackling plastic pollution and protecting the UK’s coastlines for all to enjoy safely and sustainably.

**Forest and Land Scotland Keep it Clean campaign**

Our forests are at risk from tree pests and diseases. These can dramatically affect the health of our trees, upsetting the delicate ecosystem balance and devastating large areas of woodland. Pests and diseases hitch a ride in mud and debris on shoes, paws and tyres, ending up in new forests. Here, they can spread rapidly in environments with no natural resilience.

Forest and Land Scotland Keep it Clean campaign helps to tackle these issues with tips on how you can help stop the spread of these harmful pests and diseases.

**Water Safety Scotland**

Water Safety Scotland’s main purpose is to understand the risks around water in Scotland and engage with partners to develop a consistent approach to the prevention of water related fatalities.

**The WiSe Scheme**

The UK’s national training scheme for minimising disturbance to marine wildlife. The waters around the UK are home to a fantastic variety of marine wildlife, whether visible from the shore or from a boat. However, these wild animals are vulnerable to disturbance if not encountered in a manner that respects their wild nature. The WiSe Scheme is about watching marine wildlife the wildlife-safe way. So look out for the WiSe logo when choosing a wildlife watching experience in Scotland’s wonderful waters.

**Scottish Outdoor Access Code**

Scottish access rights apply to most land and inland water. Whether you’re enjoying fresh air in a local park, walking the dog, hillwalking, mountain biking, horse riding or kayaking, this is the place to find out about your access rights and responsibilities.

**Leave No Trace – Centre of Outdoor Ethics – 7 Principles**

The Leave No Trace - Seven Principles are the bedrock of the Leave No Trace program. They provide guidance to enjoy our natural world in a sustainable way that avoids human-created impacts. The principles have been adapted so they can be applied in your back garden or out in the countryside.

**Water Safety Code**

Safety is a serious issue and we should all be aware of the dangers of being on and near water, and learn ways to stay safe. Scottish Water offer the following advice through their Water Safety Code.

**The Green Blue**

The Green Blue is a joint Initiative between the RYA and British Marine which provides advice and information for water sports participants and marine businesses promoting the aim of working towards a sustainable boating community, which

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in turn aims to help to save money, avoid legislation and to safeguard the waters and habitats for the future.

**Sustainable Tourism – VisitScotland**

A sustainable approach to tourism growth is the only way to ensure long-term success of tourism in Scotland. Visitors benefit from a sustainable approach to tourism through better links with local communities, a high-quality tourism experience and a natural and built environment that is cared for.

Becoming more sustainable can give businesses a competitive edge by generating greater community support for tourism, achieving cost savings and creating new marketing opportunities.

**Check, Clean, Dry - Non Native Species**

Invasive plants and animals from all over the world have been introduced accidentally to British waters. Over fifty different freshwater species have already been found in our lakes, rivers and other waterways, and the numbers of new arrivals is increasing rapidly.

**Check** your equipment, boat, and clothing after leaving the water for mud, aquatic animals or plant material. Remove anything you find and leave it at the site.

**Clean** everything thoroughly as soon as you can, paying attention to areas that are damp or hard to access. Use hot water if possible.

**Dry** everything for as long as you can.

Find out more at [visitscotland.com/ycw2020](http://visitscotland.com/ycw2020)

**WHAT CAN YOU DO?**

There are many things that we can all do to promote our stunning coasts and waters responsibly. Here are a couple of practical things you can do to help to keep Scotland a beautiful place to visit.

These are just a couple of examples of organisation you can get involved with to do your bit to get on board with responsible engagement during YCW2020.

**#2minbeachclean**

A growing family of beach lovers rolling up their sleeves to help rid the world’s beaches of marine litter and plastic pollution, two minutes at a time.

Every piece of litter removed from the beach matters. So it doesn’t matter if you do 2 minutes or thirty. Each and every piece of marine plastic removed from the beach is a piece that will no longer go on to pollute our seas.

**Take Three for the Sea**

Take 3 pieces of rubbish with you when you leave the beach, waterway or... anywhere and you have made a difference.

**Paws on Plastic**

Paws on Plastic encourage dog walkers to pick up 2 pieces of plastic while out walking their beloved hounds. Simply pick items up and take them home and empty into the recycling bin. Post a lovely photo of your dog to their Facebook page to celebrate everyone’s efforts & spread the word!

**Scrapbook Project**

Their vision is to target coastal litter by taking action to map and monitor litter on Scotland’s coast. Aerial photography allows them to find hidden litter on our rugged coasts. Their volunteer programme encourage people to pitch in to help them to help our coasts.

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**Invasive Non-Native Species (INNS)**

are a significant threat to our countryside, our native wildlife, our economy and in some cases directly to our health. By working at a local level with volunteers and communities, and by trialling innovative management techniques, we aim to put in place sustainable long-term solutions to invasive species management.

**Green Tourism Business Scheme**

Green Tourism promotes greener ways for businesses and organisations to operate, by offering their members advice on:

- Reducing energy use
- Saving water
- Efficient & eco-friendly waste disposal
- Ethical buying
- Staying local & seasonal
- Minimising food miles
- Promoting biodiversity
- Adopting a smart, sustainable outlook from top to bottom

**Scottish Invasive Species Initiative**

The Scottish Invasive Species Initiative (SISI) is an ambitious 4-year partnership project set up to tackle invasive non-native species alongside rivers and watercourses in northern Scotland.

**VisitScotland**

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