The Scottish Wildlife Trust has a vision of a connected network of healthy, resilient ecosystems supporting Scotland's wildlife and people.

Scottish Wildlife Trust

OUR GOALS

| HEALTHY ECOSYSTEMS | PROTECTED PLACES | THRIVING SPECIES | A SCOTLAND THAT VALUES & BENEFITS FROM NATURE |

...AND HOW WE ACHIEVE THEM

CHAMPION	DEMONSTRATE	INSPIRE
the ecological, moral, social and economic reasons to protect and restore nature	best practice in practical conservation and the creation of Living Landscapes and Living Seas	people to experience, learn about and care for wildlife and wild places

OUR STRONG FOUNDATIONS

| Valued and motivated PEOPLE | Sufficient and sustainably managed RESOURCES | Sound knowledge and EVIDENCE |

OUR GOALS

OUR GOALS	WHERE WE WANT TO BE BY 2022	HOW WE WILL GET THERE
HEALTHY ECOSYSTEMS	Landscape-scale approaches to the protection and restoration of nature are widely adopted	• Deliver campaigns and advocacy to improve understanding of the benefits of healthy ecosystems • Introduce the concept of *Ecological Urbanism* and champion the case for its practical adoption • Strengthen our *Living Landscapes* in Coigach-Assynt, Cumbernauld and Edinburgh and further champion *Living Seas*
	Fragmented wildlife habitats are more connected and resilient	• Establish new *Living Landscapes* and *Living Seas* partnerships which incorporate the Trust's wildlife reserves • Champion the case for the practical adoption of a *National Ecological Network* • Demonstrate the implementation of the *National Ecological Network* through a new flagship project
PROTECTED PLACES	Our wildlife reserves are delivering multiple benefits for wildlife and people	• Demonstrate best practice in managing our wildlife reserves including re-wilding selected reserves • Reinforce the role of wildlife reserves in the Trust's wider work including education, community engagement and advocacy
	Critical habitats are safeguarded and restored	• Provide leadership within the International Union for Conservation of Nature (IUCN) UK Peatland Programme • Undertake targeted campaigns and planning casework to protect high-priority marine and terrestrial habitats under threat
THRIVING SPECIES	The decline of key priority species has been reversed	• Inspire and empower land managers and local communities to help save the red squirrel in Scotland • Refresh our *Flagship Species Framework* and implement action for selected species
	There is increased support for the return of keystone species to Scotland	• Champion the establishment of sustainable beaver populations in Scotland • Build a strong case for the re-introduction of the lynx
A SCOTLAND THAT VALUES & BENEFITS FROM NATURE	People are more connected to nature and are increasingly championing its benefits	• Inspire and educate people of all ages and backgrounds about wildlife and the natural world • Develop a network of champions for nature including a growing number of engaged members and supporters
	The value of nature is understood by the public and private sectors and given prominence in decisions	• Develop policy recommendations and secure their promotion by key influencers and adoption by decision-makers • Inspire leadership in the stewardship of our natural environment through the Scottish Forum on Natural Capital
STRONG FOUNDATIONS	Staff and volunteers continue to be motivated, skilled and highly effective	• Support and develop staff to foster a safe, vibrant, sustainable and high-performance culture • Refresh our volunteer support structure to enable delivery of the Trust's vision
	Our organisational capacity and resilience have increased	• Achieve high standards of governance in accordance with legislative and best practice requirements • Maintain a clear financial reserves policy, strengthen our income streams and prioritise expenditure • Develop our infrastructure to increase organisational capacity, efficiency and effectiveness
	We have a knowledge and evidence base that is highly respected and well used	• Champion open data and make good use of information to measure our impacts and inform our choices • Develop a suite of knowledge products to promote understanding of nature and improve decision-making