

## ANNEX D



### PROPOSALS TO INCREASE PUBLIC AWARENESS AND INVOLVEMENT

#### GOVERNMENT STIMULATED ACTION

##### Provide leadership from the highest levels of Government aimed at raising the profile of biodiversity as an issue on the public agenda.

- Make an Annual Statement on the Environment in which biodiversity is a key element. *Government*
- Publish an Annual Review of progress on Biodiversity Conservation as part of an Environment White Paper or linked to Annual Reports. *Environment Departments*
- Set up a series of high-level meetings with senior decision-makers from all sectors of society (in particular the Advisory Committee on Business and the Environment) to kick-start the process and mobilise action in each sector. *Government*

##### Raise awareness of the Government's commitment to the Biodiversity Convention in all Departments of Government.

- Provide guidance on biodiversity as part of advice on "green housekeeping". *Environment Departments*
- Refer fully to biodiversity as a normal part of any statements on progress made in implementing sustainable development. This could be equivalent to consideration of other broad areas of policy such as health and safety. *Government Departments*
- Ensure that implications of the Biodiversity Convention are considered by individual departments in relation to all relevant policy issues, eg in the next Round of Oil and Gas Exploration; or in development of policy for environmental education. *Government Departments*

##### Ensure that biodiversity is given full consideration in arrangements for inter-Departmental collaboration on environmental aspects of policy development.

- Include biodiversity as a topic for consideration by Green Ministers. *Government*
- Address biodiversity effectively in all Circulars and PPGs dealing with planning or the use of the natural environment; including land-use planning, forestry, fisheries, building materials, extractive industries and waste disposal. *Government Departments*
- When circulars are revised, ensure that they are updated to take account of the UK Biodiversity Action Plan - especially the setting of targets for action, and the proposals for implementation of Local Biodiversity Action Plans. *Environment Departments*

##### Raise public awareness of the importance of biodiversity and its relevance to sustainable development.

- Produce a statement which explains biodiversity as a key component and test of sustainable development. *Environment Departments*

- Provide information to help individuals to make connections between day-to-day behaviour and its consequent effect on biodiversity; with examples such as the effects of various modes of transport, or the opportunities for encouraging nature around the home. *Environment Departments*
- Provide guidance on how partnerships might be established to raise awareness of biodiversity and to assist in implementation of the UK Action Plan. *Environment Departments and Local Government*

##### Raise the profile of biodiversity as a criterion for grants and awards.

- Promote the importance of conserving biodiversity as a criterion for determining grants and awards. *Government*
- Promote new schemes of grant-aid, or adapt existing ones, for conserving biodiversity within the UK using the success of the Darwin Initiative as a model. *Environment Departments*
- Provide a new national award for endeavour in the environment equivalent to the Queens Award to Industry in which biodiversity should play a major part. *Government*
- Encourage the relevant Research Councils to place a higher priority on research of direct relevance to the conservation of biodiversity. *Government*

##### Raise awareness and encourage commitment to implement the UK Biodiversity Action Plan in all sectors of society.

- Communicate the work of the UK Steering Group, by informing the public and specific sectors of progress on all aspects of the Action Plan on a regular basis. *Environment Departments*
- Issue guidance on development of Local Biodiversity Action Plans. *Environment Departments*

#### LOCAL ACTION

##### Raise awareness and commitment to biodiversity within Local Government.

- Establish a UK Advisory Group to provide leadership and to recommend standards of good practice in the production and implementation of Local Biodiversity Action Plans, and to promote consistency of approach throughout the UK. *Agenda 21 Steering Group and Local Government Management Board*
- Promote close co-operation with Local Agenda 21 to ensure effective implementation of biodiversity conservation as a crucial part of Agenda 21 through Local Authority Associations and the Local Government Management Board. *Local Authority Associations*
- Encourage greater awareness of biodiversity conservation amongst local government politicians. *Local Authorities*

- ‡ Issue policy statements committing individual local authorities to action to conserve biodiversity. *Local Authorities*
- ‡ Take the lead responsibility in co-ordinating (with other organisations as appropriate) the preparation and implementation of Local Biodiversity Action Plans. *Local Authorities*
- ‡ Ensure that biodiversity issues are given proper consideration by all relevant committees of local authorities, including any environmental forum. *Local Authorities*
- ‡ Ensure that biodiversity is given full consideration in annual reports reviewing the state of the environment. *Local Authorities*
- ‡ Inform the public about local biodiversity conservation as a normal part of local government work. *Local Authorities*
- ‡ Ensure that suitably qualified specialists are available, so that local government has the capacity to undertake work on biodiversity in a fully professional manner. *Local Authorities*
- ‡ Ensure that continuing professional development includes training in biodiversity conservation for officers in planning and land management. *Local Authorities*  
(See also Training and Education section)

#### **Raise awareness of biodiversity within the local community.**

- ‡ Establish local networks, or an environment forum, linked to Local Agenda 21, to generate support for local action on biodiversity. *Local Authorities and other appropriate organisations*
- ‡ Set up an Action Plan Partnership with the specific purpose of developing and implementing a Local Biodiversity Action Plan. *Local Authorities jointly with other organisations*
- ‡ Promote and explain the approach adopted in the UK Action Plan to local groups, networks etc. *Statutory Agencies, Local Authorities and Voluntary bodies*
- ‡ Ensure that Guidance is publicly available for development of Local Biodiversity Action Plans, including the reasons for incorporating national targets and the need to meet local objectives. *Statutory Agencies, Local Authorities and voluntary bodies*
- ‡ Promote neighbourhood nature areas where local people can experience and enjoy nature at first hand. Such areas are one of the most direct means of raising awareness of biodiversity and involving people directly in conservation action. Accessible local nature areas are equally relevant in rural settlements as in towns and cities. *Local Authorities and The Wildlife Trusts*
- ‡ Promote the establishment of Local Ecology Centres to provide a focus for local action and as a venue for public involvement and education. Such centres can provide the crucial impetus to newly developing networks within the local community. *Local Authorities and Environmental and non-Governmental Organisations*

- ‡ Develop programmes to raise awareness of biodiversity such as guided walks, nature trails; and opportunities for practical conservation projects through volunteer organisations. *Voluntary bodies*
- ‡ Seek to improve standards of interpretation of biodiversity for the general public in parks and local nature areas; and also in school and college grounds. *Statutory Agencies, Local Authorities and Education Authorities*
- ‡ Promote local action to protect biodiversity as part of other initiatives on Sustainable Development. *Going for Green and Local Agenda 21 networks*

#### **Raise the profile of biodiversity as a criterion for local grants and awards.**

- ‡ Promote the importance of conserving biodiversity as a criterion for determining local grants and awards, and introduce a new category of award for local communities based on achievement of biodiversity targets. *Environment Departments and Local Authorities*
- ‡ Identify mechanisms for local funding of biodiversity projects. *Statutory Agencies and Local Authorities*
- ‡ Introduce a special category of award for local nature areas, Ecology Centres, and school nature gardens. *Local Authorities*
- ‡ Establish new awards for “looking after nature” equivalent to the Best Kept Village competition. *Environment Departments*
- ‡ Encourage local partnerships to bid for national and European funds for local biodiversity projects. *Local Authorities jointly and non-Governmental Organisations*

#### **Promote public awareness of biodiversity through the establishment of local record centres.**

- ‡ Support the development of consortium funded local records centres as the best means of supplying the information needed for Local Biodiversity Action Plans and to provide information for the public about local wildlife. *Local Authorities, The Wildlife Trusts etc*
- ‡ Promote existing centres and develop the network of record centres to provide a good foundation for Local Biodiversity Action Plans in areas currently without a local records centre focus. *Local Authorities and The Wildlife Trusts*
- ‡ Provide opportunities for local people to become involved in recording schemes. *Local Authorities and The Wildlife Trusts*
- ‡ Publicise information about local wildlife. *Local Authorities and voluntary bodies*

#### **KEY SECTORS**

##### **Raise awareness of biodiversity by dissemination of information advice and guidance through key sectors.**

- ‡ Identify key sectors for action. *Environment Departments*

- ‡ Produce simple statements on what biodiversity is and why it is important. *Environment Departments*
- ‡ Produce specific messages appropriate to each key sector. *Environment Departments*
- ‡ Identify “champions” who can help to promote key messages in each sector. *Environment Departments*
- ‡ Identify key publications, and other means, through which key messages can be publicised. *Environment Departments*

**Promote programmes of action in each sector aimed at raising awareness of biodiversity.**

- ‡ Initiate a series of high-level meetings with key sectors of society to gain their commitment and mobilise action in each sector (see also section on Government Action). *Government*
- ‡ Encourage each sector to produce a statement giving a commitment to biodiversity conservation and outlining action to be taken within the sector. *Government*
- ‡ Issue a report on behalf of British Industry to give leadership in this field, to explain why biodiversity is important, and to generate action within the sector. *CBI*
- ‡ Seek to ensure that biodiversity is given prominence in local partnerships between business and the community aimed at improving the environment. *Local Chambers of Commerce and Agenda 21 networks*
- ‡ Promote the involvement of local businesses in the production of Local Biodiversity Action Plans, either as land managers or as potential sponsors. *Business leaders*
- ‡ Raise awareness of the need for environmental audit of business activities to address the implications for biodiversity in all aspects of any business. *Environment Departments*
- ‡ Encourage greater awareness of biodiversity amongst employers or employees and promote programmes of action for biodiversity conservation within all kinds of businesses (eg rooftop wildlife gardens; or nature reserves within business parks). *CBI*
- ‡ Encourage Trade Unions to promote awareness of nature as a means of improving the working environment. *TUC*
- ‡ Encourage a high profile for biodiversity issues in all sectors of the media. *Media*
- ‡ Encourage proprietors and editors to give greater prominence to biodiversity issues at both national and local levels. *Government*
- ‡ Introduce an Annual Biodiversity Day; and re-introduce National Nature Week (as an equivalent of National Tree Week which has been so successful). *Environment Departments*
- ‡ Encourage specialist media outlets to promote issues of biodiversity (eg farming, horticultural and gardening magazines, golf, holiday travel, etc). *Media*
- ‡ Encourage consideration of topical issues of biodiversity within popular programmes on radio and television. *Media*

**EDUCATION AND TRAINING**

**Promote increased knowledge and understanding of biodiversity as part of a UK Strategy for Environmental Education.**

- ‡ Promote Learning for Life as a model for environmental education and as a basis for policy development. *Government*
- ‡ Recognise the inter-Departmental nature of the process within Government and promote liaison between all Departments and Country Agencies. *Government*
- ‡ Pursue a phased approach to the implementation of the Toyne Report on Further and Higher Education setting national and institutional targets, coupled with a monitoring programme. Extend these proposals to Scotland and N Ireland. *Government*
- ‡ Identify mechanisms by which partnerships can be established between Government, NGOs and stakeholders at the UK level. *Government and NGOs*
- ‡ Promote the establishment of local partnerships including Regional or Local Environmental Education Forums, throughout the UK. *Education Authorities*
- ‡ Ensure that local partnerships are closely linked with both Local Agenda 21 (and Going for Green in England and Wales). Build upon the cross-sectoral structures already in place within Local Agenda 21 at the local level. *LA21 Networks and Going for Green*
- ‡ Extend the national strategy to include community education initiatives, education in the workplace and continuing professional development. *Government*

**Raise the profile of biodiversity within the Formal Education Sector.**

- ‡ Seek to ensure adequate training in biodiversity for primary teachers, and secondary teachers where relevant, through initial teacher training and through in-service training using local facilities. *Training Providers*
- ‡ Review the needs for in-service training in relation to biodiversity competence. *Teacher Training Agency and Institutes of Education in Scotland*
- ‡ Encourage the provision of grant aid for training in biodiversity from the GEST programme, from School Effectiveness Grants, and from other LEA sources. *Education Departments and Local Education Authorities*
- ‡ Encourage action to identify appropriate material specifically on biodiversity as part of the Government’s new initiatives in relation to source material and examples of good practice in environmental education. *Education Departments; SCAA; CEE; and RSPB and other voluntary bodies*
- ‡ Publish handbooks on accessible nature areas and the facilities provided within local areas. *LEA*
- ‡ Ensure that biodiversity conservation is one of the topics

included for assessment and review. *HMI Scotland OFSTED Inspectorate*

#### **Raise awareness of the principles and practice of biodiversity within the Professions**

- j Relevant Professional Institutes should review their requirements for professional qualifications to incorporate knowledge and understanding of the principles and practice of biodiversity conservation. *Professional Institutes*
- j Relevant Professional Institutes should promote biodiversity training as a normal part of continuing professional development. *Professional Institutes*
- j Employers should make a commitment, where appropriate, to training in biodiversity conservation as part of continuing professional development. *CBI*
- j Incorporate knowledge and understanding of biodiversity into relevant National/Scottish Vocational Qualifications. *COSQUEC*

#### **Ensure that sufficient emphasis is given to biodiversity in training schemes.**

- j Statutory Agencies and other organisations which fund training should stipulate the biodiversity content of courses as a condition of grant aid. *Statutory Agencies*
- j Provide training courses for practitioners in both public and voluntary sectors to increase understanding of the overall approach and, in particular, to increase awareness of the national and local targets. *Training Providers; FSC; Statutory Agencies and voluntary organisations*
- j Provide training for civil servants and local government officers to raise awareness of biodiversity issues. *Training providers*
- j Provide training for participants in the Local Action Plan process - akin to community participation training being developed for Local Agenda 21. *Training facilitators*

#### **Encourage greater public involvement with nature as a source of both education and enjoyment**

- j Promote the direct involvement of people with local wildlife projects as a source of inspiration, learning and enjoyment. *The Wildlife Trusts; Adult Education; BCTV*
- j Encourage field investigations of nature as part of both formal education and as informal activities within the local community. *FSC; EAs; The Wildlife Trusts; RSPB*