



# Introduction to Factsheets & Engagement Planning

Monday 15<sup>th</sup> December, 3-4:10pm



# Session outcomes

1. Understand the role of the Factsheets as the foundation for MSP recruitment and engagement.
2. Consider how to 'Actions Needed' relate to engagement aims and objectives.

Where are we?





# What are factsheets?

- General overview
- Threats
- Actions needed



Filter:     Sort:



**Adder**  
Martin Whitfield MSP  
with Froglife



**Alpine Blue Sow Thistle**  
Graeme Dey MSP  
with Plantlife Scotland



**Ancient Woodlands**  
Bill Kidd MSP  
with Woodland Trust Scotland



- NATURE CHAMPIONS
- NATURE CHAMPIONS BACK BIODIVERSITY
- ABOUT
- LATEST NEWS
- NEWSLETTERS
- HOW TO GET INVOLVED
- MSP NATURE CHAMPION OF THE YEAR



# 1. Overview

Accessible introduction to each species or habitat.

Could include:

- Physical description
- Range, distribution or extent in Scotland
- Conservation status
- Recent or historical declines, including causes
- Cultural or economic importance
- Key conservations efforts/projects, including those that are located within a particular geographical area

The overview section should ideally be between 150-250 words and written in continuous prose (with paragraphs). You are welcome to include hyperlinks in this main text.

# 2. Threats

- Introduce the key factors that negatively affect this species or habitat in Scotland.
- Written in plain English, with technical language only used where necessary.
- The overview section should ideally be <150 words and you are welcome to include hyperlinks where helpful.
- Bullet points with explanations.

## Threats

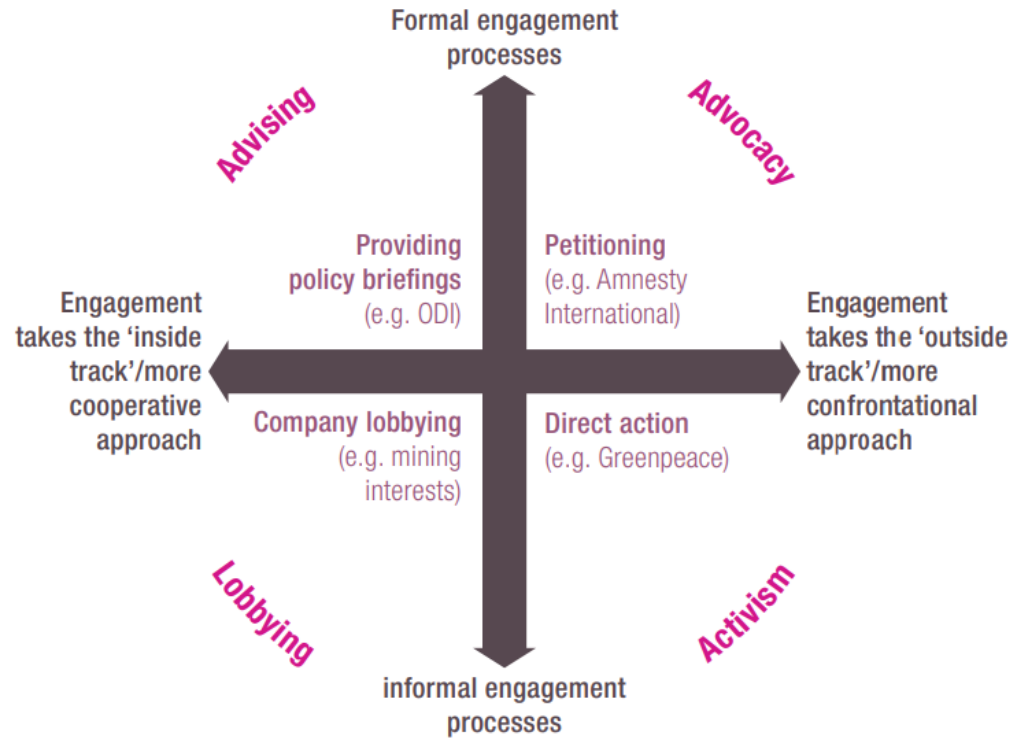
- Imported plant pests and diseases- increasing global trade in plants (on-line in particular) and the movement of people brings risks to our gardens and designed landscapes and this habitat at all scales, and the risk of a problem escaping into the wider environment. Options for artificial controls (pesticides and herbicides) are increasingly limited in availability and use.
- Impacts from developments- hard landscaping (eg creation of driveways for off-street parking) and increased housing density results in a loss of greenscape, threatening the health and resilience of our nature.
- Climate change- as our climate changes, familiar garden plants will begin to struggle and others risk becoming invasive non-natives. Changing weather will enable pests and diseases to move across the country and become more problematic. Options for artificial controls (pesticides and herbicides) are increasingly limited in availability and use.

# 3. Actions Needed

- Lists asks for MSPs
- Sets expectations for MSPs
- Directly informs MSP recruitment
- Aligns with organisational aims



**Liam McArthur MSP**  
Nature Champion for Scottish Primrose

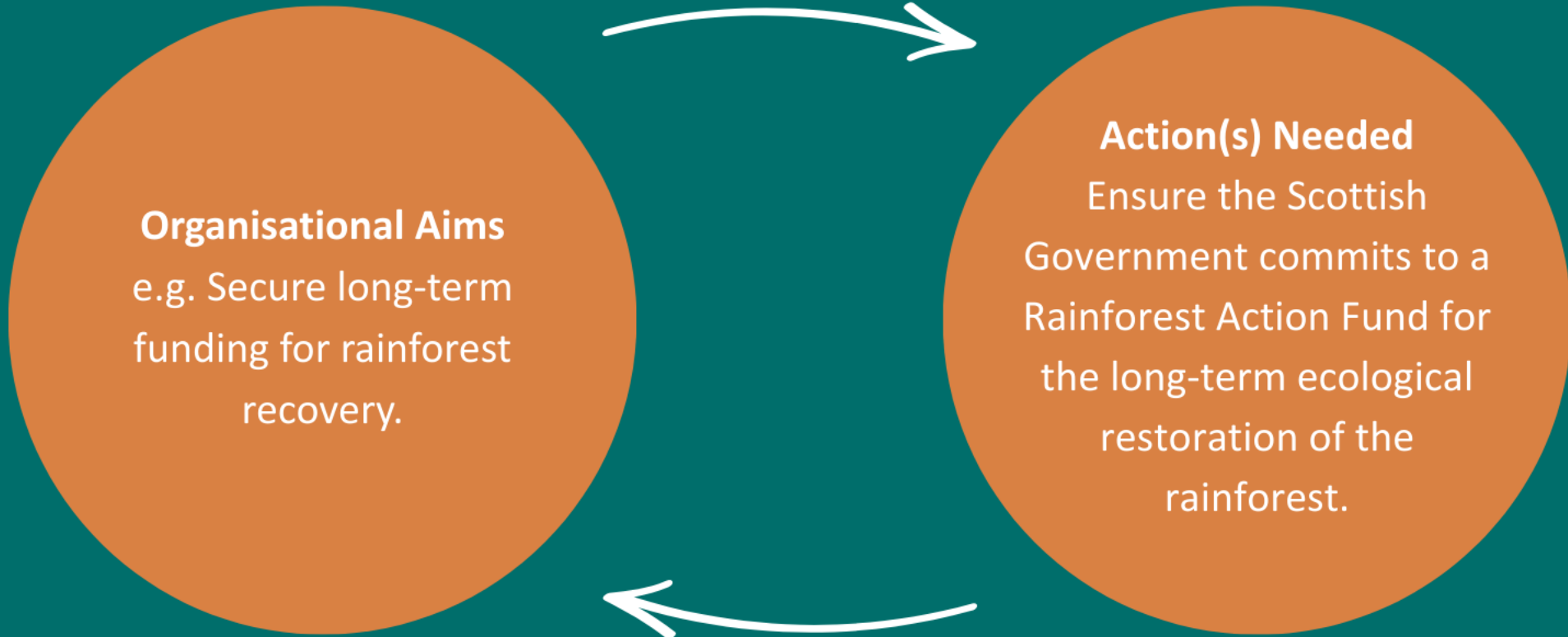


# The Big Picture

1. What is your theory of change? Where does obtaining a Nature Champion support you to achieve this change?
2. What are your desired outcomes in relation to your Nature Champion's engagement?
3. Importance of recruitment in matching aims – signposting with 'Action Needed'



Aims are translated into actions for MSPs to undertake.  
These are accessible and include specific avenues for action.



Actions will contribute to achieving aim.

# 3. Action Needed

- What would make the greatest impact for your species/habitat?
- What is needed politically?
- What is realistic for an MSP to influence?
- Where do aims overlap with your co-hosts
- Written for MSPs

## Action Needed

- Ensure the habitat is prioritised in the upcoming Biodiversity Strategy for Scotland.
- Ensure the Scottish Government takes decisive action to reduce impacts from high deer numbers, and commits to the eradication of *rhododendron ponticum*.
- Ensure the Scottish Government commits to a Rainforest Action Fund for the long-term ecological restoration of the rainforest.

# 3. Action Needed

- Actions needed could include (but are not limited to):
  - Pressing for a specific policy change
  - Facilitating the bringing together of stakeholder groups
  - Encouraging greater funding for conservation efforts, research or other initiatives
  - Increasing public awareness through media
  - Supporting a specific campaign

The 'action needed' section should ideally be <150 words and you are welcome to include hyperlinks where helpful.

# Activity!

**Activity:** Pick an action that you want your MSP Nature Champion to undertake.

**1. What would you expect from a Nature Champion regarding this action? What would you *like* to see? What would you *love* to see?**

**2. What do you think *you* need to do to get them there?**

- Expect to see – Nature Champions demonstrate positive responses and engagement with the idea of change or the issue
- Like to see – Nature Champions are showing signs that the messages are being taken on board and are proactively changing the way things are done
- Love to see – Nature Champions display deep transformations in behaviour that demonstrate that the idea of change has been deeply internalised and will be sustainable in the long term.

Issue or Change	Expect to See	Like to See	Love to See

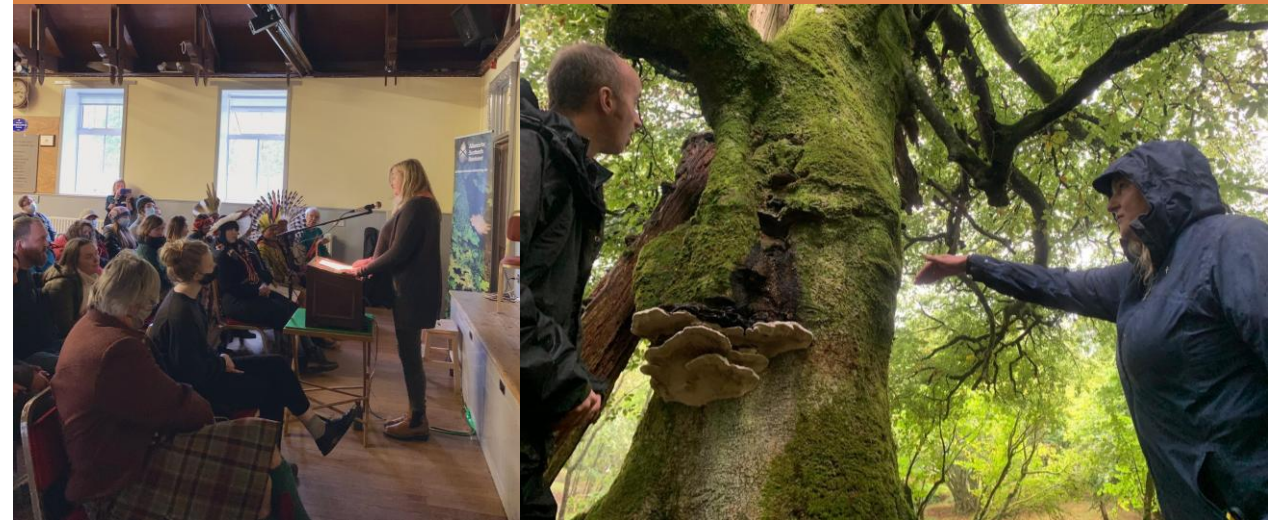
# How are you going to get there?

## Engagement planning!

- Active over reactive – reduce stress!
- Designed for longer-term, incremental change
- Facilitates group working
- Partially acts as a record for handover in case of staff turnover
- Aids budgeting and pre-empting resource, training or capacity issues.

## Action Needed

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**Step 1.** Identify organisational long-term aims relating to your species/habitat.

**Step 2.** Identify the actions that require political support from MSPs

**Step 3.** Identify an appropriate MSP Nature Champion

**Step 4.** Identify which types of support the MSP Nature Champion may provide through building a more accurate profile

**Step 5.** Set and define realistic (SMART) desired objectives from your engagement with the MSP Nature Champion

**Step 6.** Identify relevant measures, targets, activities, resource requirements, leads, timescales and ways of monitoring progress

**Step 7.** Undertake activities and receive feedback

**Step 8.** Record engagement and feedback

**Step 9.** Adjust MSP profile, revise objectives, targets, activities or timelines



Scottish  
Environment  
LINK



**Common Dolphin**

Siobhan Brown MSP  
with Whale and Dolphin Conservation



**Common Frog**

Michelle Todd MSP  
with Amphibian and Reptile Conservation  
with National Trust for Scotland



**Common Lizard**

MSP  
with Froglife



# Images

## Criteria:

- Images should ideally be high-resolution (>1MB)
- Images should clearly show the individual species or habitat.
- Images should be in colour.

Before sharing any images, please ensure that a [‘ScotLINK Photography and Media Agreement’](#) has been completed by the photographer/copyright holder.



# Deadlines

- Confirm factsheets/images with cohosts
- Ensure copyright permissions are given
- Add factsheets/images to folder or email them to [andrew@scotlink.org](mailto:andrew@scotlink.org)
- Update the spreadsheet
  
- All images and associated consent forms must be shared before **1<sup>st</sup> March 2026.**