

ReRoute Recommendations – How do they apply to where you work?

A John Muir Trust response

[ReRoute](#) is Scotland’s Youth Biodiversity Panel, a group of volunteers aged 13-24 dedicated to exploring ways of increasing young people’s engagement with Scotland’s nature.

In June 2018, ReRoute produced a [Recommendations Report](#) directed at Scottish Natural Heritage. We think it offers a valuable audit tool for organisations across a range of sectors to consider how their work tallies with the expectations of young people and to reflect on how they engage youth voices, with many recommendations also relevant to those working outside Scotland. The recommendations can offer a useful opportunity to take stock, as do other approaches including [Europarc’s youth manifesto](#).

We responded with a John Muir Trust interpretation of these recommendations during Scotland’s Year of Young People 2018, including creating a [blank template](#) for other organisations to utilise. Two years on, we have revisited our response to reflect our work across the UK to inspire and connect young people with wild places – updating on what we have been doing, what we continue to do as part of our ongoing/current work, and what we potentially could do looking forward.

The table below is a redacted list of the original recommendations, based on those most relevant to our work; for a full list of the recommendations, see the ReRoute report.

Background

The Insight Report Recommendations are primarily for Scottish Natural Heritage but many apply more broadly to other organisations and the environment sector as a whole [and beyond].

Key recommendation themes relate to:

- Engagement and experience
- Connection to local green space
- Work and volunteering
- Online communications
- Image of Scottish Natural Heritage

See the [Insight ReRoute Recommendations Report](#), June 2018

“At Young Scot we know that nature and Scotland’s outdoor spaces are very important for young people, and that young people’s views are central to Scotland’s nature, now and in the future.”

Louise Macdonald OBE, Chief Executive, Young Scot

Our work/organisation: John Muir Trust	What we have been doing (updated Spring 2020)	What we do (current/ongoing activity)	What we could do
<p>Recommendation 1 - Engagement and experience Actively engage young people with Scotland’s nature, allowing them to experience it and develop not only an interest, but an investment in it both now and in the future.</p>	<p>Main activity: people/community engagement initiative - the John Muir Award</p>		
<p>Action I</p>	<p>- Autumn 2019 youth nature action themed John Muir Award newsletter summarising how the Trust has been engaging with young people and what we are continuing to do; see headlines below</p>	<p>- Work in partnerships with youth focused organisations including youth groups, schools, clubs, community learning, outdoor centres</p>	<p>- More individual stories from young people, particularly in relation to John Muir Trust properties - Continue to make use of values-based framing in Trust communications</p>

	<ul style="list-style-type: none"> - Co-designed #TheBrawOutdoorQuestion micro survey with and for young people to help voice young people's views about the outdoors/nature, gaining over 400 responses - Commissioned a young film maker to create a series of films sharing what young people think about nature and the outdoors - Developed a suite of young people and nature themed webpages, sharing stories, initiatives, research and videos to inspire, showcase and celebrate young peoples' connections with wild places - Year of Young People 2018 Conserve Audit impact report designed by a young person, showcasing cumulative impact and the positive difference young people make for wild places through the John Muir Award - Values-based framing integrated into John Muir Trust's Communications Strategy, including workshops and guidance for Trust staff 	<ul style="list-style-type: none"> - Help organisations frame the benefits of nature for young people in a way that is suitable and meaningful for them - Take a values-based approach to people engagement and our communications, recognising that nature experiences can significantly impact on behaviour, bringing caring values to the fore - Produce case studies and Award stories – mainly for an organisation-focused audience, but also sharing young peoples' own words and experiences (e.g. Knoxland Primary's 'The Lost Words' inspired video) 	
<p>Focus information on specific themes and topics (such as fitness, socialising, wildlife, enjoying beautiful scenery and art) rather than just nature</p>	<ul style="list-style-type: none"> - Refreshed/created resources on various themes including sustainability, outdoor access, mental health, wellbeing and creativity 	<ul style="list-style-type: none"> - John Muir Award framework - Discover, Explore, Conserve, Share - encourages a holistic approach to nature connection / experiencing wild places, promoting the 'heart, head, hand' model - Varied themes are used – art, creativity, health, wildlife, employability, adventure, STEM 	<ul style="list-style-type: none"> - Find new and innovative ways to share varied people-focused access points to nature connection – fitness, health, science, art, friendship, new skills, awe & wonder... - Restructure Award webpages to promote thematic content - Utilise the Trust's visitor centre post-Covid-19; explore opportunities for

			engaging wide range of audiences through ongoing redevelopment
Focus on the benefits that young people gain from nature by promoting campaigns such as Freshspace that highlight the significant benefits of nature for young people's mental health and wellbeing	<ul style="list-style-type: none"> - Promotion of initiatives and campaigns including Freshspace and This Girl Can; and of best practice guidance tailored to youth-centred audiences from the Improving Wellbeing through Urban Nature project - Refreshed Five Ways to Wellbeing and Wild Places resource, including simple activity ideas that can benefit mental health 	<ul style="list-style-type: none"> - Promote the benefits of connecting with nature and wellbeing – e.g. New Economics Foundation Five Ways to Wellbeing, Five Pathways to Nature Connection, SHANARRI ... 	<ul style="list-style-type: none"> - Provide a platform for young people to share their own experiences of nature benefits to other young people.
Simplify language and avoid terms such as 'biodiversity' and 'heritage'	<ul style="list-style-type: none"> - Involved young people directly in communicating messages via films, impact reports and survey findings (see above), including analysis of #TheBrawOutdoorQuestion responses - Communication workshops for Trust staff including values-based framing and audience awareness tools 	<ul style="list-style-type: none"> - Promote non-specialist access to nature and wild places through the John Muir Award. - Support organisations to explore literacy and nature through development of tailored resources and training 	<ul style="list-style-type: none"> - Consider appropriate terminology use and audiences in Trust communications (ref Communications Strategy and tools) - Review accessibility of terminology in existing Award resources (e.g. Biodiversity resource guide) and during website re-development
Provide suggestions for small achievable actions and behaviour changes that young people can carry out, such as those in ReRoute's Big Steps for Nature found on www.young.scot/reroute	<ul style="list-style-type: none"> - Refreshed Sustainability Resource Guide, including signposts to ideas and actions linked to the Sustainable Development Goals, such as the Good Life Goals (daily actions) - Action-themed communications sharing ideas of activities for people to give back to, and be inspired by, wild places - Promotion of ReRoute web resources via young people and nature webpages 	<ul style="list-style-type: none"> - Provide suite of resource guides, case studies, stories and information containing activity ideas (reviewed and updated periodically) - Values-based approach to behaviour change promoted 	<ul style="list-style-type: none"> - Consider opportunities to interpret and promote ReRoute 'Level of Engagement' model, reference model as part of Trust's Communication Strategy planning

Action II			
Support the increase in effective delivery of outdoor learning and environmental education	<ul style="list-style-type: none"> - Annual reporting on Award activity in education settings, including summary of the difference this makes – for example in the Scotland’s education sector 2018-19 - Trust response to the Learning for Sustainability Action Plan 	<ul style="list-style-type: none"> - Promote benefits of outdoor learning in delivering curriculum outcomes – through networks and groups such as the National Network for Outdoor Learning, National Third Sector Working Group, Real World Learning, the Awards Network and others - Support the Learning for Sustainability agenda 	<ul style="list-style-type: none"> - Monitor development of Learning for Sustainability Action Plan KPIs and Sustainable Development Goals - Continue partnership with #iwill campaign
Create a curriculum group that involves young people to share best practice and co-design outdoor learning and initiatives			<ul style="list-style-type: none"> - Support Education Scotland, NNOL or others with this - Cross-reference Council for Learning Outside the Classroom, HLF Kick the Dust youth panel and best practice
Ensure that specific Scottish (UK) species and contexts are used as examples across every subject – such as case studies of Scottish (UK) rather than American bees in biology or the geography of Scotland’s (UK) National Parks	<ul style="list-style-type: none"> - Promotion of accessibility and value of ‘nearby nature’ through Trust communications, including blogs and articles, annual summaries of Award activity on the John Muir Way, Keeping It Wild partnership and as a supporter of London National Park City (launched summer 2019) 	<ul style="list-style-type: none"> - Encouraging people to connect with wildness all around us, from the wild nature found in urban areas to remote rural locations (see Trust Strategy 2019-21) - through the John Muir Award, real-world learning opportunities for groups visiting Trust properties (e.g. Hill to Grill), development of a junior ranger programme, training partnerships with education establishments, engagement of local schools through Trust’s visitor centre, Wild Space, and writing campaigns and competitions - Fostering understanding of and connection to the special qualities of our National Parks, through partnerships with Cairngorms, Loch Lomond & The Trossachs and 	<ul style="list-style-type: none"> - Consider further opportunities to promote ‘nearby nature’ in Trust work - Monitor emerging National Park City campaigns out with London

		<p>Lake District National Park Authorities</p> <ul style="list-style-type: none"> - Our new Wild Inside newsletter which we have developed as a result of the Covid-19 pandemic aims to highlight ways in which people can engage with nature locally and in urban areas, in particular including activities for younger audiences 	
<p>Embed outdoor learning as a core, compulsory part of teacher training and practice</p>	<ul style="list-style-type: none"> - Development of Literacy & Nature training course and guidance - Development of STEM By Nature professional learning course and associated resources in partnership with Field Studies Council Scotland, piloted in Dundee, Angus and Perth & Kinross to support educators' confidence and skills in delivering outdoor learning - Responded to General Teaching Council for Scotland (GTCS) Professional Standards consultation, with focus on Learning for Sustainability and outdoor learning 	<ul style="list-style-type: none"> - Develop links through Initial Teacher Education establishments, Career Long Professional Learning, and Professional Recognition to help embed Learning for Sustainability 	<ul style="list-style-type: none"> - Consider opportunities to expand STEM By Nature professional learning pilot - Monitor update of GTCS Professional Standards
<p>Routinely assess schools on quality of outdoor learning as part of their regular assessment</p>		<ul style="list-style-type: none"> - John Muir Award and associated outcomes used as indicators of quality outdoor learning. - Provide the Office for National Statistics (UK) and HMIE/ Education Scotland with annual data on school involvement with the Award 	<ul style="list-style-type: none"> - Explore opportunities to audit how the John Muir Award is referenced in school inspection reports
<p>Recommendation 2 - Connection to local green space Ensure young people are invested in and involved in their local green spaces</p>	<p>Main activity: Part of John Muir Trust mission, and 24 year track record through the John Muir Award to endorse enjoyment of, connection with, and care for wild places across a spectrum - from urban gardens and local greenspace to wild landscapes.</p>		

Action I			
<p>Provide opportunities for young people to have a strategic role in managing and promoting nature in urban areas</p>	<ul style="list-style-type: none"> - Interpreted and shared responses to #TheBrawOutdoorQuestion regarding helping young people spend more time in nature, with common themes including access, health and wellbeing, technology and environmental impact 	<ul style="list-style-type: none"> - Co-design of John Muir Award plans and Proposals encourages participants to have a role in shaping their experiences - Links with agencies managing and promoting nature in urban areas and key resources such as SNH's 'Beyond your Boundary', John Muir Way - Keeping It Wild partnership (with London Wildlife Trust, Headliners and London Youth) to get young Londoners involved with nature conservation and opportunities for progressive involvement – from activity delivery, opportunities for young people to apply for funding for community improvements, traineeships and involvement in the youth steering panel - Dundee Learning in Nature partnership (with Dundee City Council, the Arts and Communities Association and Rock Solid) engaging pupils in positive outdoor learning experiences that enable them to make a lasting difference to the city's greenspaces 	
<p>Identify with young people specific ways that they can be involved in decisions which affect their local urban nature</p>	<ul style="list-style-type: none"> - Shared Year of Young People Conserve Audit 2018 impact report 	<ul style="list-style-type: none"> - Conserve challenge of each John Muir Award gives opportunities to be involved in nature in ways that are relevant/local and meaningful. - Support #iwill national campaign promoting the value of youth social action, extending the 	<ul style="list-style-type: none"> - Consider opportunities to frame environmental social action as a way to help tackle eco anxiety - Explore opportunities to support through Trust's Junior Policy Officer role

		<p>Trust's pledge to support 150,000 young people to get involved in social action by the end of 2020; and support of devolved campaigns in Wales and the Scottish-focused #iwill4nature campaign during 2020</p>	
Support junior ranger programmes, specifically in areas of multiple deprivation		<ul style="list-style-type: none"> - The Trust developing a Junior Ranger programme on its properties during 2020, creating opportunities to engage local young people with wild places - Support National Park junior ranger programmes through partnerships - Support SCRA (Scottish Countryside Rangers Association) Junior Ranger programmes 	<ul style="list-style-type: none"> - Work with Scottish Forestry on John Muir Award links with junior forestry programme
Action II			
Highlight and celebrate the nature that young people already access	<ul style="list-style-type: none"> - Showcasing young people's stories, views and enjoyment via #TheBrawOutdoorQuestion summary, suite of young people and nature films and young people and nature webpages (see above) - Involvement in the developmental phase of Commons are for All, part of the Our Common Cause: Our Upland Commons project, engaging pupils in Cumbria and Shropshire with local wild places through the John Muir Award. 	<ul style="list-style-type: none"> - Share Challenge of the John Muir Award encourages participants to share experiences and reflect on achievements in ways and with audiences that are meaningful to them - Young people and nature webpages are periodically reviewed and updated to incorporate new examples, updates and stories - In partnership with Urdd Gobaith Cymru, young peoples' nature connections and residential experiences are recognised and celebrated through John Muir Award achievement 	<ul style="list-style-type: none"> - Invite young people to do a takeover Trust social media channels e.g. via key partnerships/junior rangers - Continue to promote and support social media and John Muir Award Record eBook promotion and sharing - Consider opportunities to integrate the Award into further outdoor programmes in partnership with Urdd Gobaith Cymru
Ensure 50% of images used in publications and documents show nature in urban areas			<ul style="list-style-type: none"> - Consider representation of varied landscapes in Trust publications and wider

			communications, including website redevelopment; identify suitable targets for urban and young people.
Create a programme of urban junior rangers to champion their local area and encourage all young people to enjoy and experience nature		- Through Keeping It Wild partnership in London, trainees connect with nature, develop skills and take action to care for urban wild places	- Share good practice as development of Trust's junior ranger programme progresses
Action III			
Reduce barriers young people may face to accessing local nature	- Supported Day of Access pilot project at Schiehallion (summer 2019)	- 25% inclusion ratio for John Muir Award activity – aiming to reduce barriers to nature connection - In partnership with Urdd Gobaith Cymru, young people facing barriers to learning have increased opportunity to connect with local nature through the John Muir Award - Support SNH with Learning in Local Greenspace project	- Consider opportunities to ask young people and Award providers to highlight what support would help increase access to nature from those underrepresented - Monitor opportunities in the delivery phase of Commons are for All project to reduce barriers young people face to engaging with upland commons
Establish local 'kit libraries' in key urban areas that provide waterproof clothing, footwear and essential kit for spending time outdoors	- Promoted SNH kit library audit via Award ebulletins	- Promote relevant funds/grants to Providers via conversations with Award Providers/ebulletins	- Monitor opportunities to promote local kit libraries through delivery phase of Commons are for All project
Recommendation 3 - Work and volunteering Improve job and volunteering opportunities for young people	Main activity: Young conservation ranger staff posts aim to help young people kick-start their nature conservation careers by working alongside our Land team and gaining invaluable hands-on experience and training. The John Muir Trust is committed to demonstrating how wild places contribute towards national employability initiatives such as Developing the Young Workforce. The Trust is piloting a junior ranger programme on its properties during 2020.		
Action I			
Improve the quality and promotion of job and volunteering opportunities in Scotland	- Created young conservation ranger staff posts with the aim of helping young people develop hands-on experience and training at the start of their careers in the conservation sector - Recruited a Junior Ranger Project Officer to pilot a programme on	- Conservation volunteering is a key component of the John Muir Award (ref Conserve Audit) - Support #iwill national campaign promoting the value of youth social action	

	Trust properties; and a Junior Policy Officer - Young person on work experience with the Trust created a blog and short video sharing their experience	- Conservation work parties welcome young people and families	
Action III			
Celebrate the success and contribution young people make to the environment sector	- Showcased young people's achievements via events and networks, such as parliamentary receptions and festivals	- Value and share young people's contributions to our environment – such as through John Muir Award Conserve Audits, presentations of Award certificates (provided free), support of #iwill campaign, relevant networks and events (see young people and nature webpages) - Promote and contribute towards national award celebrations	
Highlight success of young employees in internal and external communications at least once a month		- Regular communications (such as blogs, articles and staff profiles) sharing news and outcomes from Trust's young conservation rangers	
Increase funding for accreditations for young people contributing to Scotland's nature informally through awards such as the John Muir Award and Duke of Edinburgh Award		- Acknowledge and welcome this proposed action	
Recommendation 4 - Online communications Use online communications and social media platforms more effectively to engage young people	Main activity: The John Muir Trust engages with organisations (including schools) working with young people, through its online communication channels. Social media and a Record eBook are increasingly used by young people.		
Action I			
Involve young people in creating online content	- Commissioned a young film maker to create a suite of films sharing what young people think about nature and the outdoors	- Offer the John Muir Award Record eBook as a platform for participants and Providers to share experiences of wild places online	

	<ul style="list-style-type: none"> - Young person on work experience with the Trust created a video and blog sharing recommendations for engaging more young people with wild places - Young person's involved in Trust's London Members Gathering, blogged about people and nature in urban areas - Keeping It Wild trainees involved in Record eBook feedback and functionality improvements 	<ul style="list-style-type: none"> - Trust's young conservation rangers involved in content creation for Trust communications and social media e.g. Wild Woods appeal film 	
Have young people takeover SNH's social media accounts at key events and opportunities through the year			<ul style="list-style-type: none"> - Invite young people to do a takeover Trust social media channels e.g. via key partnerships/junior rangers
Work with younger staff members and volunteers to identify and promote content that links to current affairs and campaigns e.g. using the #stoptheplastic tide to share content whilst people are interested in Blue Planet	<ul style="list-style-type: none"> - Amplified Sunnyside Primary school #NaeStrawAtAw campaign and nominated for RSPB Nature of Scotland Awards 		
Action II			
Use a range of social media platforms relevant to young audiences	<ul style="list-style-type: none"> - Increased use of Trust's Instagram account - Integrated feedback from John Muir Trust young people working groups on how to better communicate and reflect young people's views, and capture in a new Communications Strategy 		<ul style="list-style-type: none"> - Consider role of Junior Rangers in improving Trust social media communications
Use different platforms to engage different demographics – for example Snapchat and Instagram are very visual and are better 'entry points' for people who are less engaged with nature, whereas Facebook and Twitter allow for more information and level of detail to be shared			<ul style="list-style-type: none"> - Consider varied and targeted use of platforms via Communications Strategy/tools

Ensure staff receive regular up to date training on using the rapidly changing platforms		- Some featured in staff training and development plans	- Integrate training into the Trust's Communications Strategy workshops
Enable a range of staff to highlight the work they do in a personal, relatable way on SNH's social media accounts		- Provide staff blog opportunities; encourage sharing of Wild Days	- Continue to encourage and support young conservation ranger content development
Action III			
Share a variety of content in different formats		- Review Award webpage content on a periodic basis - Develop a short film to support Award campaign in 2020	- Consider content and formats as part of website redevelopment
Share information in concise formats, for example listicles, infographics, and images which are more familiar and accessible to young people		- Variety of formats to communicate Trust news and updates including staff blogs, listicles, films and young people designed content	
Link information to current events and trending topics	- Refreshed resources to incorporate links to contemporary issues e.g. Sustainability Resource Guide updates to include new climate action resources and toolkits	- Review and update Award resources on a regular basis	- Consider opportunities to frame environmental social action as a way to help tackle eco anxiety
Ensure language is simple, jargon-free and easy to understand with good links to more detailed information		- Trust Communication Strategy and associated tools to support staff with values-based framing and consideration of audience	- Messaging tool to be developed for Trust staff to support Communications Strategy
Recommendation 5 - Image of SNH Make SNH a more friendly and accessible organisation for young people			
Action I			
Provide a platform to amplify young people's views and voices	- Co-designed and shared funding from #TheBrawOutdoorQuestion nature micro-survey, highlighting and celebrating existing outdoors/nature connections - Young people contributing blogs, films and content on Trust website	- Varied actions in support of Year of Young People 2018 – see legacy webpage . - Social media posts supported and promoted by Trust and staff - Positive external PR supported in relation to John Muir Award achievements	

<p>Include young people as a specific stakeholder in decision making and co-design (for example being involved in planning Scotland's biodiversity goals after 2020)</p>	<ul style="list-style-type: none"> - Young people workshops and events, including co-design of #TheBrawOutdoorQuestion youth nature survey - Keeping It Wild trainees involved in Record eBook feedback and functionality improvements 	<ul style="list-style-type: none"> - Year of Young People 2018 legacy continues to influence the Trust's work around engaging with young people 	<ul style="list-style-type: none"> - Develop and grow John Muir Trust young people's working group. The Trust could commit to an increase in Trustees aged 20- 40
Action II			
<p>Engage with a wider range of young people</p>		<ul style="list-style-type: none"> - Continue to work towards a 25% inclusion ratio for John Muir Award activity - Help reduce barriers to nature connection for the most disadvantaged by maintaining Inclusion role - During 2020 we are undertaking an Award Review to help consider sustainable approaches running the Award - Maintain and communicate the relevance of Award to a variety of sectors and audiences 	
Action III			
<p>Ensure that at least 50% of photographs used in SNH's publications and media depict a diverse range of young people</p>			<ul style="list-style-type: none"> - Consider representation of young people in Trust publications and wider communications; identify suitable targets.
<p>Improve SNH's image library to reflect up to date young people, technology and activity</p>		<ul style="list-style-type: none"> - Offer the John Muir Award Record eBook as a digital platform for sharing experiences (including images) of wild places and connecting with nature 	<ul style="list-style-type: none"> - Improve Trust's image library to reflect young people, technology and activity; consider during website redevelopment
<p>Simplify language and avoid jargon in public communications</p>		<ul style="list-style-type: none"> - Trust Communication Strategy and associated tools to support staff with values-based framing and consideration of audience 	<ul style="list-style-type: none"> - Messaging tool to be developed for Trust staff to support Communications Strategy