

V1 - SEP 2021

# MEMBERS CODE OF CONDUCT

FOR SUSTAINABLE WILDLIFE,  
ADVENTURE & ACTIVITY TOURISM.





# VISION

Our vision is for Scotland to be globally recognised as a premium destination for sustainable wildlife, adventure & activity tourism.

Image: Puffin on Isle of Lunga | Shutterstock



# OUR COMMITMENT

## Wild Scotland seeks to ensure:

- The sustainability of the natural and cultural environment whilst seeking to influence and engage with sustainable practice internationally.
- To increase awareness around all our actions leading to positive environmental and social change.
- Collaborative and supportive community, to be key changemakers focussing on sustainability around people, planet and profit.
- Increase awareness of the fundamental benefits of nature to human health and wellbeing, both physical and mental.
- Collectively reinforce that our actions must match our values through providing people with experiences and resources to become advocates for Scotland's natural and cultural environment as well as their own natural and cultural environment closer to home.
- Go beyond reducing negative impact on the environment and regenerate to have a beneficial effect on nature in Scotland.
- Offer compelling storytelling that is accessible, genuine, intentional thereby helping visitors to contribute to positive solutions to the environmental and social challenges facing Scotland's wild places.
- Amplify all the good practice of Wild Scotland and inspire a new generation of leaders and employees in the outdoor sector.



# MAKE YOUR PLEDGE

I/we pledge to my/our commitment to responsible and sustainable tourism by signing up to the following Wild Scotland Code of Conduct.



- To be supportive of the aims and objectives of Wild Scotland and will not bring the organisation or the sector into disrepute.
- Comply with all relevant statutory legislation and legal obligations applicable.
- To conduct all activities in adherence to the Wild Scotland [Best Practice Principles and Guidelines](#).
- Am committed to always providing high standard, quality experiences, that sustain and nurture the environment.
- Have consideration for a sustainable environment including engagement with local communities, aiming for regeneration as well as protection of the landscape and nature.
- Are sensitive to the needs of their staff and visitors taking responsibility and appropriate measures to safeguard emotional and physical welfare of both.
- Follow the Scottish Outdoor Access Code ensuring you adhere to access rights, acting responsibly and respectfully at all times.

[CLICK HERE TO SIGN YOUR PLEDGE DECLARATION ONLINE >](#)

## BREACH OF THE CODE OF CONDUCT

If a breach of this Code of Conduct is alleged, there will be an opportunity to explain your position, in writing, before the appeal process begins. This will be carried out by members of the Wild Scotland Board who have not previously been involved in the case.

I undertake that by signing this I shall comply with its requirements and should I breach this code, may be removed from the membership following investigation.

Evidence of documents detailed below will be made available upon inspection, during quarterly spot checks. I declare the following:

- That I have appropriate insurance cover (public liability, product liability and employer's liability insurance) for at least £2 million.
- That I have either a sustainability policy in place that is reviewed on an annual basis or in the absence of such a policy, I will create this within a 6-month period of becoming a member of Wild Scotland





# QUESTIONS & CONTACT

Should you have any queries regarding the content of this document, or require clarification on any points, please contact us.

[info@wild-scotland.co.uk](mailto:info@wild-scotland.co.uk)



Image: Mountain Biking | VisitScotland



[VIEW OUR PRINCIPLES >](#)

[VIEW OUR BEST PRACTICE GUIDELINES >](#)