



# Partnership opportunities for your business.



Future Woodlands  
Scotland

Together we can **protect, create and restore**  
Scotland's woodlands for people and nature



## A message from our CEO

Scotland's woodlands are among our most precious natural assets, yet they are under unprecedented pressure. At Future Woodlands Scotland, we believe that businesses, communities and charities can work together to restore these vital habitats. Since our establishment in 2012, we have been championing the protection, creation, and restoration of Scotland's woodlands, delivering measurable impact for nature and people.

By partnering with us, your business can play a pivotal role in creating thriving landscapes, supporting biodiversity, and communities – while engaging your employees, inspiring your customers, and demonstrating leadership in sustainability. Together, we can ensure a Scotland where trees and native woodlands are thriving for the benefit of wildlife, climate and communities.



**Shireen Chambers MBE, Chartered Forester**  
**CEO, Future Woodlands Scotland**

### Bespoke partnerships built on shared values

Your priorities and interests define the partnership we build. We design opportunities around what matters most to you – from restoring landscapes and developing woodland skills, to expanding urban forestry or supporting research initiatives. A partnership with Future Woodlands Scotland showcases your values, elevates your sustainability leadership and delivers impact your people and customers can be proud of.

# Who we are



Future Woodlands Scotland was **established in 2012** and is a **Scottish charity** dedicated to protecting, creating, and restoring Scotland's woodlands.



We collaborate with **landowners, local communities, local government and other charities** to deliver impactful projects.



Our work is underpinned by **research, evidence and best practice**, ensuring that every partnership makes a tangible difference.



We are a **small but expert team** of six staff, supported by nine experienced trustees with a wealth of skills from across the public, private and third sectors.





## Did you know?

Scotland is one of the most nature-depleted countries in the world. One in nine species face national extinction, and many others continue to decline.

**Trees are a vital part of the solution. They stabilise soil, clean our air and water, mitigate the effects of climate change, and sustain biodiversity.**

**Yet Scotland's trees are in trouble:**



**Just 18%** of Scotland has tree cover compared to a European average of 37%.



**Only 4%** of land is native woodland, over half of which is degraded.



Our urban tree cover is among **the lowest in Europe**.

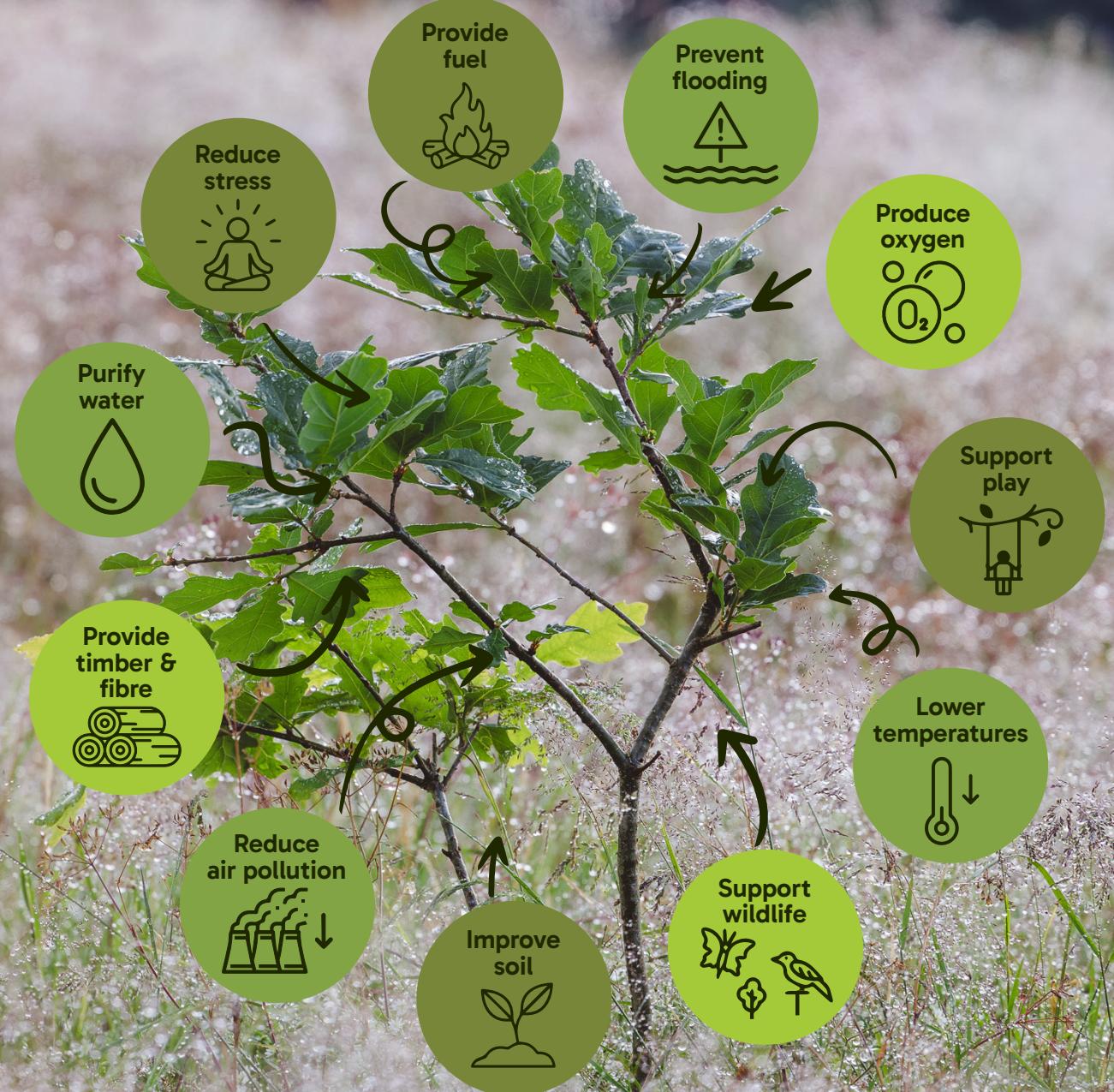


Our remaining woodlands are **under threat** from high deer numbers, climate change and disease.

**But change is possible – and your business can play a leading role.**

# Trees are vital for life

Trees don't just support nature – they benefit human wellbeing, communities, and workplaces.





## Become a partner today and **together we can:**



**Restore Scotland's ancient 'ghost' woodlands** before they are lost forever, by providing vital support to landowners and farmers.



**Encourage sustainable forestry practices** that restore ecosystems, boost biodiversity, and strengthen woodland health and resilience.



**Create greener, healthier urban environments,** prioritising communities disproportionately affected by climate change.



**Build a diverse, skilled forestry workforce** through training opportunities across a range of disciplines.



**Expand knowledge** through research that deepens understanding of native woodlands and their impact on communities, climate, and biodiversity.

Thanks to the support of our Corporate Partners, we are able to bring **more trees, woodlands and green spaces** to communities with low tree equity to Scotland's towns and cities through our Urban Forestry Programme.

# Measurable impact



**860**  
hectares of new and restored woodland created at 16 sites across Scotland, with planning for a landscape-scale project underway.

*“With the support of Future Woodlands Scotland, we are protecting four ghost woodlands. This ensures the preservation and regeneration of these crucial forests, including one of the last remaining fragments of the ancient Caledonian pinewood.”*

**Martin Girvan, programme beneficiary**



**12**  
Urban Forestry projects established, 5,000+ urban trees planted and 700+ people engaged in tree-planting or awareness raising activities so far.

*“I think encouraging wildlife to our gardens is a really important thing to do, especially as housing estates can serve as important wildlife corridors”*

**Zoe Jay Fletcher, programme beneficiary**



**200+**  
people gained business and technical skills through forestry skills programmes.

*“I had limited knowledge prior to the course and now have the tools to complete various forest mensuration tasks.”*

**Programme beneficiary**



**30+**  
research and innovation grants have been awarded.

*“Certain bird or bat species can reveal a lot about local habitats and land health.”*

**Stefan Zeeman, Carbon Rewild Together we can do more 5 Your partners**



# Your partnership is good for business

## Engage your organisation

A partnership gives you the opportunity to engage your employees. Engaged staff feel happier and energised, leading to **better staff retention and an open door for new talent.**

## Strengthen your brand

**Show your leadership in sustainability and environmental responsibility.** Together, we'll share the story of our partnership across social media and digital channels, making sure people see the difference your support makes.

## Grow your customer base

Ethically conscious consumers want to spend their money with ethical businesses that share their values. By having a charity business partnership, you will attract **greater loyalty and repeat business.**

## Corporate experiences

Team days, volunteering opportunities and corporate events **bring employees closer to nature.**

# A partnership with Future Woodlands Scotland is scalable and adaptable

-  Some partners fund **specific projects** and receive recognition and reporting on the impact.
-  Others contribute to broader programmes, supporting the development of woodland skills, research, or woodland restoration.
-  All partnerships are **tailored to shared goals, values, and interests.**
-  Every partnership comes with reporting on the outcomes achieved, from hectares of woodland restored to community engagement metrics, giving your business clear, **measurable results.**

**£1,000**

could enable the **creation of a small woodland** in an urban school playground.

**£5,000**

could support 10 young people to access training in sustainable forestry skills.

**£10,000**

could help **protect and restore** an ancient highland woodland.

**£50,000**

could support a **large-scale woodland restoration** programme.



# Partnership case study

AnswerConnect is a 24/7 answering service that helps businesses stay connected and grow, offering professional call handling, lead qualification, appointment booking, and more.

“We have been proudly working with Future Woodlands Scotland since 2022. Trees are vital to the health of our planet—they clean our air, support biodiversity, and help combat the climate crisis. Together, we’re committed to restoring forests and building a more sustainable future.” **Michael Payne, Founder, AnswerConnect**



“

Our vision is a Scotland where trees and native woodlands are thriving for our wildlife, communities and climate. We are proud to be working with AnswerConnect to achieve this. More and more businesses are committed to supporting the health and sustainability of our planet, and investing in our trees and woodlands is a great way to achieve this. We hope to inspire businesses across Scotland and beyond to join us, so together we transform landscapes to benefit people and nature.”

**David McCall, Chair  
Future Woodlands Scotland**



# Get in touch to start your partnership today.

[partnerships@futurewoodlands.org.uk](mailto:partnerships@futurewoodlands.org.uk)



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