

**BlueWild**

**charitable support**

support environmental, marine and birdlife charities through provision of services

support the Scottish Ornithologists Club in a pilot project to encourage young people into careers in nature protection and environmental protection

work in partnership with the Scottish Seabird Centre

**climate change**

working with an expert ornithologist we created a new tour called 'Seabirds, Science and Climate Change'. This tour highlights the science, data and research that indicates where sea bird behaviours and migration patterns demonstrate the impacts of climate change

**publicity / awareness**

enthuse . learn . show . share . educate . act — protect the blue

leave no trace message on all tours

stop tour boats anywhere to pick up plastic marine litter

young children show/ education — Mermaid

marine support — Scottish Coastal Cleans

support marine litter campaigns

**Our company impact/footprint mitigation and minimisation**

stopped use of petrol auxiliary engine and bought new electric outboard motor

reduce speed wherever possible to maximise fuel efficiency

closely monitor engine performance and we know that our diesel engines use only 60% of the fuel compared to unleaded outboard engines of the same size / horsepower

we're looking at re-engining our boats with a research project into hybrid and hydrogen powered boats

practice national guidelines & codes of conduct

**ethos**

BlueWild — our company name was chosen specifically to convey the marine environment that we wish to promote and protect - it's Blue- it's Wild - let's keep it that way

the blue — the big blue

the clear blue

the blue clean marine

wild sea

blue sea

BlueWild — nature boat tours

protect the blue

BlueWild owners are actively involved in sustainability through running a waste recycling company, a sustainable lobster fishing business and, in an international marketing career, Alan Stewart has worked on Litter prevention campaigns and lectured on international marketing & sustainability

**sustainability**

everyday practice

litter minimisation — partner Forth Resource Management - a recycling company - and work with Caledonian Horticulture on joint campaigns

One Blue Bag — we explain to guests that we use only one bag which we empty, separate waste in recyclable waste then re-use the 'one blue bag' over and over again as our onboard 'bin'