



# **What the SFG means & our future direction**

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A scenic landscape photograph showing a wide river valley. The river flows through the center, with a bridge crossing it in the distance. The valley is filled with green trees and vegetation. In the background, there are rolling hills and mountains under a clear sky. The overall scene is peaceful and natural.

**But first...**

**...my order of thanks!**

# Dr Laurence Carvalho

- Has chaired the SFG for ~9 years
- Dedicated, inspirational & vibrant SFG leader
- Grateful of personal support & opportunities
- Kindly agreed CEH will maintain SFG website
- Continue to be a big part of our SFG family
- Presentation of card & gifts on forum's behalf



# SEPA

- **Extensive support network behind me**
  - Chairman – Bob Downes & Agency Board
  - CEO – Terry A’Hearn
  - E&F Portfolio Director – David Pirie
  - Ecology Management – David Harley, Robin Guthrie & John Clayton
  - My excellent colleagues
- **Full backing as a young woman in leadership role**
- **Excellent opportunity to engage with forum**
- **Fostering two-way communication**
- **Help to strengthen SFG’s purpose**



# Scottish Freshwater Group

Founded by Prof Peter Maitland in 1968

- **Our Shared Values**

- **Stakeholders of the freshwater environment**
- **Getting together & knowing people well**
- **Growing a diverse network & making contacts**
- **Exchanging knowledge, experience & best practice**
- **Informal, friendly & supportive forum**
- **Nurturing talent & innovation**



# An Unexpected SFG Journey

- **Attended SFG meetings for 12+ years now**
  - Still identify with (much) younger self venturing into the forum
- **Vividly remember my early SFG encounters**
  - Source of information, inspiration & continuous learning
  - Drawn by similar interest, enthusiasm & meaningfulness
  - Meeting likeminded people & making friends along the way
- **Personally 'cut teeth' and grown in this forum**
- **Really care about what the SFG means, its family members and our future direction**
- **And now, here I am...still travelling onwards!**

# SFG Vision

- **Build on founding principles and excellent work of previous SFG leaders**
- **Enrich SFG connectivity to ensure longevity and vitality of the forum itself**
- **Continue working in partnership with others**
- **Develop a team to assist with SFG delivery**
- **Promote early career researchers/practitioners**
- **Establish a forum that is shaping outcomes for Scotland's freshwater environment**



# Change Brings Opportunities

- **Call for SFG Publicity Officer**

- Handover this integral communications role
- Enthusiastic member to maintain forum momentum
- Attend & report on SFG meetings (e.g. notes; photos)
- Facilitate social media channels & help grow our network
- Inform SFG members of updates & deliver announcements
- Thoughts welcome!

- **Volunteers to Chair future SFG meetings**

- Both new and long-standing SFG members sought!

# SFG Moving Forward

- **Maintain traditional meeting style**
- **Explore various interactive formats**
  - Themes
  - Workshops
  - Survey Monkeys
  - Speed Presentations
  - Site demonstrations/ Field visits/ Bio-blitz events
  - Other ideas..?
- **100<sup>th</sup> Anniversary Meeting (Spring 2018)**
  - Seeking special celebration suggestions

# SFG Communication

- **SFG notifications**

- Email circulars
- Social media channels
- Meeting announcements

- **SFG summary notes**

- FBA News & SFG website (backdated to 2012)

- **SFG networking**

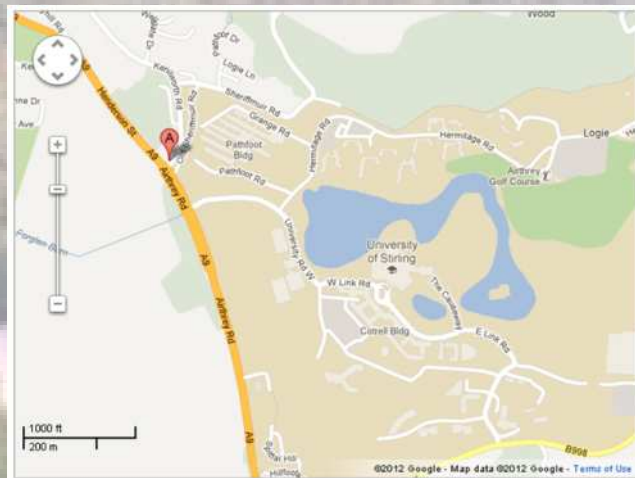
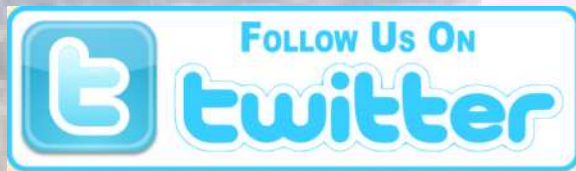
- Introducing name badges
- Suggestions board at future meetings
- Using event hash tags e.g. #SFGSpr17
- Important to promote the forum & keep in touch

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**SFG Website:**

[www.ceh.ac.uk/scottish-freshwater-group](http://www.ceh.ac.uk/scottish-freshwater-group)



Scottish Freshwater Group

@Scottish\_FwGrp

SFG Social @ Meadowpark Hotel

