



#NATURE
FOR ALL



Recent decades have seen significant efforts for conservation, yet actions to conserve nature remain outpaced by the level of threats to it. One reason for this is humanity's increasing disconnection from nature - from children with little opportunity to engage directly with nature; to people increasingly living in cities remote from the natural world; to young adults immersed in technology for whom nature is seemingly irrelevant; to a society that is too busy or lacks free time to spend in nature.



A MOVEMENT TO INSPIRE A LOVE FOR NATURE

Personal experiences and connections with the natural world provide powerful benefits for individual and societal health, well-being, and resilience. Particularly when they occur at an early age, experiences in nature are also the foundation of lifelong support for nature conservation.



Photo by Parks Canada

#NatureForAll is a global movement to inspire a new generation of thinkers and doers across all sectors of society to connect with nature and take action to support its conservation. At its core is a very simple idea: the more people experience, connect with, and share their love of nature, the more support there will be for its conservation.

“No one will protect what they don't care about, and no one will care about what they have never experienced.”

–Sir David Attenborough

GOALS

No single organization can achieve this vision alone. We ask you to **join this movement**.

Raise **awareness** and motivate people from all walks of life to embrace nature and its values.

1

Facilitate opportunities for all to **experience** and connect with nature.

2

Create transformational moments that become pathways to lifelong personal **connections** and commitments to conservation action.

3

The #NatureForAll movement is an inclusive **coalition of partners** who represent a variety of sectors — conservation, health, urban, protected areas, communications, technology, education, arts, tourism, science, youth, women's organisations and networks, and more. Different sectors of society will bring new insights and strategies to the goals of raising awareness and facilitating experiences and connections with nature. We encourage new and non-traditional partners as champions to join us in scaling up the movement.



Photo by Cristina Mittermeier/SeaLegacy

#NATUREFORALL STRATEGIES

STRATEGY 1:

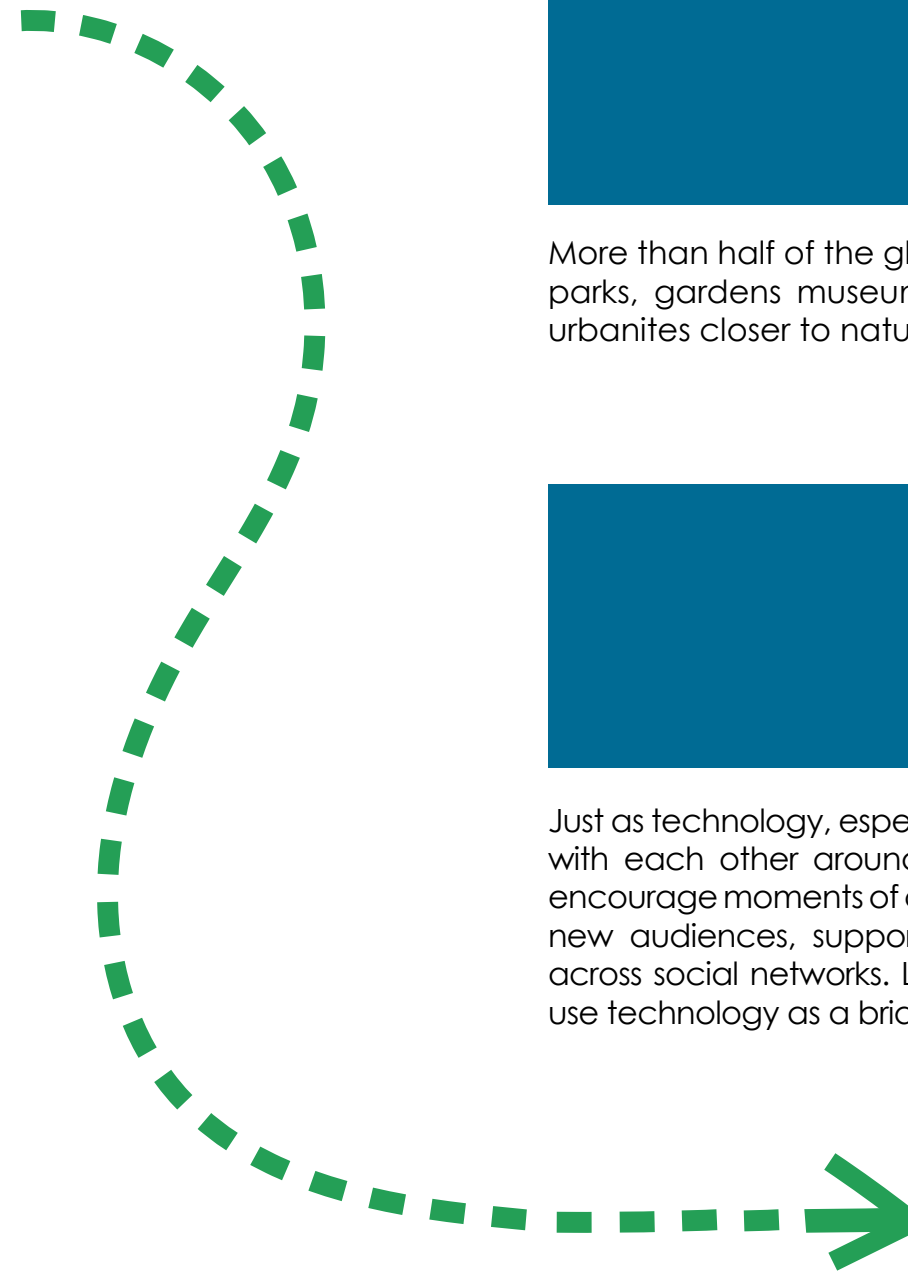
Bringing children into nature at an early age

Childhood experiences in nature are the foundation for support for conservation. Let's remove barriers (e.g. transportation) and provide opportunities for children and families to participate in fun outdoor activities and learning experiences together.

STRATEGY 2:

Finding and sharing the fun in nature

People are social and they like having FUN! Outdoor activities and programs can offer new and unique opportunities for people to connect with others and with themselves, all while absorbing the benefits of nature. Let's use a range of communication and marketing tools to share fun experiences that can be enjoyed in nature.



STRATEGY 3:

Using the urban gateway to nature

More than half of the global population now live in cities. Let's use urban parks, gardens museums, zoos and aquaria as gateways for bringing urbanites closer to nature.

STRATEGY 4:

Embracing technology

Just as technology, especially digital technology, is used to connect people with each other around the world every day, it can also facilitate and encourage moments of connection between people and nature, engaging new audiences, supporting learning, and helping to share experiences across social networks. Let's continue to find new and innovative ways to use technology as a bridge rather than a barrier to nature.

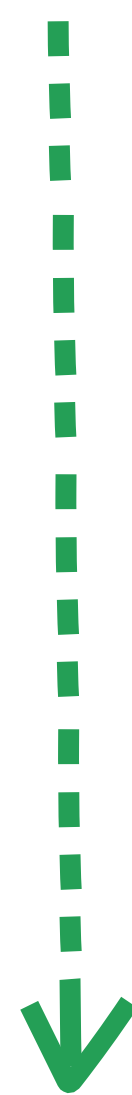


STRATEGY 5: Sharing cultural roots and ancestry in nature

Programs that respect cultural roots and ancestry in nature can facilitate a reconnection to natural places and cultures, as well as provide opportunities to explore and share traditional stories, language and knowledge with local communities and with the broader public. Together, let's cultivate a world where connections with nature and each other are valued.

STRATEGY 6: Seeking out diverse partnerships

To reach our conservation goals, action is needed not only from the conservation sector, but from most other sectors. Let's reach out and build partnerships that are inclusive of all sectors and expand our abilities to connect with new audiences, increase engagement and tap into new areas of expertise.



STRATEGY 7: Empowering a new generation of leaders

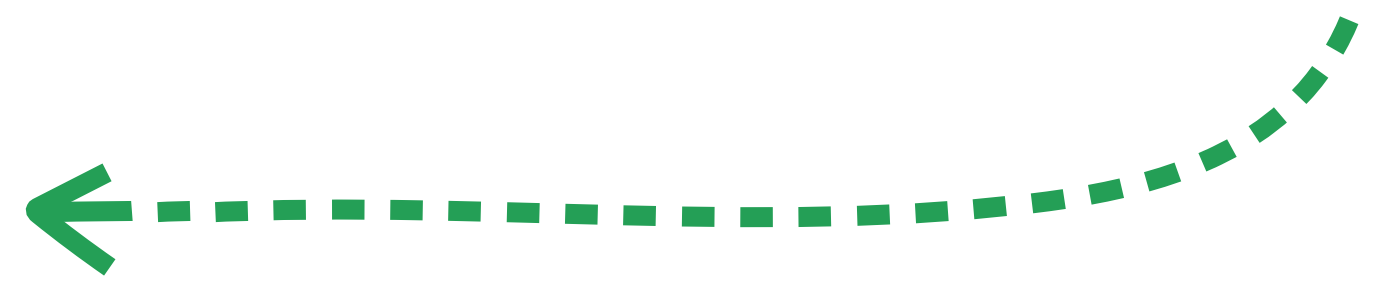
Mentorship programs, social programs, education-work experiences, and youth leadership and advocacy training provide young leaders with skills and confidence to advance in the conservation field. Let's work together in intergenerational partnership to inspire those around us to connect with nature.

#NATUREFORALL: Areas of Focus

Children and youth; indigenous and local communities; health and wellbeing; urban areas; parks and protected areas.



SOME #NATUREFORALL PROGRAMS



The “**Learn, Inspire**” campaign engaged 20 leading artists in Peru as national ambassadors for Bahuaja Sonene National Park. The artists channeled their inspiration through various art forms, acted as spokespersons spreading the message of the importance of conservation, and brought the wonders of the national park to a diverse audience.



Resource Africa partnered with **Theatre for Africa** to produce and perform theater sketches about community-based conservation in South Africa and Namibia, using young community members as actors. Theatre works to simplify complex ideas, create an understanding of challenging concepts, make people laugh, and open people up to new ideas and the possibility of changing mindsets.



Students on Ice provides youth with the tools to instill positive change in their local communities. The Students on Ice educational expeditions bring together Indigenous youth and young people from around the world with scientists, elders, educators, artists, musicians, CEOs, dignitaries, journalists, authors and innovators. Through a partnership with Parks Canada, the youth participants continue to work as ambassadors for the Arctic.



WilderQuest, developed by the New South Wales National Parks and Wildlife Service, provides opportunities for children and families to experience nature and Aboriginal culture, online, in classrooms, at events and in national parks. This multi-award winning program blends natural and digital worlds to help users become comfortable with and fascinated by nature.



JOIN THE MOVEMENT

1. Use the #NatureForAll Workbook as a guide to develop your own #NatureForAll program (available for download on our website).
2. Take part in helping us develop the #NatureForAll Playbook, a practical, action-oriented resource, aimed at practitioners seeking innovative ways to turn up the volume on their work. Contact us to learn more.
3. Use the #NatureForAll hashtag on social media.
4. Identify your project or program as being part of #NatureForAll.
5. Share the #NatureForAll vision with your existing and new partners.
6. Join the #NatureForAll network and benefit from cross-promotion by registering your program at <http://NatureForAll.global>.



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