



#NATURE
FOR ALL



@natureforall



@nature.for.all



@natureforall.global

A global movement to inspire love of nature

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Communication to Connect people with nature

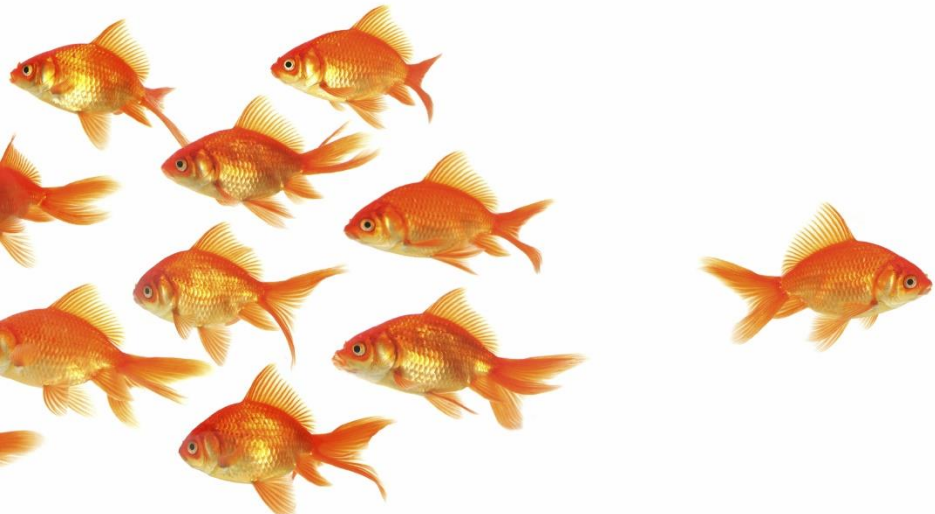
Peter Paul van Kempen

IUCN Commissions Day – 25 November 2018 - #NatureForAll

UN BIODIVERSITY CONFERENCE
COP14 - COPMOP9 - COPMOP3
SHARM EL SHEIKH, EGYPT
13 - 29 NOVEMBER 201

Behaviour change is not easy

- Change is painful
- Change means facing habits
- Change meets with resistance
- Change is easier when everyone does it



Winning recipes for behavior change

- Help people to do what they already want to do
- Trigger the right sequence of baby steps
- Create success momentum
- Make it social and fun
- Simplicity changes behavior. Make it easy to do!



*BJ Fogg, PhD, Stanford University
Lab for Behavior Design*

Exercise

- Think of someone who you know, whose connection with nature could be improved
- Which Communication could be successful?
 - Help them do what they like to do
 - Make it easy, social & fun

Why connect with nature?

- Happiness & health

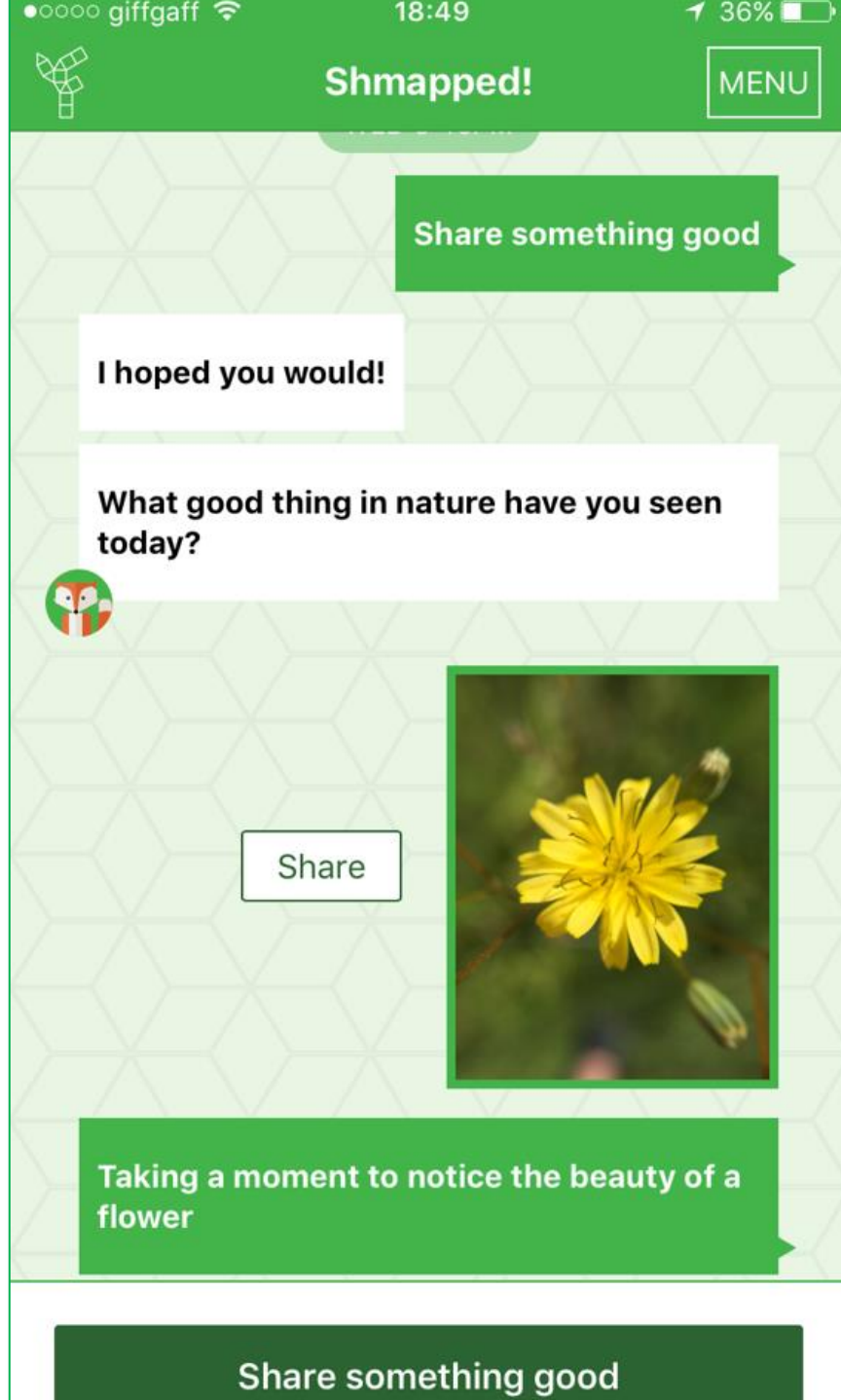
Functioning better:

- Personal growth
- Autonomy
- Anti-stress
- Helps for depression, trauma, ...
- Better problem solving
- Increased spirituality
- ...

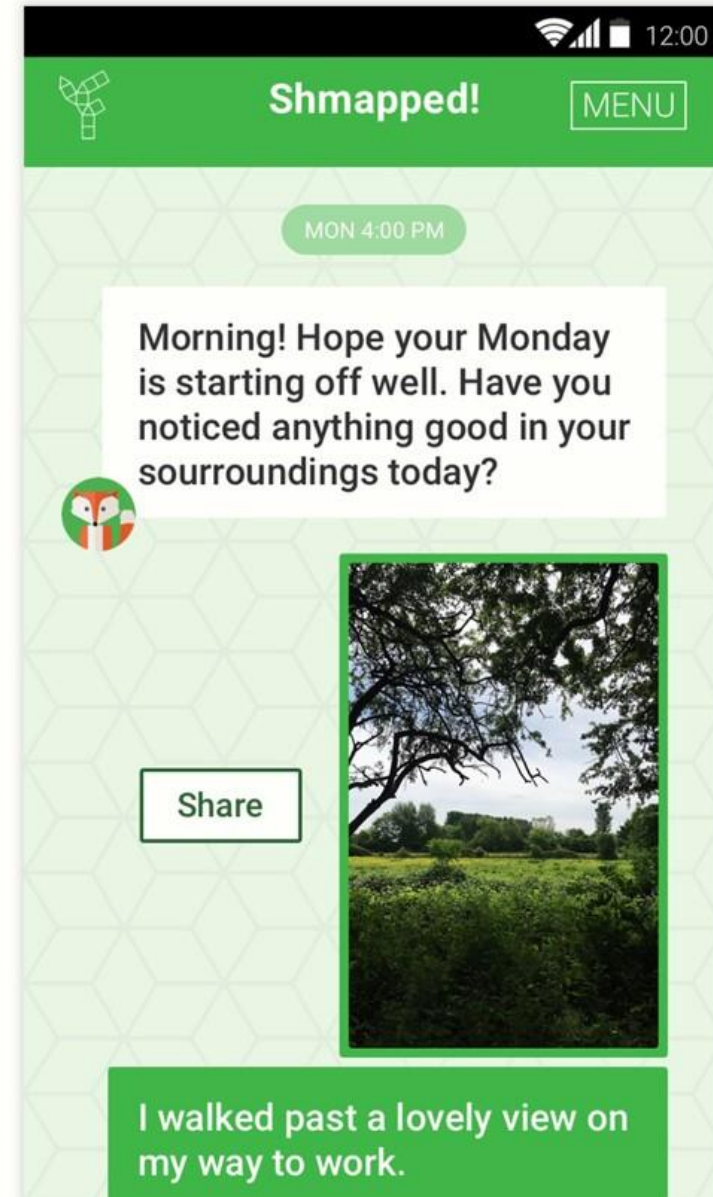
Smart Phone App

- For improving well-being through Urban nature
- Prompt users to notice good things in urban nature
“How does this place make you feel?”
- Share, photograph

Developed by Universities of Derby and Sheffield, Professor David Sheffield and Dr. Miles Richardson



Tell Shmapbot, our helpful companion,
about the good things around you.



They noticed...



#SHMAPPED



“Helped out at a friend's allotment and had a little moment staring at the underside of a thistle flower



Main Findings in 582 app users

- Significant increases in wellbeing & nature connectedness after 7 days & follow-up
- Clinically significant improvements in quality of life
- Wellbeing improvement partly explained by changes in nature connectedness

Increasing connection to nature: How?

- Not effective: knowledge and information
- Yes, effective:
 - Beauty
 - Emotion
 - Contact
 - Compassion



Lumber, R., Richardson, M., & Sheffield, D. (under review). The value of knowing nature? Contact, emotion, compassion and beauty as pathways to nature connection. *Environment & Behaviour*.

Questions & suggestions



Why the CBD?

To live in harmony with nature we need to help people across all sectors of society make the choices that will promote human well-being while supporting and enhancing the planet's assets.





when people experience
and benefit from nature,
they are more likely
to appreciate and
care for it.



We have compiled the most current and compelling evidence for connecting people with nature.



Home to Us All

How Connecting with Nature Helps Us Care
for Ourselves and the Earth





How we did it

- Review of literature in peer-reviewed publications;
- Recommendations from scholars and researchers in the field;
- Conversations with network of knowledgeable advisors;
- Review by an international project oversight and writing teams
- References for 150+ citations.

Health and Well-being for nature



People of all ages who participate in nature-based activities tend to be happier and healthier than those who do not.

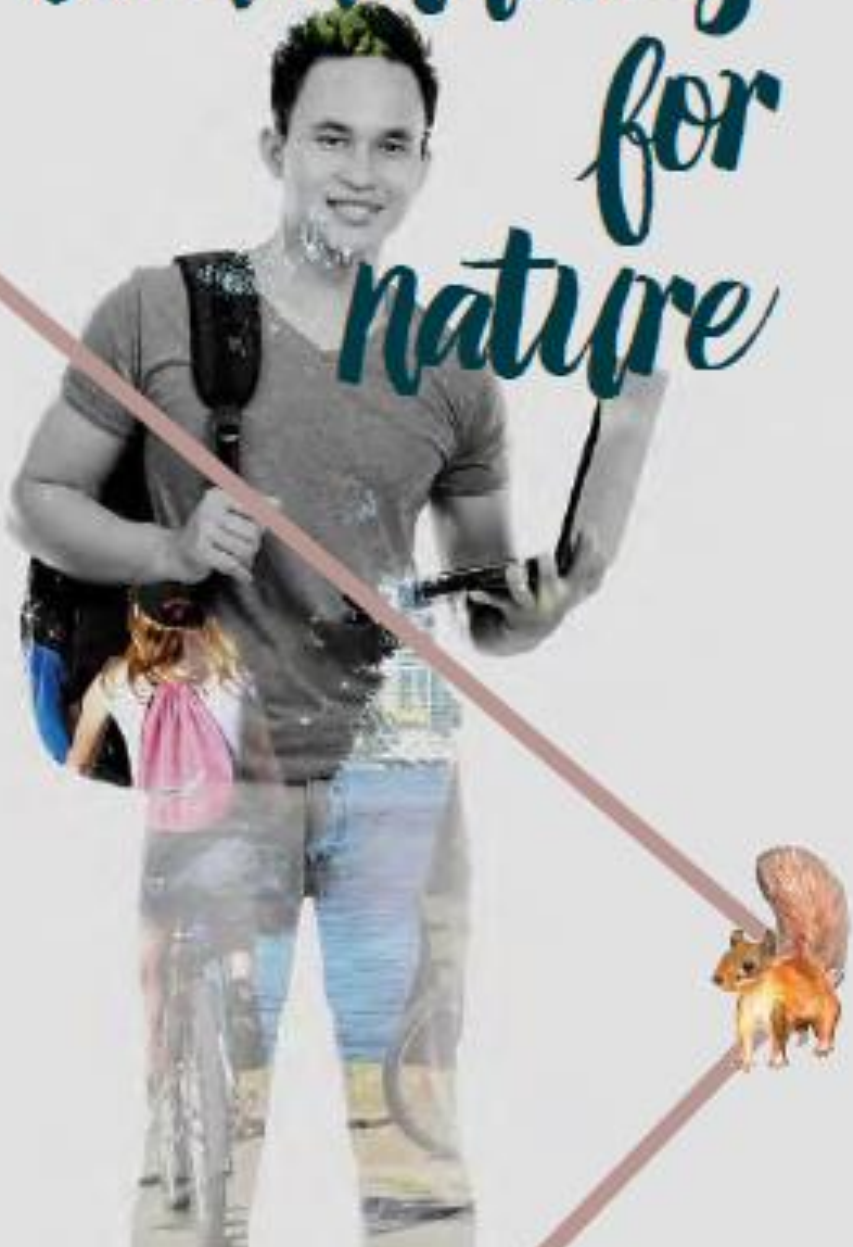
They also tend to develop a connectedness with nature that leads to action to care for the Earth.

Children for nature



Positive, direct experiences in nature during childhood and role models of care for nature by someone close to the child are the two factors that contribute most to individuals choosing to take action to benefit the environment as adults.

communities for nature



Social experiences in nature foster connectedness to each other and to nature.

Knowledge

Knowledge is very important but is not enough on its own to cause people to take action to benefit nature.



Connectedness

Connectedness with nature is a strong predictor of positive conservation behaviour.



Recommendations for Post-2020

- 1. Biodiversity conservation:** Work across sectors so that all people, equitably and inclusively, experience the diverse benefits of connectedness with nature;
- 2. Education and child care:** Enable time outdoors in nature and experiential learning about nature in early childhood and throughout life;
- 3. Health and elder care:** Embrace contact with nature as a mechanism for delivering physical and mental health benefits for all people of all ages;
- 4. Community planning and urban development:** Create nature-rich cities that include parks and protected areas for the benefit of people and nature;

Recommendations for Post-2020

- 5. Parks, outdoor recreation, and tourism:** Encourage family-friendly experiences, interpretive programmes, and outdoor nature-based and experiential education;
- 6. Arts and culture:** Promote the integration of culture and nature to develop a sense of oneness with nature while celebrating stories of connection and healing; and
- 7. Private sector:** Invest in environmentally sustainable programming, infrastructure, and innovative solutions for connecting people with nature.

The #NatureForAll PLAYBOOK

AN ACTION GUIDE FOR
INSPIRING LOVE OF NATURE



#NatureForAll in Practice

7 Strategies to
increase
connectedness



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Pick up the Playbook.
Plan your play. Make a difference.



1. Bring children into nature at an early age

Childhood experiences are a foundation of support for conservation.



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2. Find and share the fun in nature

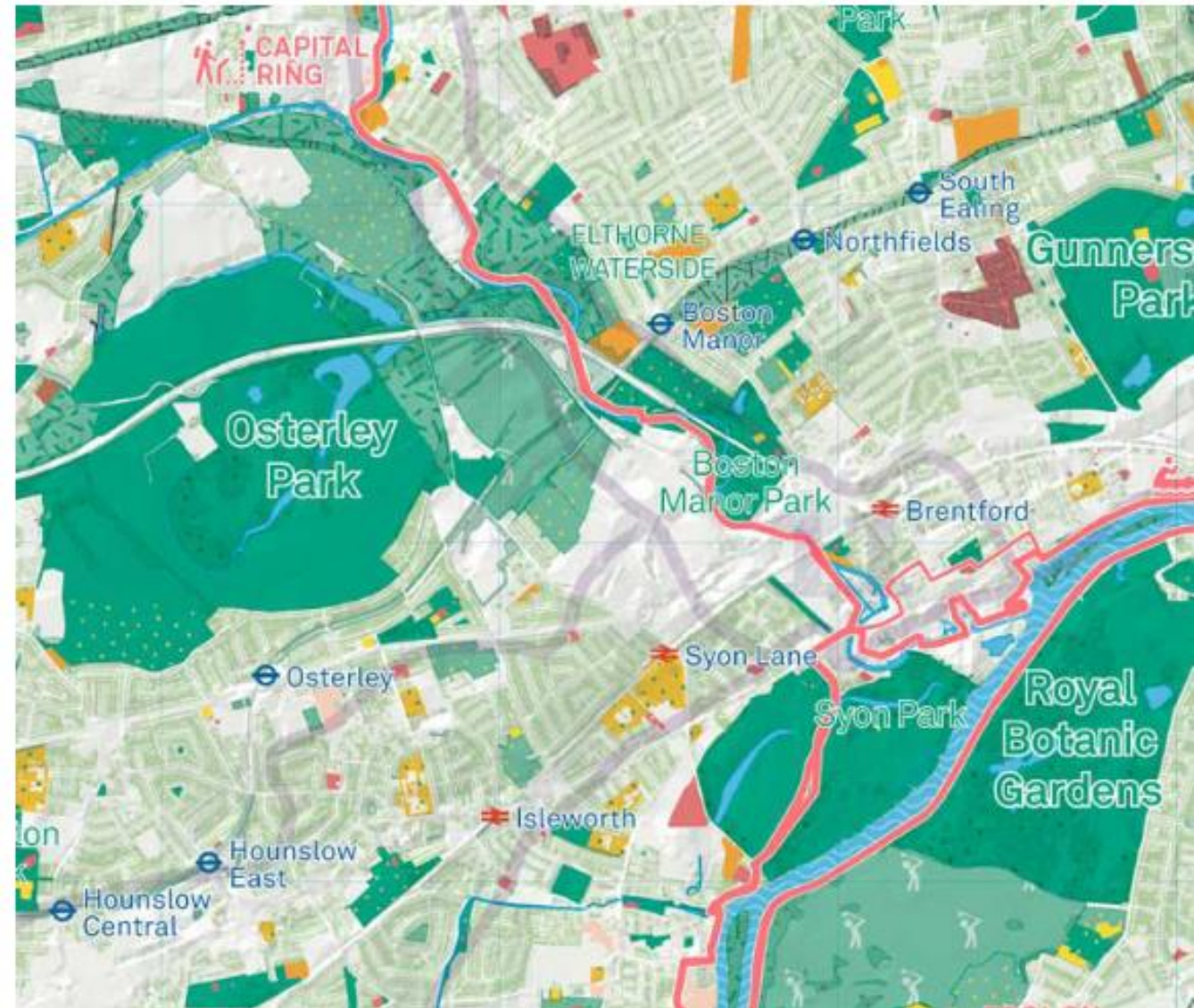
*Enjoyment is different for everyone
...sometimes finding the fun means trying something new together.*



3. Use urban gateways to nature

Urban parks, gardens, museums, zoos, and aquariums, and other green and blue spaces enable urban populations to experience and connect with nature.

**LONDON
NATIONAL
PARK CITY***





4. Embrace technology

Technology can be a bridge rather than a barrier to nature experiences.



iNaturalist



Explore

Community ▾

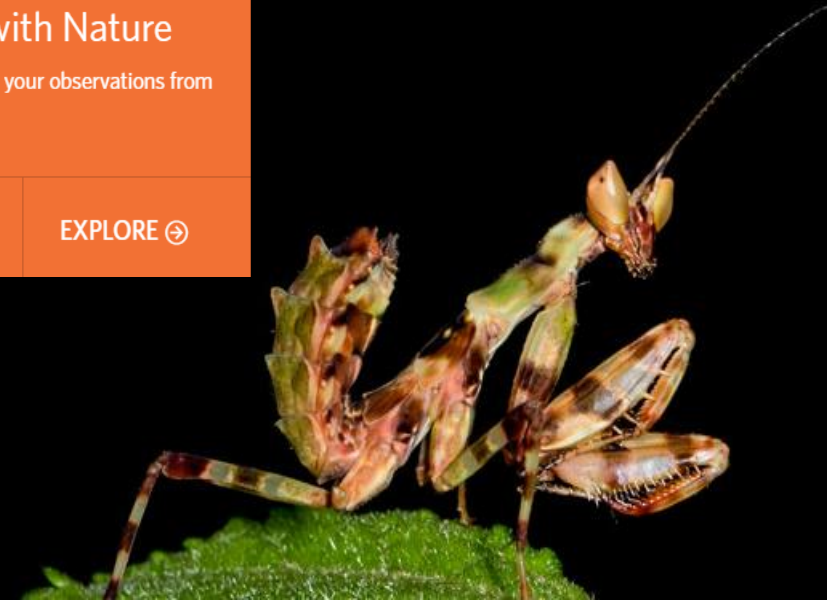
More ▾

Connect with Nature

Explore and share your observations from the natural world.

SIGN UP ↻

EXPLORE ↻





5. Share cultural roots and ancestry in nature

Through storytelling and sharing, people of all backgrounds can learn the philosophy and traditional ways of life of Indigenous and other local communities to gain a deeply-rooted sense of where we fit on this land.



6. Seek out diverse partnerships

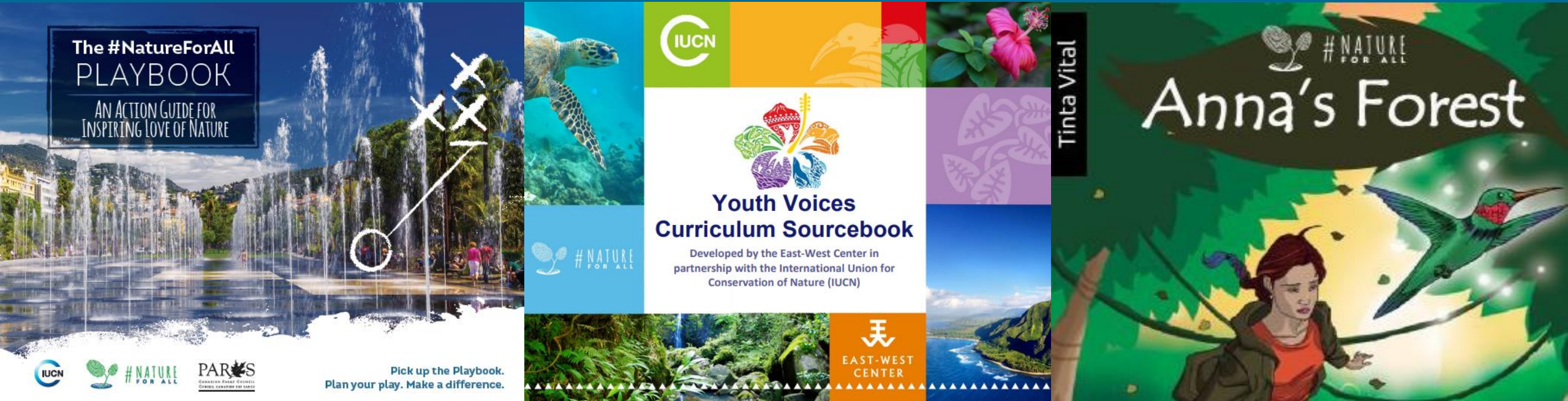
To conserve nature and create a sustainable future, action is needed not only from the conservation community, but from people across all communities and walks of life.

7. Empower a new generation of leaders

With proper support, young leaders will create a world where the environment is cared for and loved by all for generations to come.

Junior Rangers Programme,
Korea National Park Service





#NatureForAll partners are:

- Sharing best practices for connecting people with nature globally
- Showcasing how we and our own organizations are caring for nature and inspiring and empowering others
- Providing toolkits, communication and education tools, and other resources to help others do the same
- Creating billions of moments to fall in love with nature



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- Learn more at: www.natureforall.global/why
- Inform the development of the post-2020 Biodiversity Framework with this evidence: Refer to CBD/COP/14/INF/20
- Become a partner today and play a crucial role in this game-changing conservation movement: www.natureforall.global/join