



#NatureForAll

Update and Overview

March 2016



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

- Sir David Attenborough

An idea whose time has come.

Recent decades have seen significant efforts for conservation, yet actions to conserve nature remain outweighed and outpaced by the level of threats to it. New approaches are required to broaden support and mobilize action for conservation with new audiences across all sectors.

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 for lifelong support for nature conservation.

However, in recent years concerns have grown about 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 of the technology age for whom nature is seemingly irrelevant.

These concerns have yielded the beginnings of a world-wide movement to awaken feelings of deep love and respect for nature in people from all walks of life. This movement has the potential to be a game-changer for conservation by influencing societal values so that support for conservation is broadened and solidified and action is scaled up now and for generations to come.

The 2014 IUCN World Parks Congress (WPC)* was an important catalyst for this movement. The Congress stream “Inspiring a New Generation” connected a diverse range of individuals and interest groups to consider how best to create a future in which people across sectors and generations are passionate about and take action for nature

The stream highlighted and explored the critical role that nature **awareness**, **experience**, and **connectedness** play in creating lifelong personal commitments to **conservation action**. Principles of best practice that are emerging from this work include:

- Finding and sharing the fun in nature and enabling people to engage with it on their own terms
- Bringing children into nature at an early age
- Engaging other sectors (health, tourism, corporate, technology, and more) so that they too can become champions of connecting people with nature
- Approaching urban parks, museums, zoos, etc. as urban “gateways” to nature
- Embracing technology as a means to connect people with nature personally and globally
- Empowering young people as current and future leaders in connecting people and nature across all sectors of society
- Sharing cultural roots and ancestry in nature

* For information on the 2014 IUCN WPC see <http://www.worldparkscongress.org/>

“When billions of people join forces in common purpose, we can make a tremendous difference”

- Ban Ki-Moon



#NatureForAll

Taking “Inspiring a New Generation” to the next level

Since the 2014 WPC, the IUCN World Commission on Protected areas (WCPA) and Commission on Education and Communication (CEC) have been jointly tasked with building on WPC outcomes to strategically define and deliver on the movement to inspire a new generation to connect with nature.

During this process, discussions with various constituencies and stakeholders highlighted several challenges in bringing the concept of “Inspiring a New Generation” (ING) to life:

- The term was meaningless for the external audiences that it is targeting and directed towards.
- There was confusion who the “New Generation” was, and it was often interpreted as only youth. Youth identified the need for new audiences across all generations and sectors of society to also be inspired to connect with nature.
- There was also confusion around roles, ownership and focus with groups such as the Young Professionals and the Intergenerational Partnership for Sustainability.
- It was a top down approach, rather than bottom up, which is counter to how strong and effective movements grow.
- There was brand confusion with the failed European Bank (ING).
- It did not capture the core focus on building the constituency of support for nature conservation.

As a result, a joint CEC-WCPA Task Force has recommended that ING evolve to #NatureForAll. This name has had unanimous support from a selection of partners and test focus groups, and also has the following advantages:

- It is a broad umbrella under which partner programs can unite, so otherwise isolated activities can be seen as being part of a broader global movement.
- It is a catalyst for a movement, re-enforcing IUCN’s key role and strength as a convener.
- It broadens the membership base by being more attractive for new partners and audiences.
- It has a peer-to-peer approach for partners to interpret and shape the program in their voice, in ways that are meaningful and relevant for them and their constituencies.
- It encourages cross-generational activities: it’s not about the “old” generation inspiring the new - but everyone inspiring those around them to connect with nature.
- The hashtag speaks to a connected (and younger) audience, encouraging the social “viralness” of the campaign and recognizing the powerful positive role technology can play in conservation.

To minimise the risk of the program being too broad, specific activities will be focused on key audiences such as youth.

The vision and framework for #NatureForAll follow.

#NatureForAll Vision Statement

Every movement has a statement of strong beliefs - a vision - that guides its approach. This is ours.



Imagine a world in harmony and in love with nature...

In which all are aware of the values of a healthy planet.

In which all can experience the earth's natural wonders.

In which all are connected to thriving ecosystems, contributing to them and benefiting from all they have to offer.

In which all have conservation in their hearts and minds.

#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 the core is a very simple idea: the more people experience, connect with, and share their love for nature, the more support there will be for its conservation.

While many of us already respect and appreciate nature, studies have shown that many others, whether through circumstance, lifestyle, or opportunity, face barriers to experiencing and connecting with the natural world.

Yet, nature needs support and action from all of us. Change is needed.

We believe that personal experiences in nature, at any age but particularly when young, are the foundation for lifelong commitments to its conservation.

We believe that to reach new audiences, we need to invite people into nature through new, innovative and meaningful ways that nurture deep love and respect.

We believe in partnerships and creating new champions for conservation so that our efforts are part of a greater, coordinated whole.

We believe in embracing technology as a powerful tool for positive change; in being fun, creative, and social; in sharing our passion for nature; and in empowering future leaders.

We believe that nature is everywhere – in our cities and national parks – and that everyone is welcome to experience it.

We believe in #NatureForAll.

And we believe we need to act now.

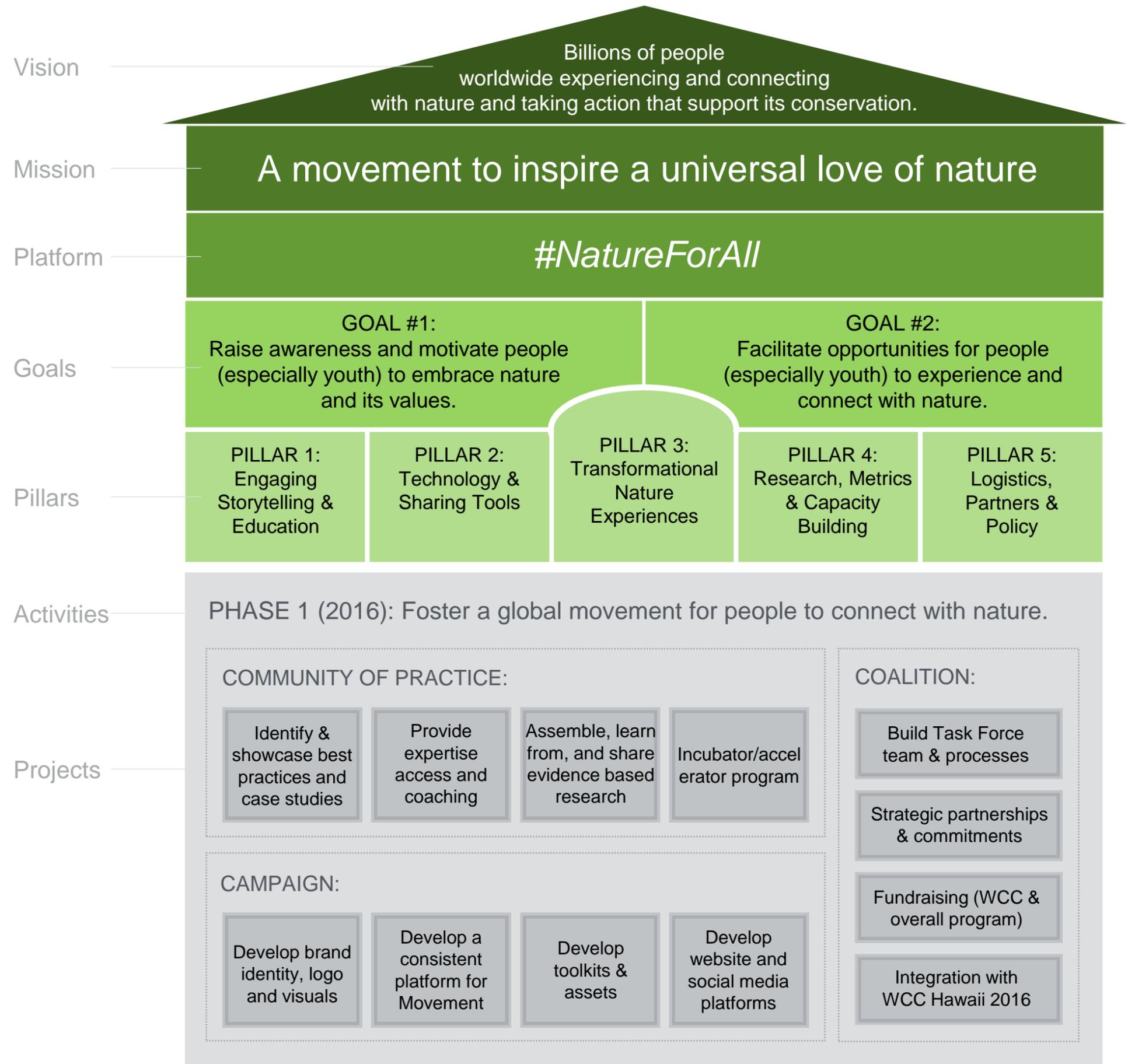
Recognising that no single organisation can achieve this vision alone, we ask you — our IUCN family and beyond — to join this movement and spark the change:

- To raise AWARENESS and motivate people from all walks of life to embrace nature and its values.
- To facilitate opportunities for all to EXPERIENCE and CONNECT with nature.
- To create transformational moments that become pathways to lifelong personal connections and commitments to CONSERVATION action.

Join us in creating a world with #NatureForAll.



#NatureForAll Framework



Expected Outputs

- A variety of local communications and behavioural change initiatives targeted at specific audience segments (e.g. generations, cultural groups) to inspire and promote experience and love of nature
- Adapted or new nature-experience projects (e.g. in partnership with protected area, urban gateway organisations such as museums, urban parks, zoos and aquaria, and others) that complement communications and behavioural change initiatives
- Targeted research to identify regional/local needs and solutions, to identify and understand new audiences, establish baseline metrics, and inform decisions
- Post project measurements to track effectiveness of communications, behaviour change, and nature-experience initiatives
- Formalised post analysis of project learnings via published case studies and peer review
- A global knowledge sharing platform for the conservation community and its partners to share best practices, provide tools, and build knowledge, capacity and expertise for positive behavioural change and new and improved nature experiences
- A coalition of partners that are non-traditional to the conservation community to bring in additional expertise and to reach new audiences (e.g. film, music, tech community, start ups, health, tourism, recreation, transportation, etc.)



“If you truly love nature, you will find beauty everywhere”

- Vincent Van Gogh



Expected Outcomes

Ultimate outcome:

1. Significant increase globally in the number of people who are aware of the benefits of nature, personally experience and connect with it, support its conservation and take action in its favour.

Intermediate outcomes:

2. A coordinated global connection with nature program, initiated locally/regionally, that establishes the foundation for the growth of a global movement to connect people (especially youth) across all sectors with nature. The program would include strategies, toolkits, committed partners, and (ideally) ongoing funding opportunities to support implementation and adaptation in additional countries and regions.
3. Proven methodologies and approaches based on concrete actions and learnings.
4. Increased interest in and membership to local and global conservation organisations.

5. Motivated, trained and engaged people stepping up conservation efforts and leading local, national and global nature-experience and/or pro-nature movements.
6. Tangible and measurable increases in public awareness, experience, connection, and support for nature conservation in focus countries, such as increased public discussions (in media, PR, social media, etc.), visits to zoos, parks, and other natural or semi-natural settings (where attendance is monitored) and support with key opinion leaders.
7. Increase in partners and non-traditional organisations joining and supporting the network and profiling their activities as part of #NatureForAll.
8. New knowledge and tools for the achievement of program goals that can be applied by other countries/ regions and across cultural and language gradients.
9. A public launch of branded #NatureForAll program at the 2016 IUCN World Conservation Congress in Hawaii in September 2016, including pavilion, workshops, and other events that create a strong Congress presence.

#NatureForAll - Fingerprint Logo: Earth & Water (3D)

This is the logo concept we are developing for all partners to freely adopt. Its use will help programs be identified as part of a larger, global movement, providing greater momentum, reach and recognition than they would otherwise be able to achieve individually.

It repurposes the oldest form of human advocacy – the fingerprint - into a contemporary pledge to protect nature.

The logo explicitly highlights the symbiotic relationship between humans (represented by fingerprints), the terrestrial world (represented by the plant) and the oceans (represented by the water ripples).

A small green leaf growing together with a more mature leaf also speaks to intergenerational partnership and the generational renewal of the conservation movement – a key objective of the overall program.



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What you can do

Build the movement

- Use the #NatureForAll hashtag on social media
- Identify your project or program as being part of #NatureForAll
- Share the #NatureForAll vision with your existing and new partners

Join the #NatureForAll network and benefit from cross-promotion

- Register your program or project at <http://NatureForAll.global>
- Tell us what you are doing or will do to bring new audiences into nature and increase nature awareness, experience, and connectedness

Propel #NatureForAll into the future

- Join us at the 2016 IUCN World Conservation Congress to launch #NatureForAll with partners

For more information, please visit:

<http://NatureForAll.global>

Or email: Info@NatureForAll.global

