



#NatureForAll

ECOLOGICAL PATHWAYS TO CHANGE: 2021 and Beyond

WORKING DRAFT

Background

#NatureForAll is a global movement to inspire, celebrate and restore love of nature. Launched by the International Union for the Conservation of Nature (IUCN), it is founded on the knowledge that the more people experience, connect with, and share their love of nature, in all its diversity, the more support and action there will be for its conservation. The initiative is led by three co-chairs representing the IUCN Commission on Education and Communication and the IUCN World Commission on Protected Areas. Participants in regions throughout the world help direct priorities and strategies to ensure they are locally relevant. #NatureForAll is unique within IUCN in that it was created to celebrate nature. It highlights the joy nature brings, the spiritual growth it can promote, and the ways in which it supports human health, livelihood, education and creativity all the while promoting and supporting diverse cultures of conservation and care for the Earth.

Purpose

#NatureForAll encourages and helps individuals and organizations create and enhance holistic benefits from nature for their communities, and celebrates all achievements towards those goals. #NatureForAll celebrates how the diversity of nature supports all peoples, all species, all ecosystems, and all cultures every day. This document outlines the path forward for #NatureForAll to inspire love and care for nature, and to reconnect cultures and nature everywhere. It lays the groundwork for a global network of local and regional initiatives, one where all future projects and activities:

- are coherent with the vision and goals of #NatureForAll
- feed and further #NatureForAll as a movement
- nourish equality, empathy and respect across the #NatureForAll community, including in relation to cultural, spiritual and linguistic diversity
- are replicable and regenerative
- create synergies, exchanges, learning and adaptations among #NatureForAll partners and their programmes to replicate success, and create momentum to sustain results in diverse local contexts

Vision

A global movement inspiring love of nature for people, the planet and all of life. A world in which everyone loves, cares for and feels connected with nature:

- Experiencing awe, joy, connection and gratitude,

- Connecting meaningfully with thriving ecosystems,
- Revealing nature's hidden surprises,
- Unveiling current threats posed to nature,
- Highlighting solutions that can address the threats,
- Contributing to regeneration of the diversity of nature and cultures,
- Benefitting from all that nature provides, including our basic needs, and the diversity, heritage and creativity that makes us human, and
- Taking action in support of a world where the diversity of nature and peoples flourishes everywhere.

Goals

- Raise awareness of nature and its important values and benefits
- Deepen understanding of the relationships between nature conservation and climate resilience
- Increase the numbers of people with empathy, care and connectedness with nature, across the diversity of human cultures where connections have been lost
- Inspire opportunities for all peoples to experience and connect meaningfully with nature, in ways rooted in their cultures and languages
- Help drive policy and support action that enables safe access and enjoyment of nature on a daily basis, inclusive of the full diversity of communities
- Grow a cohesive community of shared commitment, collaboration and action worldwide

Key Recommendations

(Adapted from the #NatureForAll publication, [Home to Us All: How Connecting with Nature Helps Us Care for Ourselves and the Earth](#), 2018)

Initiatives that embody the following characteristics are particularly encouraged:

- Education and child care policies and programs that enable time outdoors in nature and experiential learning about nature in early childhood and throughout life;
- Health and elder care policies and programs that deliver the health benefits of contact with nature for all people of all ages;
- Community planning and urban development policies and programs to create nature-rich cities that include parks and protected areas for the benefit of people and nature;
- Parks, outdoor recreation, and tourism policies that encourage inclusive family-friendly experiences, interpretive programmes, and outdoor, nature-based and experiential education, and reach out particularly to communities experiencing significant barriers to access;
- Arts and culture policies and programs that promote the integration of culture and nature to develop a sense of oneness with nature while celebrating stories of connection and healing;
- Policies and programs that encourage private sector investment in environmentally sustainable programming, infrastructure, and innovative solutions, such as technology, for connecting people with nature; and
- Policies and strategies that call for nature conservation organisations to work across sectors so that all people, equitably and inclusively, experience the diverse benefits of connectedness with nature.

Additional guidelines for practice:

- Use a variety of tools, including social media and community-based social marketing, to encourage those with high levels of connectedness to communicate and share their values and

experiences with others, including children and youth, and to engage those not yet connected with nature.

- Allow for immersion and frequent experiences of caring for nature to encourage the growth of perceived efficacy, knowledge, connection and commitment over time.
- Prepare people of all ages to transfer their learnings about responsible environmental practices from their experiences in what may be distant settings, such as field trips and wilderness adventures, to their everyday lives at home.
- Recognise that people hold a great variety of values related to nature including those rooted in heritage, culture, faith and spirituality, so design and implement policies and practices that will resonate with those values and be communicated in diverse languages.
- Help people do what they already do, such as having a social gathering or a meeting, but do it outdoors.
- Include the diversity of communities in leadership, consultation and decision-making regarding decisions about how nature is conserved, interpreted and made accessible.
- Make it easy, make it social, and make it fun for people to connect with nature.

Core Messages

We all know that we need nature and nature needs us. The following are ways #NatureForAll helps connect people with nature so that the future is one in which everyone, everywhere, loves and cares for nature.

- Bring children and youth of all ages into nature at an early age.
- Find and share the fun in nature.
- Use urban gateways to nature.
- Embrace technology.
- Share cultural roots, heritage and ancestry in nature.
- Seek out diverse partnerships.
- Empower a new generation of leaders.
- Support parks and protected areas.
- Provide equality and equity in access to nature.
- Incorporate and integrate nature within school curricula.

Current State

- Growth in four years to more than 450 member organizations
- Inspirational films, publications, toolkits
- Robust website with success stories, resources and research
- Social media campaigns
- Participation in international conferences and meetings
- Assisting collaborative efforts worldwide

What Is Working Well

- International recognition
- Credible partners and excellent products
- Growing recognition of the need for this work

Opportunities for Enhancement

- Universal participation

- Self-funding
- Role and purpose
- Recognition
- Engagement

Theory of Change: Ecology

The #NatureForAll movement is a living system of interconnected communities of change. It is inherently interrelated, self-organizing, self-regulating and regenerative. It is based in the recognition that humans “are” nature, not separate from nature. Love is what helps us connect by involving our emotions. The #NatureForAll theory of change is ecology. The word “ecology” comes from the Greek word “oikos,” meaning “home” or “place to live.” Invoking “ecology” as a theory of change is a reminder, rooted in wisdom traditions and contemporary science, that everything is connected to everything else. Ecology reminds us to consider the interrelationships of organisms and systems with their environments and each other. Ecology grounds us in knowing that Earth is “Home to Us All.” All for nature. Nature for All.

Ecological Pathways for People and Nature

#NatureForAll draws from how natural systems work to outline the organising principles moving forward. The following four pathways all come together to create a global community, with #NatureForAll acting as the facilitator that brings them all together.

- Diversity
- Niche
- Cooperation
- Connectedness

Diversity

Diversity enhances ecosystem vitality and resilience where each individual and organization, each perspective and worldview, no matter how large or small, has an important contribution to make.

- Individuals, businesses, corporations, schools, non-profits, groups, organizations, cities, communities, regions, tribes, nations and continents
- Cultures, languages, generations, heritage, ethnicities, faiths, spiritualities, beliefs and worldviews
- Artists, social workers, educators, health care providers, entrepreneurs, regenerative farmers, young conservation leaders, consciously different communicators and more perspectives rooted both in heritage and in new insights
- Inclusion of the full diversity of traditional and Indigenous peoples and local communities
- Urban centers to villages, and all in between and beyond
- Varied ways to connect, participate and engage
- From policy to practice

Niche

Everyone has their own unique role to play; everyone contributes in their own way. Whether it’s an individual, family, a small business, a city or a large international organization, whether it’s a specific focus or approach, there’s a place for everyone. Examples of the diversity of niches in the NFA ecosystem include:

- Cause focused – habitat restoration, climate resilience, biodiversity, protected areas, social justice

- Approach focused – outdoor learning, photography, art, games, music, citizen science
- Local, regional, national or international
- Government, private, non-governmental
- National associations – health care professionals, educators, conservationists
- Schools – Universities, colleges, elementary and high schools
- Species focused – butterflies, fungi, bats, cycads, birds

Cooperation

Mutualism and symbiosis are two forms of cooperation in natural systems, with mutual benefits. While there is competition in nature, more than anything else there is cooperation.

- Collaborative projects – e.g. Sounds of your Park, BackyardBio, Discovery Zone
- Amplified networks – e.g. Cities With Nature
- Celebrating successes – e.g. The Beginning of Life 2: Outside (documentary available on Netflix)
- Sharing platforms – e.g. Discovery Zone
- Research and knowledge sharing – e.g. toolkits, joint publications, how to guides

Connectedness

Feeling connected to nature, and to each other, makes us more inclined to care about nature and the success of others.

- Movement map and directory
- Shared branding
- Communications campaigns (Love stories, People of Parks, etc.)
- #NFA Regional Community Connections
- Community events (in person and virtual)



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