

TERMS OF REFERENCE PURPOSE AND OBJECTIVES

People and Parks Theme and #NatureForAll Task Force

Background

The People and Parks Theme of the IUCN World Commission on Protected Areas (IUCN WCPA) focuses primarily on advancing the global #NatureForAll movement through a joint Task Force of the IUCN WCPA and IUCN Commission on Education and Communication (IUCN CEC). In doing so, it also contributes to and integrates key aspects of the work of the Health and Wellbeing Specialist Group, the Urban Conservation Strategies Specialist Group, and the Cultural and Spiritual Values Specialist Group.

#NatureForAll is a global movement to inspire love of nature. It is founded on the knowledge that the more people experience, connect with, and share their love of nature, the more support and action there will be for its conservation. Personal experiences and connections with nature provide powerful benefits for individual and societal health, well-being, and resilience and are also the foundation of a lifelong support for nature conservation, including parks and protected areas, and the achievement of biodiversity and sustainable development goals and targets (e.g. Aichi Targets 1 and 11; UN Sustainable Development Goals). As an inclusive IUCN-led coalition of partners, #NatureForAll brings together a diversity of players to share actions, collaborate, and amplify our collective reach to engage new audiences to connect with and fall in love with nature, and ignite action for conservation.

Recent decades have seen significant efforts for conservation, yet actions to conserve nature remain outpaced by the level of threats to it. In addition to human activities that are damaging or depleting the Earth's ecosystems, changes in human lifestyles also have consequences for our planet's sustainability. 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 communities struggling to deal with poverty and lack of access to key resources and services; to a society that is too busy or lacks the free time to spend in nature.

#NatureForAll recognizes that parks and protected areas are some of the best places for people worldwide to experience, connect with, and fall in love with nature. Our partners are demonstrating the many exciting ways that we can come together and inspire support and action for conservation. They are showing us that our mission is not only feasible, but it can be fun, inspirational and transformative.

The 2014 IUCN World Parks Congress (WPC) was an important catalyst for this movement. The Congress stream "Inspiring a New Generation" connected a 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. Following the 2014 WPC, as called for in the Promise of Sydney Recommendations for Inspiring a New Generation, the IUCN WCPA and CEC were jointly tasked with building on WPC outcomes to strategically define and deliver on the movement to inspire a new generation to connect with nature. #NatureForAll was formally launched on September 2 at the 2016 International Union for Conservation of Nature with over 100 partners present.

Seven strategies have been developed by #NatureForAll to help organizations identify new and existing programs as #NatureForAll. These are based on recommendations received at the 2014 IUCN World Parks Congress and the 2016 IUCN World Conservation Congress, and advice of #NatureForAll partners worldwide. The seven strategies include:

#1. Bring children into nature at an early age.

- #2. Find and share the fun in nature.
- #3. Use urban gateways to nature.
- #4. Embrace technology.
- #5. Share cultural roots and ancestry in nature.
- #6. Seek out diverse partnerships.
- #7. Empower a new generation of leaders.

Additional details about #NatureForAll are available at: <http://www.natureforall.global>

Purpose of Task Force/Specialist Group

The purpose of the #NatureForAll IUCN task force is to develop and strengthen existing partnerships, and encourage new and non-traditional partners across a variety of different sectors, to bring new insights and strategies to the goal of creating increased support and action for nature conservation, including parks and protected areas.

Integration in GPAP/WCPA's Quadrennial Programme 2017-2020 (describe but also use checklist below to indicate which areas are covered)

The task force supports the aims of the IUCN One Programme for 2017 to 2020, particularly Programme Area 1, Valuing and Conserving Nature, Sub-Result 1.3, where it is listed under Target 12. It broadly supports GPAP/WCPA's Quadrennial Programme through its focus on building support and action for conservation, including parks and protected areas, and specifically supports WCPA/GPAP/WH Result 1.2 (iv), "The value of protected areas is communicated to key constituents including urban dwellers and young people".

Target 12 of the IUCN One Programme states: #NatureForAll raises the awareness of nature and its values and enables more people to experience, connect with, and take action to conserve nature. Societal disconnection from nature is an important indirect driver of biodiversity loss. IUCN will work with partners across sectors such as health, education, museums, zoos, botanical gardens, aquaria, youth, tourism, technology and transportation to identify, develop, share and measure impact of: knowledge, frameworks and other tools for connecting people with nature and enable the replication and scaling up of successful programming globally.

The policy basis for the Task Force is WCC2016 Resolution #085, which is primarily focused on advancing Promise of Sydney Recommendations for "Inspiring a New Generation" (the pre-cursor to #NatureForAll): <https://portals.iucn.org/library/node/46502>

Objective 1: Create and engage a global coalition of partner organisations who will collectively scale up the reach and impact of efforts to connect people with nature and inspire support and action for conservation

Goals and activities: (List these paying attention to SMART objectives see below)

- Develop/revise and share partnership guide, communications tools, and other products to inform and engage new partners
- Reach out to partner organisations, particularly those who are non-traditional to the conservation sector (e.g., outdoor recreation, transportation, technology), to encourage them join the #NatureForAll coalition and contribute to the growth of the movement.
- Further expand #NatureForAll partnerships to more deeply engage youth, urban residents, the disempowered, the disenfranchised, and others who face barriers to experiencing nature first hand.

Objective 2: Raise awareness and motivate people from all walks of life to embrace nature and its values.

Goals and activities: (List these paying attention to SMART objectives see below)

- Develop and share (through web site, social media, presentations, newsletters, and other communication channels) best practice guidance, success stories, and other tools, to motivate governments, ministries of education, health, environment, natural resources, parks and protected area agencies, educational institutions, civil organizations, and persons from all sectors, including young people, to facilitate and promote opportunities for people to experience and connect with nature and encourage them to take concrete and useful actions for nature.
- Promote the growing body of research that examines how meaningful experiences in nature - whether in cities or national parks, at any age, but particularly in childhood - is foundational to life-long support for nature conservation, including protected areas.
- Encourage the integration of government partnerships in the coalition and promote policy integration of #NatureForAll's seven strategies.

Objective 3: Facilitate opportunities for all to experience and connect with nature

Goals and activities: (List these paying attention to SMART objectives see below)

- Develop and share knowledge, frameworks, and other tools with partner organisations as well as with IUCN programmes, regions, and commissions so that successful programs can be replicated and/or scaled up.
- Conduct evidence-based research to ensure that programs are targeted, effective, and respond to emerging nature-related threats and opportunities.
- Collaborate with partners to better understand, measure, and communicate the relationship between connection with nature and support/action for achieving biodiversity conservation and sustainable development goals and targets.

Leadership, membership and organization

Leadership: The Task Force will be Co-Chaired by the IUCN CEC (Sean Southey) and the IUCN WCPA (Karen Keenleyside).

Membership: Task Force members (approximately 15 to 25) will primarily represent core partner organisations of the #NatureForAll coalition who have committed to playing a leadership role in the movement. All will also be members of either the CEC or WCPA. They will be selected by the Co-Chairs based on their expertise, interest, active engagement, and demonstrated willingness to contribute to the achievement of #NatureForAll goals. To the extent possible, membership will be balanced with respect to gender, generation, region, and area of focus (i.e., Children and Youth, Urban, Parks and Protected Areas, Health, Indigenous and Local Communities).

The Co-Chairs will also supported by a small Secretariat, which is generously provided by Parks Canada (through 2018).

Organisation: The Task Force will function as an advisory committee to the Co-Chairs and Secretariat, who coordinate the efforts of coalition partners to produce success stories, knowledge products, and other tools; deliver meetings, workshops, and other on-the ground activities; and secure funding and other support to sustain and grow the movement. It will function through electronic communications (e.g., email; Skype), with members taking advantage of opportunities to meet face-to-face (e.g., during other events or meetings in which they are participating) as they arise.

Partnerships, funding and fund-raising

Existing Partners

View the current list of #NatureForAll partners here:

<http://www.natureforall.global/partners/#current-partners>

Target Sectors

- IUCN Members and conservation organisations
- health, education, outdoor recreation, technology, tourism, transportation, corporate.

Fundraising

- The partnership-based model for #NatureForAll anticipates that partners will provide in-kind support to advance the movement.
- Task Force members and other partners will also collaborate in fundraising efforts to support the development of new products, conduct research, etc.

Communication

- Existing IUCN/WCPA/CEC (and other) communications tools including contributing to Parks Journal, PANORAMA Solutions, Protecting the Planet Newsletter, etc
- Quarterly #NatureForAll e-newsletter
- Engaging online presence, including: www.natureforall.global, <https://www.facebook.com/natureforall.global/>, <https://twitter.com/natureforall>, <http://instagram.com/nature.for.all>
- Development of new value based communication tools explaining why #NatureForAll is relevant for diverse, new sectors.

Reporting

The Task Force will adhere to the reporting requirements of the WCPA including regular and annual reports to the Steering Committee.

***SMART goals are specific (who and what?), measurable (how?), attainable (realistic?), relevant (leads to results?) and timebound (within the planning period?)**