THE #NATURE FOR ALL WORKBOOK
BUILDING A TOOLKIT TO IMPLEMENT #NATUREFORALL WORLDWIDE

IUCN
#NatureForAll: A Movement to Inspire a Love for Nature

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.

At the core of #NatureForAll 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.

We believe that personal experiences in nature are the foundation for lifelong commitments to its conservation.

Join us in creating a world with #NatureForAll.
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## DESIGN YOUR OWN #NATUREFORALL PROGRAM

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Photos by Cristina Mittermeier/SeaLegacy and Parks Canada
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; to a society that is too busy or lacks free time to spend in nature.

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 – #NatureForAll**. This movement can be a game-changer for conservation by influencing societal values so that support for conservation is broadened and action is scaled up now and for generations to come.

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### What Is #NatureForAll?

**A Movement to Inspire a Love for Nature**

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#### 5 Advantages of #NatureForAll

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<th>Advantage</th>
<th>Expected Outputs</th>
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<td>It is a broad umbrella under which partner programs can unite.</td>
<td>A variety of local, regional, and national communications and behavioural change initiatives targeted at specific audience segments (e.g. generations, cultural groups) to inspire and promote experience and love of nature.</td>
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<td>It re-enforces the International Union for Conservation of Nature’s (IUCN) key role and strength as a convener.</td>
<td>Adapted or new nature-experience projects that complement communications and behavioural change initiatives.</td>
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<td>It broadens the constituencies of support for conservation and for the IUCN by being more attractive for new partners and audiences.</td>
<td>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.</td>
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<td>It has a peer-to-peer approach for partners to interpret and shape the program– in ways that are meaningful and relevant for them and their constituencies.</td>
<td>Targeted research to identify regional and local needs and solutions, to identify and understand new audiences, establish baseline metrics, and inform decisions.</td>
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<td>It encourages cross-generational activities.</td>
<td>A coalition of partners that are non-traditional to the conservation community to bring in additional expertise and to reach new audiences.</td>
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#NatureForAll is a new approach to consolidating and growing support and mobilizing action for conservation with new audiences across all sectors. It is based on a growing body of research that demonstrates that scientific knowledge is not the limiting factor in responding to the current environmental crisis. Rather, while awareness remains important, nature experience and connection are also critical parts of building the constituency of support for conservation (see the references section to learn more).

Building Awareness to Reach More Audiences
The case for preserving biodiversity must be made more compelling and appealing to a wide audience. By engaging partners across sectors, such as urban planning, health, and tourism, the principles of conservation can be applied in a way that is relevant to how people live, work and play (Miller, 2005).

Caring for Nature and the Importance of Experience
Studies convincingly show that environmental knowledge alone is not sufficient to solve conservation problems, and the role of nature-based experiences as part of the solution is becoming increasingly evident. Participation in outdoor recreation has been linked with environmental concern (Teisl & O’Brien, 2003), while nature-based experiences among children, such as camping, hiking, and gardening have been positively associated with commitment to pro-environmental behaviours in later life (Kaiser et al., 2013).

Forging Connections with Nature to Create Behaviour Change
Connection can be understood as the extent to which an individual feels that they are a part of nature. Numerous studies demonstrate how spending more time in nature leads to a stronger connection to nature. Research studies also consistently show a positive relationship between connectedness to nature and pro-environmental behaviours, including electricity use, donating to environmental organisations, and buying organic (Frantz & Mayer, 2014).

#NatureForAll
Areas of Focus
Through research, we have identified the following as key areas of focus for increasing awareness of and experience and connection with nature.
- Children and youth
- Indigenous and local communities
- Health and wellbeing
- Urban areas
- Parks and protected areas

Are there other key areas of focus for #NatureForAll that you would suggest?

Awareness: Motivating people from all walks of life to embrace nature and all the benefits it provides to humankind.

Experience: Facilitating opportunities to engage with nature.

Connection: Creating transformational moments that become pathways to lifelong personal commitments.
Through the #NatureForAll campaign, we are building an inclusive network of partners that represent a multiplicity of sectors — NGOs, government, indigenous people, youth, conservation, technology, education, the arts, health, urban, tourism, academia, women’s organizations and networks, and more. We believe that this cross-fertilization brings new insights and approaches to the goal of inspiring awareness, experience and connection with nature.

Moving forward, #NatureForAll will continue to develop through a network-based model and collaborative knowledge sharing approach, with partners implementing local, regional, and national programs. The #NatureForAll campaign aims to amplify the messages of individual organizations and broaden the reach and impact of their programming.

The #NatureForAll workbook is a foundational component of this collaborative process. Over the next year, we aim to gather examples, lessons learned and any insightful input from our growing network of partners to develop this workbook into a #NatureForAll Playbook. The Playbook will serve as a practical, action-oriented toolkit, aimed at practitioners seeking innovative ways to turn up the volume on their work. Through your input and feedback, and the sharing of new approaches informed by regional and cultural perspectives, we invite you to use this workbook and help build the #NatureForAll Playbook.

Canadian Parks Council’s “The Nature Playbook”

Building on findings from the 2014 IUCN World Parks Congress, the Canadian Parks Council (CPC) launched in 2015 a national initiative to connect youth with nature. A leading output of this initiative is the publication “The Nature Playbook: Take Action to Connect a New Generation of Canadians with Nature”. In collaboration with the CPC, content and knowledge from the “Nature Playbook” is presented here in this #NatureForAll workbook, providing a foundation for the development of a global #NatureForAll Playbook. Under the #NatureForAll umbrella, partners are invited to collaborate to build knowledge and capacity to scale up global efforts to connect new audiences with nature. To learn more about “The Nature Playbook” and how to launch your own local Playbook initiative, visit http://www.parks-parcs.ca/.
WHAT WE HAVE LEARNED SO FAR:
Seven strategies for connecting new audiences with nature

The 2014 IUCN World Parks Congress (WPC) was an important catalyst for the #NatureForAll campaign. Building on the findings from this discussion, the IUCN World Commission on Protected Areas (WCPA) and Commission on Education and Communication (CEC) have been jointly tasked to strategically define and deliver the #NatureForAll campaign. Seven principles of best practice have emerged from this work and form the basis for #NatureForAll strategies for connecting people with nature. These strategies respond to our understanding of the benefits of connecting with nature and the barriers that need to be overcome to engage and connect new audiences with nature.

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<tr>
<th>Common BENEFITS of connecting to nature</th>
<th>Common BARRIERS to connecting new audiences to nature</th>
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<tr>
<td>HEALTH – Time spent in nature lowers blood pressure, strengthens the immune system, helps mitigate diseases such as cancer, and reduces stress levels.</td>
<td>INDOOR AND SEDENTARY LIFESTYLES – We lead increasingly busy and structured lives, spending more time indoors sitting in front of screens.</td>
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<td>CHILDREN – Play in nature is a powerful force in children’s physical, emotional and intellectual development.</td>
<td>URBANISATION – Globally, more people now live in urban areas than rural areas.</td>
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<td>SPIRITUALITY – Nature contributes to spiritual health, and time spent in wild nature inspires spiritual fulfillment.</td>
<td>CHANGING DEMOGRAPHICS – Increasingly diverse and migratory populations have less cultural connection to local landscapes.</td>
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<tr>
<td>COMMUNITIES – Green, urban neighborhoods tend to be more active and cohesive, with lower crime rates.</td>
<td>ACCESS –Inadequate transportation, high participation costs, and lack of know-how prevent many of us from spending time in nature.</td>
</tr>
<tr>
<td>FUN – Nature is a place where people of all ages can enjoy fun and social experiences.</td>
<td>A CULTURE OF FEAR – We place ever more emphasis on safety over experience.</td>
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Are there other common benefits or barriers you would add this list? What would you add, remove or modify?
The 7 proposed #NatureForAll Strategies are presented here with a brief description and a snapshot of a program presented at the 2014 WPC that exemplifies this area of best practice.
STRATEGY 1
Bringing children into nature at an early age

Childhood experiences in nature are a foundation of support for conservation. Providing opportunities for children and families to participate in fun outdoor activities and learning experiences together can also deepen understanding and love for nature. Generally speaking, children who enjoy many positive experiences in nature are more likely to show pro-environmental attitudes, which can strongly influence nature connectedness and pro-environmental behaviours later in life (e.g. Cheng & Monroe, 2012). Let’s remove barriers (e.g. transportation) and provide opportunities for children and families to participate in fun outdoor activities and learning experiences together.

Do you know of a Strategy 1 program?

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STRATEGY 2
Finding and sharing the fun in nature

People are social and they like having fun! Using a range of communication and marketing tools, share fun experiences that can be enjoyed in nature. But what IS fun? Enjoyment is different for everyone, of course and fun can be found anywhere. Sometimes finding the fun in nature means trying something new. 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.

Do you know of a Strategy 2 program?

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The Every Kid in a Park pass helps to bring more children into nature by overcoming barriers to access.
The Every Kid in a Park pass in the United States provides free entry to all U.S. 4th graders and their families to national parks, national forests, national wildlife refuges, and other National Park Service sites. The initiative also provides transportation grants to underserved and urban communities to improve their access to public lands and waters.
Website: https://www.everykidinapark.gov/

Resource Africa uses theatre to make people laugh and open them up to new ideas about conservation.
Resource Africa partnered with Theatre for Africa to produce and perform theatre 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, model correct behavior, make fun of incorrect behavior and by using emotion and making people laugh, open people up to new ideas and the possibility of changing mindsets.
Website: http://resourceafrica.org/
### STRATEGY 3

**Using the urban gateway to nature**

More than half of the global population now live in cities. In recent years, concerns have grown about humanity’s disconnection from nature in the face of rapid urbanisation. One risk of this disconnect is environmental amnesia: as people experience less contact with nature, their reference points begin to change and their disregard for natural losses grows (Kahn & Kellert, 2002). It is critical to meaningfully engage urban dwellers now, not only for achieving conservation goals, but also for the wealth of measurable human health and well-being benefits that are linked to contact with nature (Sandifer et al., 2015). Let’s use urban parks, gardens, museums, zoos and aquaria as gateways for bringing urbanites closer to nature.

*Do you know of a Strategy 3 program?*

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### STRATEGY 4

**Embracing technology**

New technology, especially digital technology, is often perceived as a barrier to connecting people with nature, but it can also be an asset. We know that current and future generations will continue to embrace technology as it evolves, so why wait? Just as 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.

*Do you know of a Strategy 4 program?*

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**Bush Builders at Wellington Zoo is creating a tribe of urban conservation champions.**

In the Wellington Zoo’s award-winning Bush Builders program, thousands of students get their hands dirty to help increase the city’s biodiversity one garden, bird house or lizard lair at a time! Each program starts with a launch at Wellington Zoo, includes a hands-on survey of local wildlife, and ends with a student-driven conservation action that empowers students to get inspired, be creative and take positive action in their community. [Website: https://wellingtonzoo.com/conservation/conservation-champions/](https://wellingtonzoo.com/conservation/conservation-champions/)

**WilderQuest blends natural and digital worlds to nurture a love of nature.**

WilderQuest was developed by the New South Wales National Parks and Wildlife Service to provide 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. With the WilderQuest app, website and live events, children and families discover diverse environments, play games, learn about flora and fauna, and share unforgettable experiences together. [Website: https://wilderquest.nsw.gov.au/#/](https://wilderquest.nsw.gov.au/#/)
STRATEGY 5
Sharing cultural roots and ancestry in nature

What if we used natural spaces for cultural exchange and understanding? 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. Programs that respect cultural roots and ancestry in nature can facilitate a reconnection to natural places and culture, 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.

Do you know of a Strategy 5 program?

Students on Ice provides indigenous 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. A broad network of public and private sector partners are key to the work of SOI: to build its scholarships program, maintain a world-class roster of educators, and engage in outreach initiatives, programs and projects. 

Website: http://studentsonice.com/

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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 to address both direct and indirect drivers of change. Let’s reach out and build partnerships that are inclusive of all sectors and expand our abilities to connect with new audiences, helping to increase awareness and engagement and contributing new areas of expertise.

Do you know of a Strategy 6 program?

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The Learn, Inspire Campaign engaged the artistic community in Peru to bring the wonders of Bahuaja Sonene National Park to new and diverse audiences. The “Learn, Inspire” campaign engaged 20 leading artists in Peru as national ambassadors for Bahuaja Sonene National Park. Accompanied by biologists and researcher guides, the artist group participated in an expedition to the park where they learned about the park and the Amazon and were inspired. When they returned home, they channeled their inspiration through various art forms, acting as spokespersons spreading the message of the importance of conservation, attracting and bringing the wonders of the national park to a diverse audience. For more information: http://www.natureforall.global/bahuajasonene/
STRATEGY 7
Empowering 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. Young inspired advocates are taking the reins and demonstrating new ways of tackling longstanding challenges and opportunities for connecting people with nature. Mentorship programs, social programs, education-work experiences, and youth leadership and advocacy training also help to build valuable sharing and learning networks and provide young leaders with skills and confidence to advance in this field of work. Let’s work together in intergenerational partnership to inspire those around us to connect with nature.

Do you know of a Strategy 7 program?

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Thinking about a future #NatureForAll Playbook...

Do you see this as a complete list of #NatureForAll strategies for connecting people with nature?

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Should any strategies be modified, removed, or added to the list?

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What type of information do you think needs to be included for each strategy?

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The first step to designing your own program is to understand the target audience you want to influence and the barriers to connection for this group. This will inform the development of your program strategy, objectives and activities that will aim to remove those barriers and create opportunities to connect with nature.

Key things to consider about your target audience are:
- Audience demographics (e.g. age, gender, ethnicity, language, etc.), key attributes (e.g. veterans, immigrants, urbanites, etc.), and any other useful characteristics
- Audience influencers; whose participation would help you access your audience? (e.g. parents, teachers, peers, celebrities, local leaders, employers, etc)
- Best channels to use to reach your target audience to gain their attention and participation? (e.g. social media, schools, media, public advertisement placement, etc)
- Barriers to connecting with nature for the audience
- Benefits of connecting with nature that are unique to this audience group, if any?
- Key messages that would resonate with your target audience

For each target audience group, create a profile:

<table>
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<th>Target audience</th>
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<tr>
<td>Key influencers</td>
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<td>Communication channels</td>
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<td>Barriers to connection</td>
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<tr>
<td>Key benefits of interaction with nature</td>
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<td>Key messages</td>
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To define the scope of your program, consider the important role of awareness, experience and connection in engaging people with nature. Where does your program fall within this spectrum of engagement?

- **Awareness**: Motivating people from all walks of life to embrace nature and all the benefits it provides to humankind.
- **Experience**: Facilitating opportunities to engage with nature.
- **Connection**: Creating transformational moments that become pathways to lifelong personal commitments.

**Love not Loss: Communication advice from IUCN CEC member Laurie Bennett**

For years we have heard about deforestation, the loss of ecosystems, and the “under threat” disclaimer. If these messages worked to inspire public action, biodiversity loss would have decreased by now. These negative messages are not working.

Most people have a more utilitarian way of looking at nature – it’s about how it makes them feel rather than its intrinsic right to exist. And it’s easy to feel powerless in the face of a global crisis.

What if instead we bottled up the incredible experiences people have in nature into an inspiring positive message? Love of nature for most people is about awe and wonder, senses and sights, not ecosystem services and extinction stories. The ‘Love’ message trumps the ‘Loss’ message for grabbing the public’s attention. Inspiring people towards opportunity is a more powerful driver for action than scaring them away from the consequences.

For more advice about Love not Loss, visit: [http://www.iucn.org/content/love-not-loss](http://www.iucn.org/content/love-not-loss)

**STEP 2**

*Develop your program strategy*

Once you have defined the scope of your program and developed an understanding of your target audience and the barriers to connecting them to nature, you can begin to develop a program strategy. The program strategy should map out the rationale of your approach and the logical connection between your program objectives, activities and target outcomes. Before developing the program strategy, you should have an idea of the amount of human, financial and time resources you have to implement your program. Keeping these limitations in mind will help you develop strategic interventions that are achievable.

**Key components of a program strategy include:**
To develop your program strategy, first define your problem statement, and then work backwards and define the long-term impact and the direct outcomes of your program you want to achieve.

**Problem statement:** Based on your research in Step 1, develop a problem statement that describes what direct and indirect barriers to connection with nature your program aims to address.

*Example:* Primary and secondary school students living in urban areas are increasingly disconnected with nature and disinterested in learning about and interacting with the natural world. Some key reasons for this include a lack of emphasis in the education curriculum and parental disinterest in nature, fear of accidents in the natural environment, and unfamiliarity of pathways to nature in their urban setting. There is a need to increase integration of nature-oriented activities in schools, and awareness of, and interest in, opportunities to learn about and interact with nature through urban pathways, such as botanical gardens, zoos, aquariums, urban gardens, and others.

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**Problem statement:**

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**Impact:** Define the overarching impact your program aims to contribute to. What difference in the world would you see if you have made progress in removing the barriers identified in your problem statement? The impact should be larger in scale than your program’s target outcomes. The impact will likely not immediately transpire; rather, achieving the impact requires repeated, prolonged, or greater participation from your target audience in your program and others.

*Example:* Primary and secondary school students living in urban areas spend more time learning about and interacting with the natural world and as a result, are more interested and involved in the conservation of nature.

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**Impact:**
**Target program outcomes.** What changes in your target audience do you expect to see as a result of your program? Your target program outcomes should address the problems described in your problem statement and show value added and progress towards achieving the target impact.

*Example:* Monthly family events hosted at urban gateways to nature (e.g. botanical gardens, zoos, community gardens, etc) see a 30% increase in participation.

**Program outcome #1:**


**Program outcome #2:**


**Intervention:** How will your program achieve its target outcomes and impact? Your program strategy should aim to achieve a set of goals and objectives that will help you reach the target outcomes.

**Program goal(s):** Establish the overall goal(s) that your program aims to achieve. This can be the action-oriented re-statement of the impact or outcomes defined above.

*Example:* To increase opportunities for youth and parents to learn about and interact with the natural world.

**Program goal(s):**
**Objectives:** How will your program achieve its goals? Objectives should describe the effect on knowledge, attitude or behavior of your target audience that your program has created. Your program objectives should be SMART: Specific, measurable, action-oriented, realistic and time-bound. To test whether your objectives are SMART, answer the following questions:

- Does your outcome state who will change?
- Does your outcome state the intended behavior or social change?
- Does your outcome define the place and timeframe in which you expect to see change?
- Does your outcome specify how much change you expect to see in the given timeframe?

*Example: To increase the attendance at free monthly family events at the city’s botanical gardens by 30% by the end of the year.*

**Program objective #1:**

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**Program objective #2:**

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**Program objective #3:**

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The #NatureForAll strategies are taken from programs that are successfully connecting with new audiences around the world. Which of these strategies can help you to connect with your target audience?

- Strategy 1 – Bring children into nature at an early age
- Strategy 2 – Find and share the fun in nature
- Strategy 3 – Use the urban gateway to nature
- Strategy 4 – Embrace technology
- Strategy 5 – Share cultural roots and ancestry in nature
- Strategy 6 – Seek out diverse partnerships
- Strategy 7 – Empower a new generation of leaders

**Diverse Partnerships:** Whose help or involvement would you need or want to run your program smoothly or reach more of your target audience? It is important to begin considering and forming partnerships once you have defined your goals and objectives. Having the right partnerships and relationships can affect what objectives, outcomes and activities are possible. Important considerations when evaluating a potential partner are:

- Does the potential partner share the same vision and goals as the program?
- What will the roles and responsibilities of the potential partner be?
- Does the potential partner have sufficient time and resources to deliver commitments to the program?
- Are the potential partners well-perceived by your target audience?

**STEP 3**

*Develop and implement your activities plan*
Building on the program strategy that you have just developed, the next step is to develop and implement activities that will help you achieve your program goals, objectives and target outcomes. To do this:

1. **Evaluate available resources**, including financial resources, in-kind support, staff, equipment, technology, materials, and importantly, partnerships. This will help you determine what activities would be realistic and effectively executed. Then, determine the inputs you will need in order to carry out your activities.

   **Resources:**

   ___________________________________________________________
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2. **Develop your set of activities**, all of which should directly contribute to your #NatureForAll program objectives and goals. These activities should include what you would need to do to gain the participation of your target audience by disseminating information about your activities through the various channels that can best reach them (refer back to step 1 and your audience profiles). You may also consider how you can broaden your reach through partnerships.

   *Example:* Publicize monthly family events through social media channels. Reach out to the Department of Education, educational organizations and other groups that may be interested in co-hosting family events and help publicize events through their networks. Conduct post-event surveys to gather feedback on what participants enjoyed most.

   **Objective 1:**

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   **Activities for Objective 1:**

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3. Develop a reasonable timeline within which all your planning, preparation, delivery of activities, follow-up and evaluation should be completed. Refer back to this timeline during implementation to make sure you’re on track.

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4. Finally and most importantly, implement your activities and enjoy the process of getting more people to fall in love with nature!

Once you are up and running, you can plan and complete an evaluation to continue to refine and improve your program. You should also plan to share your results, lessons learned and successes with other practitioners through #NatureForAll so that we can all advance and improve our work together.
**Evaluate and revise your plan**

**Indicators, data source, baseline, and target.** Periodic evaluation of your program is essential to understanding how effective your activities were in reaching your program goals and where improvements can be made. As part of your program design, develop indicators for each outcome, which you can evaluate during and after implementation to determine how effective your program has been in reaching its intended goals. When creating indicators, consider how you plan to collect data. This will tell you if you need to include data collection in your activities or if there are data sources available to you.

For indicators that were not met, what positive changes could you make to the program? What are some of the lessons learned? These lessons can help you make changes to your approach in a timely way as you move through your program implementation.

For each indicator, identify the data sources you will use to evaluate your indicator, the baseline or starting point prior to implementation of your activities, and the target you’re aiming to reach at the conclusion of the year or the program.

**Example:**
- **Outcome:** By 2018, monthly family events hosted with partners see a 30% increase in participation.
- **Indicator:** # of participants at each monthly family event.
- **Data source:** attendee registration or ticket count for children and adults.
- **Baseline:** 14,400 attendees, annually.
- **Target:** 18,720 attendees, annually.

**Outcome:** 

**Indicator:** 

**Data source(s):** 

**Baseline:** 

**Target:** 

**Share your results, lessons learned and successes**

The experience of implementing your program is not only important lessons and inspiration for your community and target audience to experience nature, but for the whole #NatureForAll network. Share your program successes and lessons learned through social media and traditional media to encourage others to participate in or host a similar program, or form a collaboration with you and/or your organization.

Additionally, you are encouraged to contribute to the #NatureForAll case study series and let #NatureForAll showcase your program. Fill out a case study form and submit it online at www.NatureForAll.global.
### Your #NatureForAll Program Strategy

#### Goal:

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<tr>
<th>Objective 1:</th>
<th>Short-term outcomes</th>
<th>Long-term outcomes (Impacts)</th>
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#### Objective 2:

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Successful growth of the #NatureForAll movement will rely on a wide spectrum of partners undertaking actions big and small. From using the #NatureForAll hashtag, to arranging a school trip, to funding a #NatureForAll program in your country, or to launching a continent-wide initiative, your actions can make the difference.

Whether you are:

- Engaging artists, museums, zoos, aquariums, schools, women’s networks and organisations, community groups, or other organisations to raise awareness among young, urban families of opportunities to learn about and experience nature in their own back yards;
- Using new digital technologies, or leading excursions to enable youth and other new audiences to find adventure in our national parks and other natural settings;
- Working with the health-care sector to encourage active, outdoor lifestyles;
- Welcoming new immigrants to your country through urban parks, botanical gardens and other natural settings;
- Seeking opportunities for indigenous communities to re-establish and celebrate cultural connections with the land; or
- Using your own creative approach to raise awareness and motivate people to experience and connect with nature.

.... You are contributing to #NatureForAll!

**Join the movement:**

The #NatureForAll campaign aims to amplify the messages of individual organizations and broaden the reach and impact of their programming to create a future in which billions of people worldwide are experiencing and connecting with nature and taking action that supports its conservation. By joining the #NatureForAll campaign as a partner you are not just joining a game-changing movement, you are emphasizing the important role you and your organization will be playing in sharing the passion for nature and empowering others to do the same. You can join the movement by:

- Using this #NatureForAll workbook as a guide to develop your own #NatureForAll program.
- Taking 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.
- Using the #NatureForAll hashtag on social media.
- Identifying your project or program as being part of #NatureForAll.
- Sharing the #NatureForAll vision with your existing and new partners.
- Sharing your program successes and lessons learned as part of the #NatureForAll case study series. Fill out a case study form and submit it online at www.NatureForAll.global.
- Joining the #NatureForAll network and benefit from cross-promotion by registering your program at http://NatureForAll.global.
#NATUREFORALL BRAND STYLE GUIDE TEMPLATE

## COMBINED LOGO

![Combined Logo]

## COLOUR

- **Primary Colour** (PMS 139-8 C): 100%
  - CMYK: 83, 7, 91, 0
  - RGB: 0, 166, 86
  - HEX: #00a656

- **Secondary Colour** (PMS 117-8 C): 100%
  - CMYK: 91, 53, 24, 4
  - RGB: 1, 107, 49
  - HEX: #016b95

## TYPOGRAPHY

**Primary Font** - Amatic Bold

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**Secondary Font** - Intro Regular

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References


Heintzman, P. Spiritual outcomes of wilderness experience: A synthesis of recent social science research. Park Science. 28(3), 89-92.


