



#NATURE  
FOR ALL







When did you fall in love with nature?



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#NatureForAll is a global movement to inspire a love for nature.



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The movement was launched at the 2016 IUCN World Conservation Congress with over 125 partner organisations.




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A view of Earth from space, showing the curvature of the planet and a bright sun rising over the horizon. The sun is positioned centrally above the horizon line, creating a lens flare effect. The sky is dark with visible stars. The word "IMAGINE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**IMAGINE**



A woman in a pink jacket and a dog are standing on a rocky coastline at sunset. The sun is low on the horizon, casting a warm glow over the ocean and the rocks. The woman is looking out at the sea, and the dog is standing next to her, also looking out. The sky is a mix of orange and blue.

#NatureForAll is based on a very simple idea: the more people experience and connect with nature, the more support there will be for its conservation.



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However, we know that many people face barriers to experiencing and connecting with the natural world.

Everyone is CRITICAL!



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## Raising Awareness

The Wildlife Conservation Society's *Conoce, Inspira* campaign in Peru involves conservation scientists collaborating with artists to raise awareness of biodiversity conservation through art, design, culinary events, music and more.



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## Facilitating Experiences

Parks Canada's Learn-to Camp initiative offers new audiences – like new Canadians, urbanites and young families – the opportunity to learn new skills and build confidence that will help them plan and enjoy future experiences in nature.



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# Creating Pathways to Conservation & Connection

Junior Ranger Programs such as those offered by EUROPARC and Korea National Park Service empower young people to play a role in their communities and understand how their actions can have a positive impact locally and globally.



# Key Thematic Areas

- Urban Gateways to nature
- Children and youth
- Indigenous and local communities
- Health and wellbeing
- Parks and protected areas







#NatureForAll is a community of practice, with partners implementing local, regional, and global programming.



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## #NatureForAll products will include:

- Communication tools to celebrate individual partners, promote events, share good practices, and reach new and relevant audiences
- Knowledge products to support practitioners and decision-makers
- Contributions to meetings and conferences to leverage support and shift policy



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Visit [www.natureforall.global](http://www.natureforall.global) to access:

- A growing set of success stories
- The #NatureForAll workbook
- 7 Strategies for connecting with new audiences
- Expert advice and examples from > 125 partners



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Join us and help inspire love for nature!  
Sign up, join the coalition and share your story.

[www.natureforall.global](http://www.natureforall.global)



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