

IUCN Commission on Education and Communication



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CEC leads IUCN's efforts towards Aichi Target 1



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A two-pronged approach was used to streamline IUCN's work to achieve the Target.

1. Influence policy and practitioners
2. Influence behavior change



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Influence Policy and Practitioners



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Influence behaviour change among people and communities



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When did you fall in love with nature?



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The movement was launched at the 2016 IUCN World Conservation Congress with over 100 partner organisations.



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It was also officially adopted as part of the IUCN programme, reflecting the excitement from the conservation community about #NatureForAll as a force for transformational change.



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At its core, #NatureForAll is 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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And the more they will enjoy the ecological, social and personal benefits that have been linked to experience of nature.



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



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Raising Awareness

The Wildlife Conservation Society's *Conoce, Inspira* campaign in Peru is an example of how conservation scientists can meaningfully collaborate 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.

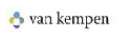


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Creating Pathways to Connection

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.



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Led by the IUCN, the #NatureForAll coalition of partners are united with a common purpose – to leverage our collective capacity to propel the work we are already doing to a new level of influence.



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The many different sectors of society represented in the coalition will bring new insights and techniques to the goals of raising awareness and facilitating experiences and connections with nature.



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Key Thematic Areas for Early Focus

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





To drive the #NatureForAll movement forward, programming will be developed through a community of practice, with partners implementing local, regional, and global programming.



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#NatureForAll will:

- Scale up the impact of programming globally
- Include partners that are non-traditional to the conservation community
- Influence policy development and decision making
- Access new collaborative opportunities

#NatureForAll products will include:

- Communication tools to share good practices, and reach new audiences
- Knowledge products to support practitioners and decision-makers
- Contributions to meetings and conferences with other sectors to broaden understanding and build new partnerships

#NatureForAll is the spark that will build a culture of conservation among new audiences, fostering moments that will ignite in them the urge and passion to conserve nature.



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Visit www.natureforall.global to access:

- A growing list of success stories
- The #NatureForAll workbook
- Our 7 Strategies for connecting with new audiences
- A coalition of 120 + partners, providing expert insights and work in connecting people with nature

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



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