



#NATURE  
FOR ALL

Why we need more focus on connecting people  
with nature in the Post-2020 Biodiversity  
Framework





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A global movement to inspire  
love of nature



Our goal – to increase support and action for nature conservation globally by:

1. Raising awareness of nature and its values
2. Facilitating opportunities for people from all walks of life to experience and connect with nature
3. Creating a culture of conservation







# Why?

To live in harmony with nature, we need to help people across all sectors of society make the choices that will promote human well-being while supporting and enhancing the planet's assets.







when people experience  
and benefit from nature,  
they are more likely  
to appreciate and  
care for it.





We have compiled the most current and compelling evidence for connecting people with nature.



## Home to Us All

How Connecting with Nature Helps Us Care  
for Ourselves and the Earth





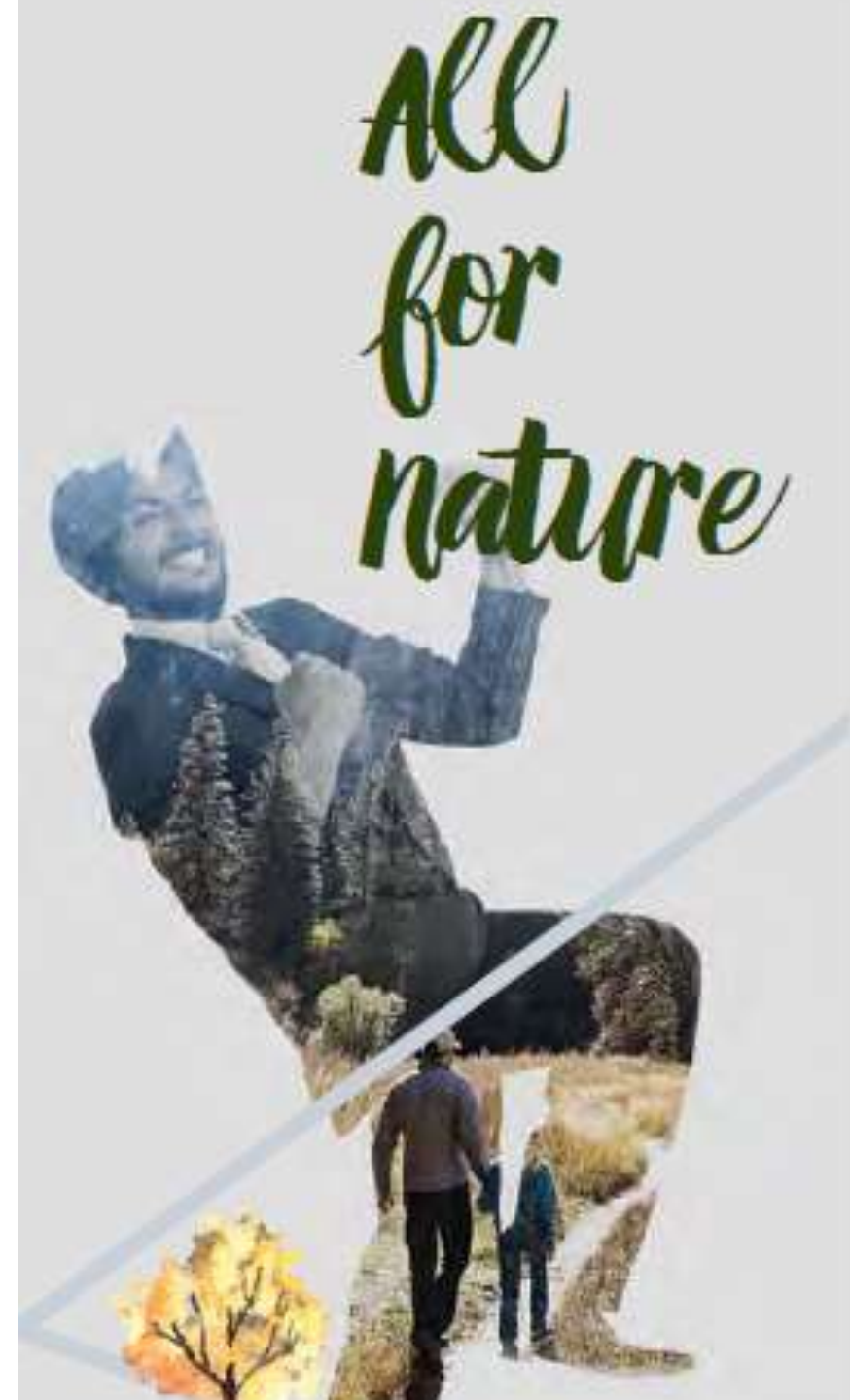


## How?

- Review of literature in peer-reviewed publications;
- Recommendations from scholars and researchers in the field;
- Conversations with network of knowledgeable advisors;
- Review by an international project oversight and writing teams
- References for 150+ citations.

## Knowledge

Knowledge is very important but is not enough on its own to cause people to take action to benefit nature.





## Connectedness

Connectedness with nature is a strong predictor of positive conservation behaviour.



# Children for nature



Positive, direct experiences in nature during childhood and role models of care for nature by someone close to the child are the two factors that contribute most to individuals choosing to take action to benefit the environment as adults.



# Health and Well-being for nature



People of all ages who participate in nature-based activities tend to be happier and healthier than those who do not.

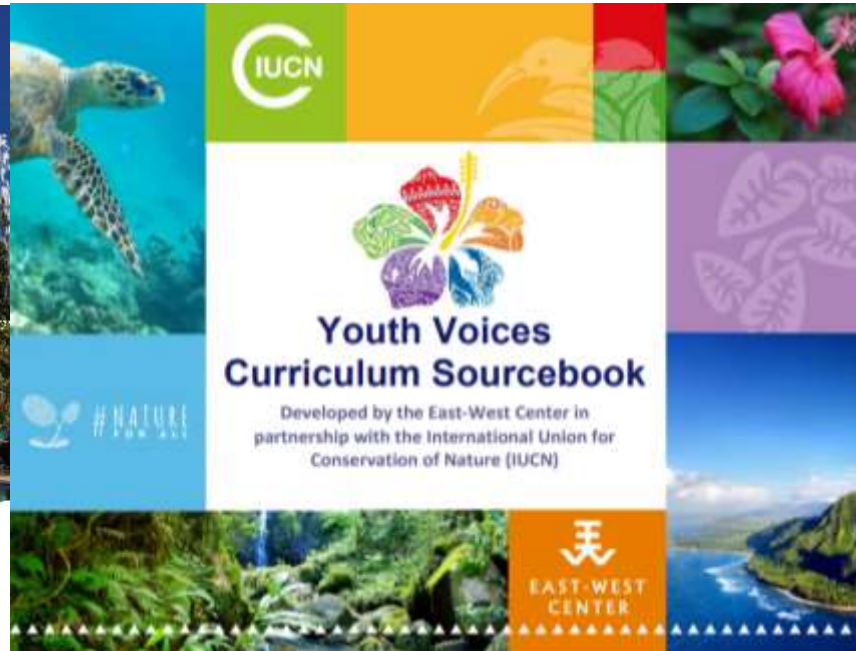
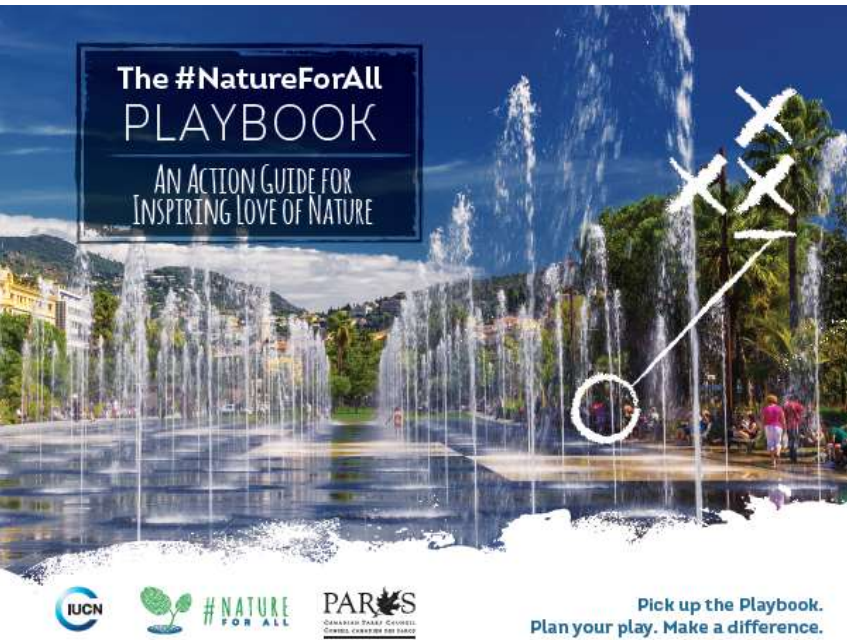


Social experiences in nature foster connectedness to each other and to nature.





People face barriers to experiencing and connecting with the natural world.



## So...#NatureForAll is:

- Sharing best practices for connecting people with nature globally
- Showcasing how we and our own organizations are caring for nature and inspiring and empowering others
- Providing toolkits, communication and education tools, and other resources to help others do the same
- Creating billions of moments to fall in love with nature



# Recommendations for Policy

Education and child care policies that enable time outdoors in nature and experiential learning about nature in early childhood and throughout life;

Health and elder care policies that embrace contact with nature as a mechanism for delivering physical and mental health benefits for all people of all ages;

Community planning and urban development policies 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 family-friendly experiences; interpretive programmes; and outdoor, nature-based and experiential education;

Arts and culture policies that promote the integration of culture and nature to develop a sense of oneness with nature while celebrating stories of connection and healing;

Policies that encourage private sector investment in environmentally sustainable programming, infrastructure, and innovative solutions for connecting people with nature;

Policies that call for biodiversity conservation organisations to work across sectors so that all people, equitably and inclusively, experience the diverse benefits of connectedness with nature.





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Take these simple actions

1. Pick up your copy of *“Connecting with nature to care for ourselves and the earth”*, Thursday November 22, Al Alamein Room, 13:15
2. Learn more at: [www.natureforall.global/why](http://www.natureforall.global/why)
3. Inform the development of the post-2020 Biodiversity Framework with this evidence. Refer to CBD/COP/14/INF/20
4. Become a partner today and play a crucial role in this game-changing conservation movement: [www.natureforall.global/join](http://www.natureforall.global/join)