



#NATURE  
FOR ALL



# PARTNERSHIP GUIDE



# **#NatureForAll**

## **How Can You Become a Part of the Movement?**

#NatureForAll is a global campaign founded on 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 in the future. It is jointly coordinated by leaders within the International Union for Conservation of Nature (IUCN) Commission on Education and Communication (CEC) and World Commission on Protected Areas (WCPA). IUCN is the world's oldest and largest global environmental organization, with almost 1,300 government and NGO Members. The IUCN CEC and WCPA global networks draw on expertise on learning, knowledge management, strategic communication, social marketing, and protected areas conservation.

The #NatureForAll movement will be launched with key partners at the IUCN World Conservation Congress, hosted in Hawai'i in September 2016. The #NatureForAll program will be further developed through a network-based model and collaborative knowledge sharing approach, with partners implementing local and regional programs.

### **Who should get involved?**

Through the #NatureForAll campaign, we are building a network of partners that represent a multiplicity of sectors — NGOs, government, indigenous people, technology, education, the arts, health, urban, tourism, academia, and more. We believe that this cross-fertilization brings new insights and approaches to the goal of inspiring awareness, experience and connection with nature.

The #NatureForAll campaign will bond together organizations committed to this movement under a collective banner, highlighting their programs and solutions for connecting people with nature, increasing understanding among new audiences of the importance of the #NatureForAll movement, encouraging successful and innovative partnerships from around the world to inspire everyone to take action, and focusing public and media attention on this important issue. 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. By joining #NatureForAll, your program(s) will be identified as part of a larger, global movement, providing greater impetus, influence and recognition than you may be able to achieve as an individual actor.

## **Ways to get involved:**

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, communicators, museums, zoos, aquariums, schools, 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;
- 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;
- finding other creative ways to raise awareness and motivate people to experience and connect with nature; or
- simply want to lend your name and logo in support of #NatureForAll goals

...you are contributing to #NatureForAll.

The 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.

With your support, we will inspire universal love, support, and action for nature conservation into the future. As a partner you will provide your logo, a short description of your proposed action and a pledge – your organizational commitment to #NatureForAll.

<b>Level of Partnership</b>	<b>Ways to Contribute</b>	<b>What you gain</b>
Core Partner	<p>As a core partner, you support the central campaign through significant programming or other contributions. You:</p> <ul style="list-style-type: none"> <li>• Use the #NatureForAll hashtag on social media.</li> <li>• Identify your organization as part of #NatureForAll by providing your logo</li> <li>• Share the #NatureForAll vision with your existing and new partners</li> <li>• Make a pledge – your commitment to building a global movement that will raise awareness and motivate people from all walks of life to experience and connect with nature – creating the change required to inspire universal love, support and action for nature.</li> <li>• Develop joint funding proposals to support #NatureForAll programming</li> <li>• Join us at the 2016 IUCN World Conservation Congress to launch #NatureForAll</li> </ul>	<ol style="list-style-type: none"> <li>1. Role on Advisory Committee; contribute to the overall direction of #NatureForAll</li> <li>2. Acknowledgement on our exhibits, publications, and social media; receive branded treatment on the #NatureForAll website</li> <li>3. Access to the #NatureForAll logo and the other #NatureForAll brand assets</li> </ol>
Collaborating Partner	<p>As a Collaborating Partner, you contribute your expertise to further the efforts of the #NatureForAll campaign. You:</p> <ul style="list-style-type: none"> <li>• Use the #NatureForAll hashtag on social media</li> <li>• Identify your organization as a part of #NatureForAll by providing your logo</li> <li>• Submit a short description of your organization and your current work</li> <li>• Pledge your commitment to collaborating on specific actions towards the #NatureForAll movement</li> </ul> <p>You may also:</p> <ul style="list-style-type: none"> <li>• Choose to utilize our communication strategy, in collaboration with the central #NatureForAll team, to raise awareness about #NatureForAll in your own location/region</li> </ul>	<ol style="list-style-type: none"> <li>1. Role with the implementing team to shape and support the roll-out of the #NatureForAll campaign</li> <li>2. Acknowledgement on our more robust publicity locations and on the #NatureForAll website</li> <li>3. Access to the #NatureForAll logo and the other #NatureForAll brand assets</li> </ol>

**JOIN US** — become a key partner TODAY to play a vital role in this game-changing conservation movement and support a global effort to invite every person on the planet to fall in love with nature!

To become a partner, we need 3 things from you:

1. Your logo
2. A description of your organization and your current work consistent with #NatureForAll. This should not exceed 250 words (e.g., a web link).
3. A #NatureForAll “pledge” – your institutional commitment to supporting the #NatureForAll movement.

## **CONTACT INFORMATION**

**If you are interested, please contact either:**

- **Sean Southey** ([IUCN CEC Steering Committee Member](#))  
*ssouthey@mediainpact.org*
- **Mike Wong** ([IUCN WCPA Regional Vice Chair](#))  
*mike.wong@iucn.org*

# CURRENT PARTNERS







World Association of Zoos and Aquariums | **WAZA**  
United for Conservation\*









Encyclopedia of Life



New England Aquarium

Protecting the blue planet



LET'S WORK FOR WILDLIFE



Ministerio del Ambiente



blue ventures

beyond conservation



Beijing Forestry Society(BFS)  
北京林学会



Wetlands INTERNATIONAL



NATURE ALBERTA



MAP: Integración de las Áreas Protegidas del Bioma Amazónico



CMS

www.cmsindia.org



FUNDACIÓN BOSQUES NATIVOS ARGENTINOS PARA LA BIODIVERSIDAD



PROYECTO PANTANO



MedWet  
The Mediterranean Wetlands Initiative



CORAL TRIANGLE CENTER

Ensuring Coral Reefs for Life



NWC

NATIONAL WHISTLEBLOWER CENTER



NATIONAL GEOGRAPHIC



CONSERVATION  
INTERNATIONAL



SYNCHRONICITY  
EARTH



Convention on  
Biological Diversity