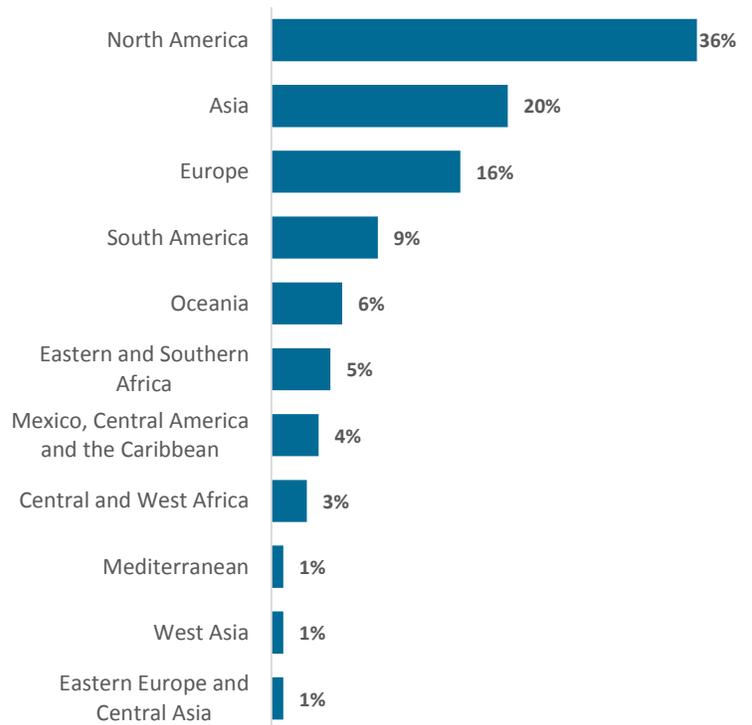


#NatureForAll was launched at the 2016 IUCN World Conservation Congress in Hawaii. One year later, this global movement to inspire love of nature now includes more than 190 partner organisations. We are well on our way to being a force for transformational change.

#NatureForAll partners are scaling up the reach and impact of programming globally and locally.

- Reaching a growing audience with a collective **social media reach of more than 205 million**
- **Sharing their successes** through an expanding collection of success stories
- **Engaging partners that are non-traditional** to the conservation sector by creating comic books, films, curriculum guides, and other resources that inspire new audiences
- #NatureForAll **partners come from all 11 regions of the IUCN**, and 36 countries are currently represented in the coalition



#NatureForAll Highlights 2017

- Publishing the **#NatureForAll Playbook** – inspired by Canada’s The Nature Playbook – to provide global guidance
- Highlighting **35 success stories** with partner insights and lessons learned
- Creating a visually-stunning comic, **Anna’s Forest**, to share our vision
- Celebrating UN World Environment Day with UN Environment, iNaturalist, the East-West Center, and other partners by launching new products and sharing our love of nature with over **3.5 million #NatureForAll social media impressions**
- Gathering **communication experts** at the National Geographic Society in Washington DC to discuss how to communicate “love of nature”
- Bringing together Canadian partners at the Children & Nature Network International Conference in Vancouver to launch our **first regional network**
- Increasing awareness with co-branding at **5 international conferences**
- Sharing the **“Imagine #NatureForAll” video in 10 languages**, with more to come
- Partnering on the Peace Pals International Art Exhibition and Awards to celebrate peace and nature through **children’s art**
- Reaching 1.3 million social media users in celebration of **IUCN Goodwill Ambassador Alison Sudol**



The Year Ahead

From cities to national parks, #NatureForAll partners will continue to influence positive shifts in values, beliefs, and actions towards the environment.

Plans for 2018 include:

- Launching a new initiative to support and accelerate outstanding projects that connect people with nature and inspire action
- Developing a global research synthesis on the link between nature experiences and support and action for conservation – to inform policy and decision-making
- Planning meetings of partners to develop shared frameworks and action plans for local or regional partner networks
- Informing decision-making through contributions to scientific, social scientific and policy discussions around nature connectedness and conservation at numerous conferences and events