

INSPIRING A NEW GENERATION



INSPIRING A NEW GENERATION



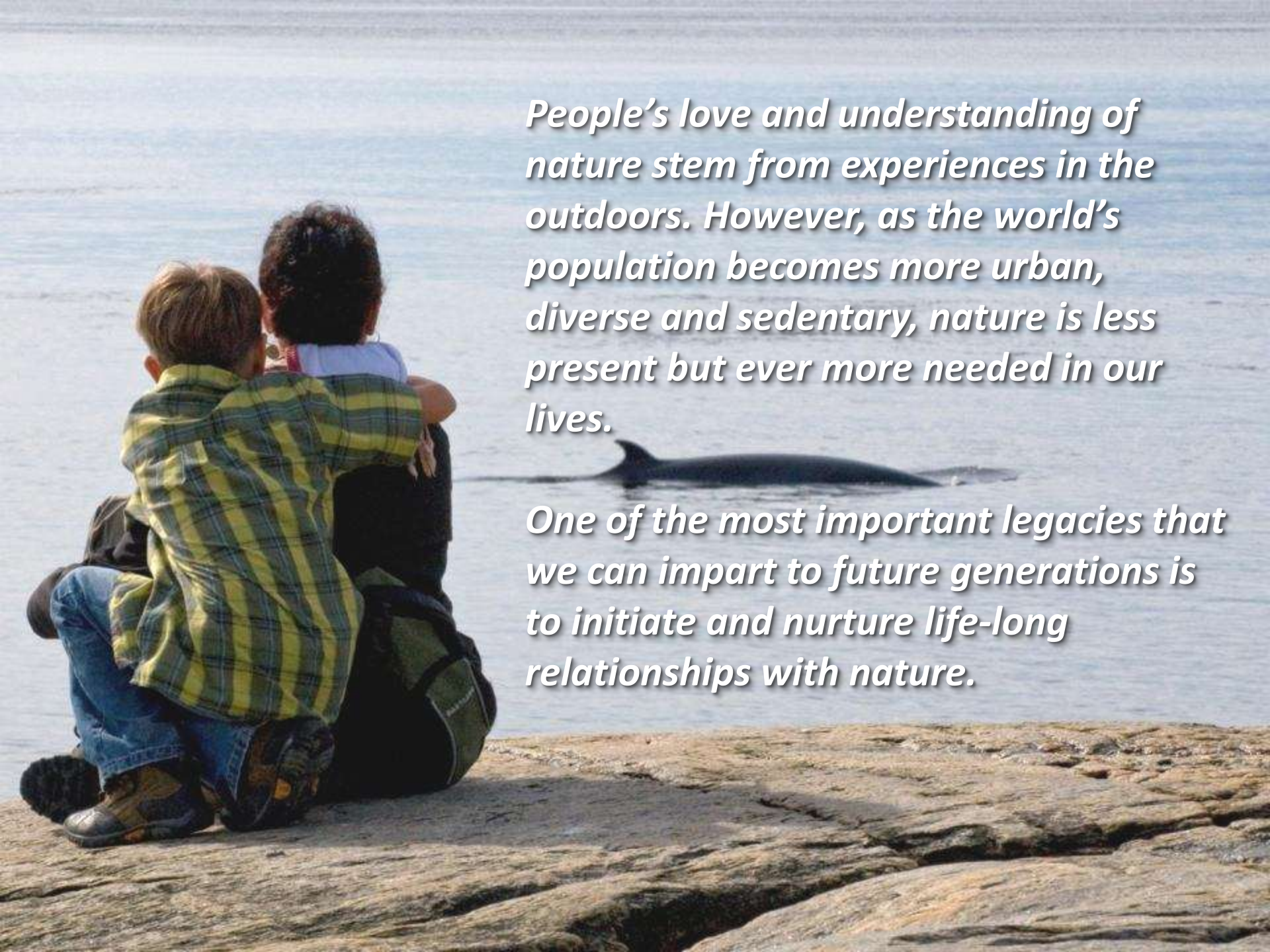
Join us ...

...on a journey to the 2014 World Parks Congress in Sydney, Australia in November 2014 to...



...Inspire a New Generation



A photograph of a family of three sitting on a rocky shore, looking out at the ocean. A whale is visible in the water. The text is overlaid on the right side of the image.

People's love and understanding of nature stem from experiences in the outdoors. However, as the world's population becomes more urban, diverse and sedentary, nature is less present but ever more needed in our lives.

One of the most important legacies that we can impart to future generations is to initiate and nurture life-long relationships with nature.

Many of us live in a world increasingly dissociated from nature

90%

The amount of time it is estimated we spend indoors.

90%

Decline in the radius of play for a nine-year-old since the 1970s.

blackberry and Blackberry

Entry removed from the Oxford Jr. Dictionary in 2008; entry added in its place.



Being in parks helps people develop a relationship with nature

By the numbers:

Parks Canada visitors and non-visitors

95% and 74%

Agree that parks should be conserved for future generations

90% and 20%

Feel a “sense of connection” to parks

86% and 39%

Would miss parks if they were gone



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Imagine a future 25 years from now...

...where the natural world is very much present in people's lives

...where children **without concern** run, play, climb a tree, and splash in a pond



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Imagine a future 25 years from now...

...where the natural world is very much present in people's lives

...where children **without concern** run, play, climb a tree, and splash in a pond

...where there is overwhelming evidence of public support for nature...

- through community engagement,
- government decisions, and
- a public volunteering their time, talents and collective wisdom.



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Imagine a future 25 years from now...

... where technology is used in ways we can't even begin to fathom today, enticing people out of their homes to discover, appreciate and conserve nature.



INSPIRING A NEW GENERATION



Imagine a future 25 years from now...

...where the natural world is very much present in people's lives



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Imagine a future 25 years from now...

...where families are eager to return for another park visit...

- to share the beauty and wonder of nature,
- to have transformative experiences, and
- to build lasting memories together.



INSPIRING A NEW GENERATION



Imagine a future 25 years from now...

...where families are eager to return for another park visit...

- to share the beauty and wonder of nature,
- to have transformative experiences, and
- to build lasting memories together.

... and where a new generation of park and conservation leaders have the tools, skills, and passion to meet the challenges of the day.



INSPIRING A NEW GENERATION



Inspiring a New Generation will support the growth of a global movement dedicated to inviting people across the world to experience, be inspired by, value and conserve nature



Parks
Canada

Parcs
Canada



WCPA
WORLD COMMISSION
ON PROTECTED AREAS



Intergenerational
Partnership
for Sustainability



CEC
Commission on Environment and Communication

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The IUCN World Parks Congress will take place in Sydney, Australia in November 2014, with a focus on:

Parks, people, planet – Inspiring Solutions

The Congress will bring together the international protected areas and conservation community to set a shared agenda, priorities and legacy for the next decade

Inspiring a New Generation will be one of eight presentation streams at the Congress



IUCN
WORLD PARKS
CONGRESS
SYDNEY 2014



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Inspiring a New Generation will...

Bring the powerful voices of diverse young people to the World Parks Congress, sharing their knowledge, experiences and leadership

Showcase innovation in providing children, youth and urban audiences direct experiences in nature - in their communities and in our parks

Bring together diverse partners to commit the growth a global movement to connect the next generation to nature



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Inspiring a New Generation program elements include....

The engagement of young professionals through:

- Intergenerational dialogues and co-mentorship
- Pre-Congress capacity-building programs
- Working sessions (using social media, how to build a movement, etc.)
- **Development of a Young People's Pact for Parks, People and Planet**



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Inspiring a New Generation program elements include....

Work being done to facilitate public experiences to nature:

- Through park programs and outreach
- In urban areas
- In our schools
- Through new technology and social media
- Through non-traditional partnerships



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Inspiring a New Generation program elements include....

INSPIRATION!

- Leadership dialogues
- Storytelling
- Creative art and performances
- Technology fair
- Youth video competition



We conserve nature because we love it.

We love nature because we understand it.

We understand it because we experience it.



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JOIN US...



Parks
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