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WORLD PARKS  
CONGRESS  
SYDNEY 2014

# *Inspiring a New Generation*

 @WPCING

#WPCNewGen #NoWallsOutHere



Parks  
Canada

Parcs  
Canada





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# *Why Are We Here?*

## *The Evidence and Why It Matters*

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*Help us inspire a new generation*



[www.childrenandnature.org/research](http://www.childrenandnature.org/research)



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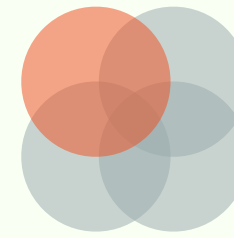




# Outdoor Consumers of the Future



[WWW.OUTDOORINDUSTRY.ORG](http://WWW.OUTDOORINDUSTRY.ORG)

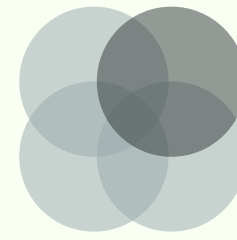


CONSUMER TRENDS WE'RE SEEING...

# MILLENNIALS

**will be 22%  
of the total population  
by 2030.**

**What does this mean?**

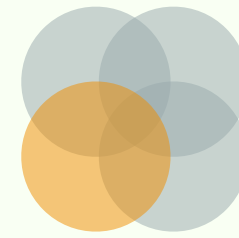


CONSUMER TRENDS WE'RE SEEING...

# MINORITIES WILL BE THE MAJORITY

by 2043; 70% of participants in  
outdoor activities are Caucasian.

## What does this mean?



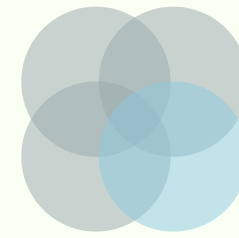
CONSUMER TRENDS WE'RE SEEING...

**82% OF U.S. POP.  
LIVES IN CITIES**

50% of world pop. lives in urban areas.

What does this mean?



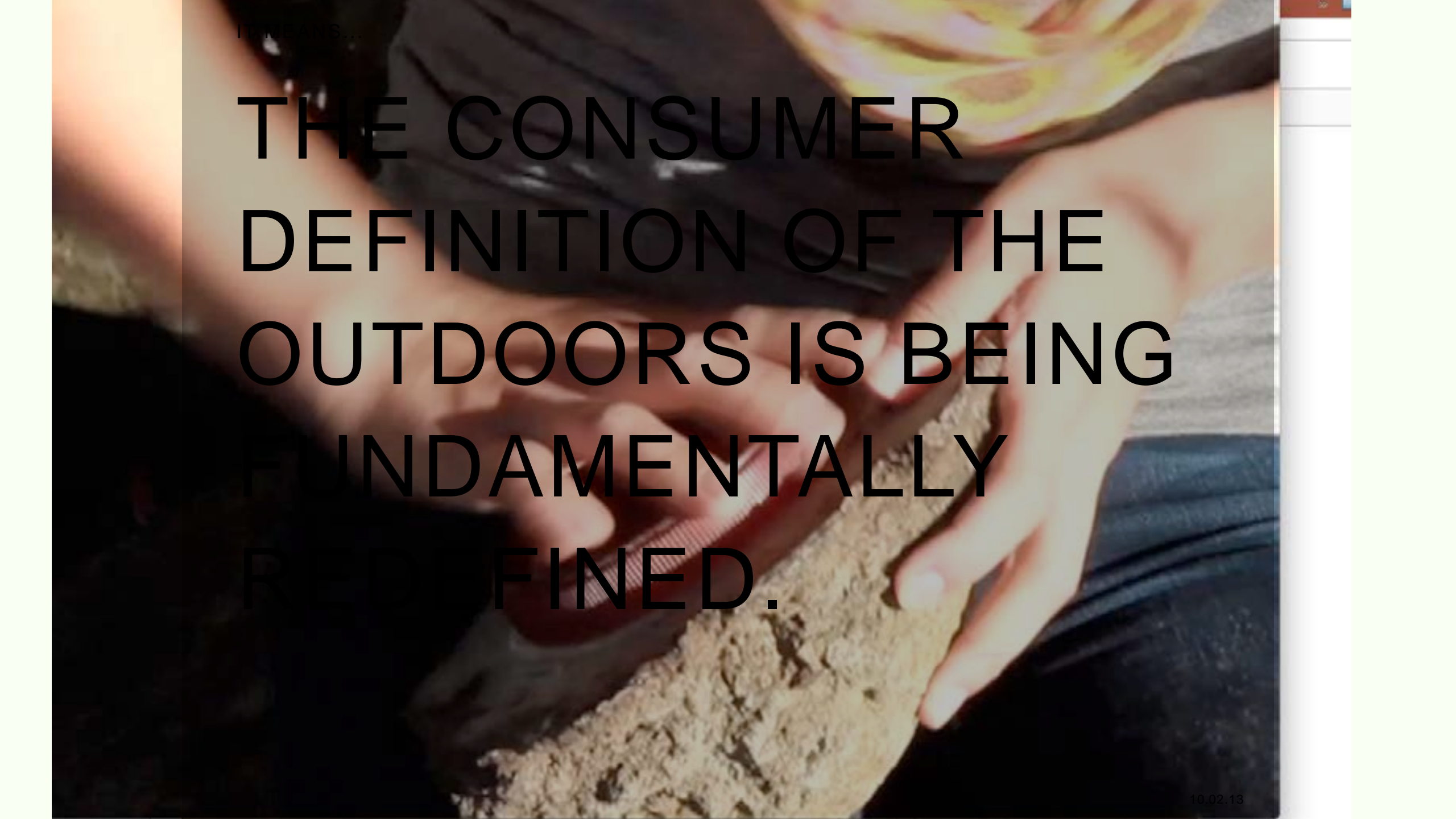


CONSUMER TRENDS WE'RE SEEING...

# SHIFTING VALUES

Young adults are growing up as digital natives and the first generation projected to make less money than their parents.

## What does this mean?



IT MEANS...

THE CONSUMER  
DEFINITION OF THE  
OUTDOORS IS BEING  
FUNDAMENTALLY  
REDEFINED.

IT MEANS...

**IT'S NO LONGER ABOUT  
GETTING AWAY FROM IT  
ALL.**

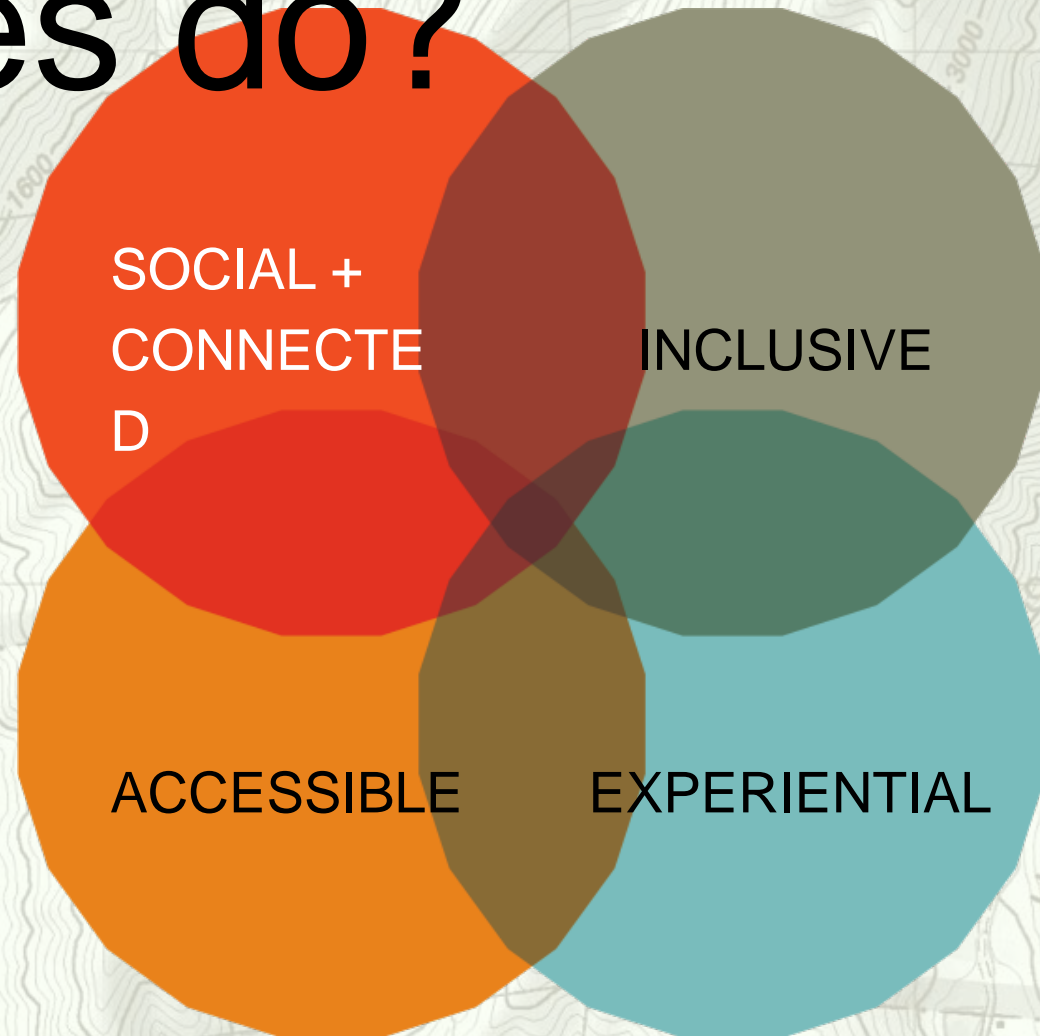
**YOUNG PEOPLE WANT  
MOBILE AND SOCIAL  
CONNECTION, ACCESS  
AND EXPERIENCES.**



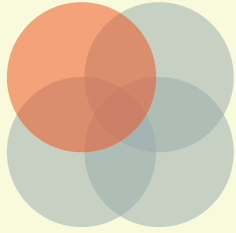
# Outdoor Nation: For youth, by youth.



# What can Congress Attendees do?







SOCIAL + CONNECTED

INSIGHT

The outdoors is a stage for  
social connection.

**Design ways for people  
to be social and  
connected when  
they're outdoors.**



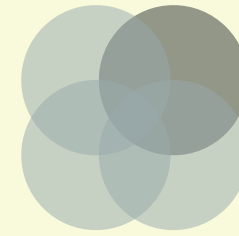
How might park activities become part of the social network of consumers?





#### INSIGHT

People will be looking for sunshine, fun, family bonding, health and wellness, or a simple entry point to a new experience.



INCLUSIVE

#### THE OPPORTUNITY

**Be inclusive. Embrace the needs and viewpoints of participants outside the core.**

How might we engage people in a range of experiences while retaining the traditional park values?



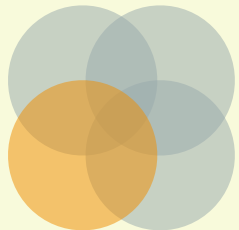
INCLUSIVE



INSIGHT

The outdoors is here, and integrated into urban routines.

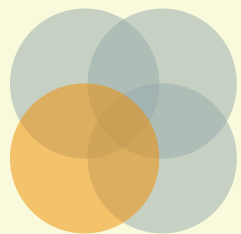
THE OPPORTUNITY



ACCESSIBLE

**Be where people are.  
Shift away from the  
primary view around  
remoteness.**

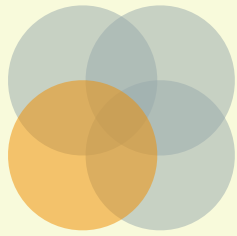




ACCESSIBLE

How might we build park experiences for anywhere, not just 'here'?





ACCESSIBLE

How might we  
offer new entry  
points for urban  
beginners?

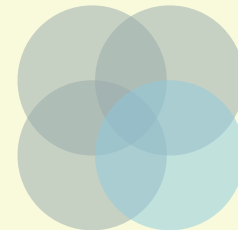


## INSIGHT

It's about meaningful experiences that make a difference. People are drawn to and collect stories.

## THE OPPORTUNITY

**Orient around personal service and shared experiences.**



EXPERIENTIAL



Every movement needs champions.  
In a global, more urbanized, diverse  
and digitally-driven world, what do you  
stand for?



EXPERIENTIAL







**OUTDOOR  
INDUSTRY**  
ASSOCIATION

To learn more about Outdoor Nation visit:

**[www.outdoorfoundation.org](http://www.outdoorfoundation.org)**

To learn about Outdoor Industry Association:

**[www.outdoorindustry.org](http://www.outdoorindustry.org)**

Media inquiries: **[jpringle@outdoorindustry.org](mailto:jpringle@outdoorindustry.org)**





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# *Inspiring a New Generation Programme Overview*

- Participation and leadership of young people
- Daily “great ideas” stream plenary sessions: Hall 4B2
- Concurrent sessions focused on three themes
  - Connecting a New Generation: Hall 4B2
  - Investing in Children: Jamison Room
  - Empowering Inspired Young Peoples: Hall 2 North Pod
- Cool technology
  - Inspiration room
  - Stream YouTube Channel
  - E-posters
- Lunch-time and evening Congress Events



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# *Together, we will identify solutions to:*

- Connect young people to nature to engender respect and a love of nature, particularly through experiences in protected areas.
- Empower young people in decision making to be current and future leaders for change.
- Invest in protected areas, to ensure they play a catalytic and continuing role in inspiring a new generation to connect with nature.



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# Inspire a new generation

- 🌈 Share your great ideas and solutions with a Stream 8 *Idea Card*
- 🌈 Tweet your inspirations @WPCING #WPCNewGen
- 🌈 Pledge to do something! Contribute to the Stream 8 *Commitment Wall* in Hall 4B2
- 🌈 Comment on the Stream 8 *Innovative Approaches* for the Promise of Sydney at [worldparkscongress.com](http://worldparkscongress.com) by November 17
- 🌈 Come to discussion sessions on November 15 and 17 from 7:00 to 8:00 in Hall 4B2 to share your solutions, and recommendations for action
- 🌈 HAVE FUN!!!!

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