


Stream 8: Inspiring a New Generation

Reaching Out - Lessons from those reaching out to reconnect
November 15, 2014

 @WPCING
#WPCNewGen



Parks
Canada

Parcs
Canada



Some extra things to do...

1. Please provide powerful ideas that are coming through from talks and discussions on the Stream 8 ***Idea Card (yellow paper)*** or tweet innovative ideas with **#WPCNewGen** (Note: this is not an **evaluation of the session**)
2. Please comment on the Stream 8 **Innovative Approaches** document at <http://worldparkscongress.org/drupal/node/150> which forms part of the Promise of Sydney
3. Start thinking about what your promise of Sydney **commitment will be** post-WPC to inspire a new generation?

Session Objectives

1. Share key elements of programs that have reached out to people who would not normally connect to protected areas
2. Identify **lessons and ideas for an action plan** (from these programs and from discussions) about ways to reach people who would not normally connect to protected areas

Session Plan

1. Evidence-Based Approach to Building Support for Conservation – Pamela Wright
 2. Theatre as a way of reaching out – Pam Cele and Absalom Kotsokoane
 3. Young communicators of National Parks Colombia - Fernanda Del Pino
 4. Beauties of the Basalt - Helen Rzesniowiecki
 5. Youth Lead the World - Sue Lennox & YLW
 6. Indigenous young people reconnecting with nature Weave - Bahadur Bryson & Noleen Hoskins & Katrina Hines & Josef Wood
- Discussion groups – draw out lessons and actions

Pamela Wright

Canada University Of Northern British Columbia

Park Visitation and Nature Connectedness: Towards an Evidence-Based Approach to Building Support for Conservation



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Building a Culture of Conservation



Pamela Wright

UNBC UNIVERSITY OF
NORTHERN BRITISH COLUMBIA

CONTEXT

- ❖ Many agencies are focusing on increasing visits to parks as a way to build a constituency of support
- ❖ There is growing evidence of the ecological, social, economic and cultural value of parks
- ❖ There is a tendency to assume that
park visit = appreciation = support
yet the evidence is limited and largely correlational



STATE-OF-KNOWLEDGE REPORT ON CONNECTING PEOPLE TO NATURE IN PARKS

- ❖ Review empirical evidence about how to best build a culture of conservation through parks
- ❖ Identify research agenda



Burrowing Owls
Wilf Schurig

BARRIERS TO PARK VISITATION

- ❖ There is evidence that time, cost and knowledge are the most significant constraints to park visits
- ❖ Fear, health, location and access to transportation were secondary
- ❖ Lack of interest and number/type of facilities in parks are **NOT** key constraints to visitation.
- ❖ Income and age had a strong influence on these constraints, but gender and race had little influence



WE BRING OUR WORLDVIEWS TO THE PARK

- ❖ We are predisposed to visit parks or not because of our worldviews
- ❖ Worldviews are established before we visit parks and influence our choices of activities/experiences
- ❖ Worldviews are difficult to change but strong emotional experiences can influence them.



WHAT KINDS OF ACTIVITIES LEAD TO SUPPORT

- ❖ Growing body of research that nature-appreciative activities are linked to pro-environmental behaviour



- ❖ Activities with purposeful nature interactions e.g., stewardship are associated with increased concern about place

CREATING A STRONG SENSE OF PLACE IN PARKS

❖ Some research correlates frequency of visits and length of visits with a stronger sense of place



❖ Recent studies demonstrate that the more attached someone is to a place, the more likely they are *to intend* to take pro-environmental actions.

WHAT ABOUT “NATURE CONNECTEDNESS”

- ❖ Nature connectedness is enhanced by:
 - ❖ Intentional interactions with nature
 - ❖ Activities that enhance fascination and mindfulness
 - ❖ Emotional nature experiences



WHERE SHOULD WE FOCUS OUR EFFORTS

- ❖ Evidence is still weak but these areas hold promise...
- ❖ Facilitate park experiences that:
 - ❖ Minimize key constraints (time, knowledge, cost)
 - ❖ Emphasize nature-appreciative experiences
 - ❖ Focus on purposeful and intentional interactions (stewardship) with nature
 - ❖ Facilitate mindfulness and fascination
 - ❖ Accentuate emotional experiences not just knowledge acquisition
 - ❖ Encourage activities that build sense of place

AN OPPORTUNITY TO LEARN THROUGH PRACTICE

- ❖ Together we are engaged in numerous initiatives designed to help connect people to parks and nature
- ❖ Opportunity to advance state-of-knowledge and practice
- ❖ Treat your initiatives as natural experiments – design research to further an evidence-based approach



<http://cpaws.org/uploads/buildingacultureofconservation-web.pdf>



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 **CPAWS**
CANADIAN PARKS AND WILDERNESS SOCIETY

Pamela Cele

Resource Africa

**Using Theatre to Promote Appreciation of Parks –
the People and Parks Theatre Outreach programme**



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demonstrating the Value of Theatre as a tool for
Communication in the Context of CBNRM

Pamela Cele
Resource Africa

ResourceAfrica (RA) is a non-profit organization that specializes in the development of collaborative approaches to the sustainable use of natural resources that deliver community benefits and effective conservation.



For more than 15 years-RA has developed expertise in the use of community theatre and photo stories as they relate to community based natural resource management (CBNRM).

RA makes use of actor facilitators to share through a performance and as well as facilitate a discussion during or after the performance to enhance the knowledge and understanding of the targeted audience.

It is a: high impact, Energetic facilitated theatre intervention which is accompanied by a lot of - Props, costumes and it extracts learnings, Informs, shares information and educates a group as well as an individual.



- It simplifies complex processes
- It is extremely powerful changing mind sets
- It assists in creating an understanding of challenging concepts
- It is capable of showing correct, as well as incorrect behaviour
- It is interactive, humoristic and flexible
- It is tailor made for each client/issue
- It makes people laugh which in return opens them up to new ideas





Thank You!!



Fernanda Del Pino

***De Jóvenes Comunicadores de
Parques Nacionales Naturales De
Colombia***



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Helen Rzesniowiecki

Friends Of Iramoo, Victoria, Australia

Beauties Of The Basalt



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Friends of Iramoo Reaching Out (15 November 2014) World Parks Congress

WE ARE PROUD TO
ACKNOWLEDGE THE
Wurundjeri

PEOPLE AS THE TRADITIONAL
OWNERS OF THIS LAND



© Harold Thomas 1971 Aboriginal Flag

Contact ANTaR Victoria (03) 9419 3613 www.antarvictoria.org.au



Beginning of Seed Orchard May 2010

www.friendsofiramoo.org.au

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VICTORIA UNIVERSITY



CARING
FOR
OUR
COUNTRY

friends of IRAM00



Clostered
Bulbocodium



Danella amoena
Amanda Codd
19 November 2002



Basalt
Daisy
21 Feb 2003



Amanda Codd
Blue Opuntia



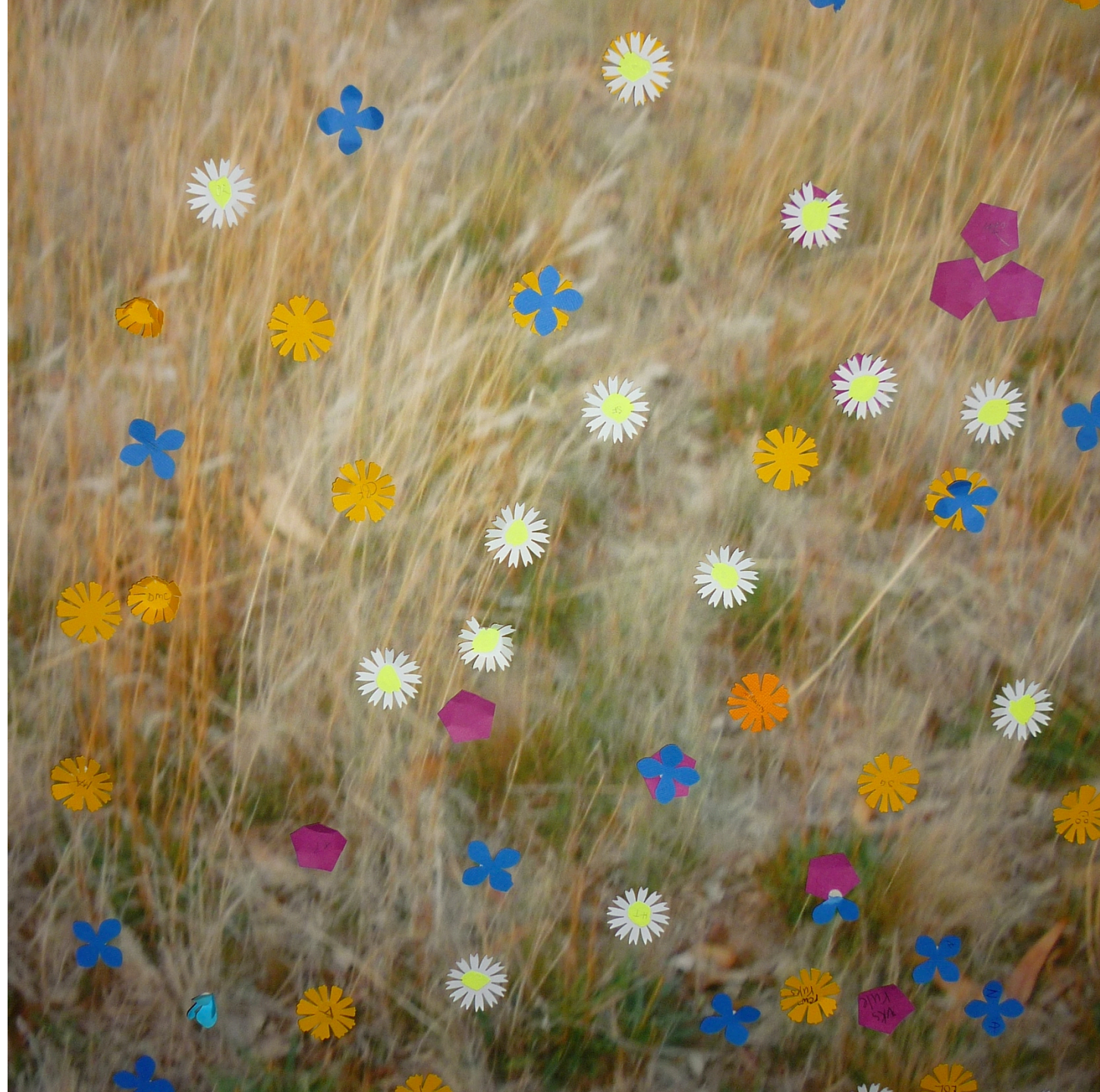


























New Tin June 2014

Sue Lennox

OzGreen

Lessons from Youth Leading the World



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Bahadur Bryson & Noleen Hoskins & Katrina Hines & Josef Wood

Weave Youth & Community Services

<http://www.weave.org.au>



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Café Discussions

- Each table has a speaker
- Time to share lessons/ programs amongst you
- What lessons can be passed on to others about reaching out to engage people in nature?
- What actions might be considered for post Congress legacy? To start a movement to engage with nature?
- Please write on “flip charts” points from discussion



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Feedback

- Lessons
- Actions to take forward