

A silhouette of a person is captured mid-jump, arms and legs spread wide, against a vibrant sunset sky. The sun is a bright orange orb near the horizon, casting a warm glow. The background features silhouettes of trees and hills. Overlaid on the center of the image is the text "INSPIRING A NEW GENERATION" in a large, white, sans-serif font.

INSPIRING  
A NEW  
GENERATION



# Relevance to CBD

## **Strategic Goal A – Target 1**

**By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.**



# CHAPTER 1 – THE DREAM

## “Vision25”

*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



# **“VISION 25” – THE PUBLIC**

**There is overwhelming evidence of public support for nature...**

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



# “VISION 25” – TECHNOLOGY

**Technology used in ways that we can't even begin to fathom today...**

- tool for discovery, appreciation and conservation of nature
- where technology entices people out of their homes



# Examples of present uses of technology

gy x BioBlitz, Species Inventory Ir x

www.nationalgeographic.com/explorers/projects/bioblitz/

ical on CBC Music ... Netflix Gmail The Pioneer Woman C... Watch Movies Channe... Watch Movies Online f... CBC Sports - CBC Hoc... Watch movies online f...

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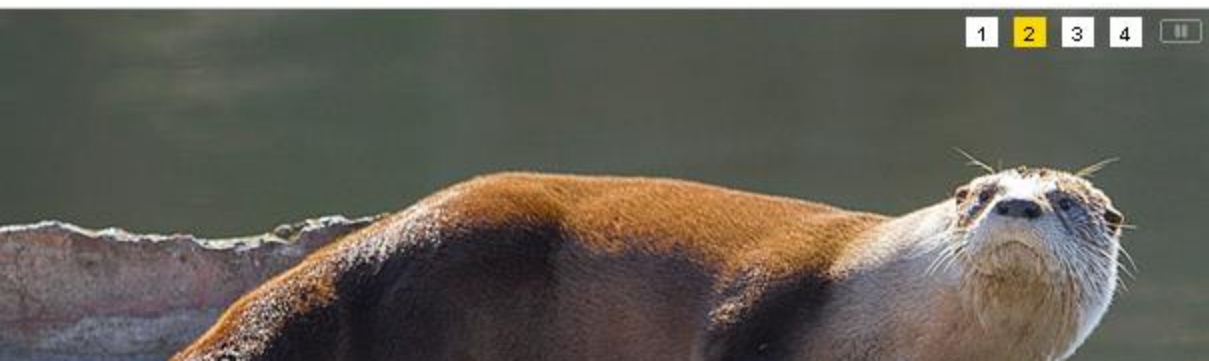
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## Explorers | Projects

Explorers Home Projects Ways to Support Be an Explorer Donate to National Geographic

## BioBlitz



1 2 3 4

- BioBlitz Home
- BioBlitz 2014
- BioBlitz 2013
- BioBlitz 2012
- BioBlitz 2011
- Educational Resources



# **“VISION 25” – PARKS AND PROTECTED AREAS**

**Families are eager to visit and return for another visit:**

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

**The faces of the park visitor reflects society... a diverse mix of urban and rural, young and old, of various cultures, and of varying incomes**

**A new generation of park and conservation leaders are joined by society with a passion to act as one with nature**



# THE VOYAGE between NOW and “VISION 25”

To attain “Vision25” we must take a leap  
– not evolutionary, **but revolutionary**

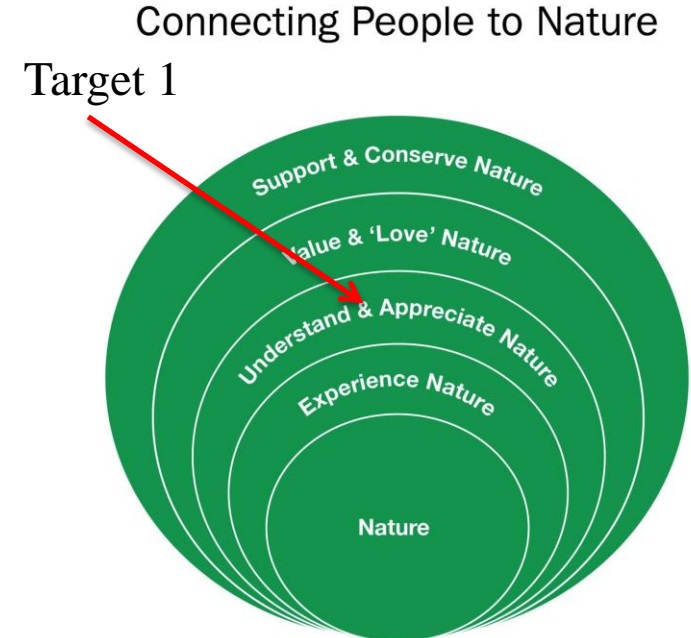
- Success must be measured in the millions of people embracing nature and sharing in “**Vision25**”



# HOW DO WE **REALIZE THE REVOLUTION**?

**We will know we have made it to the destination when...**

- People have come to ‘Value and Love nature’, because...
- People have come to ‘Understand and Appreciate Nature’, because...
- People have ‘**Experienced** Nature’.





## CHAPTER 2 – DREAM VS REALITY

**Given a general public support for nature, do we need a revolution.**

**Actually, if you have a profound appreciation of nature you are a minority.**

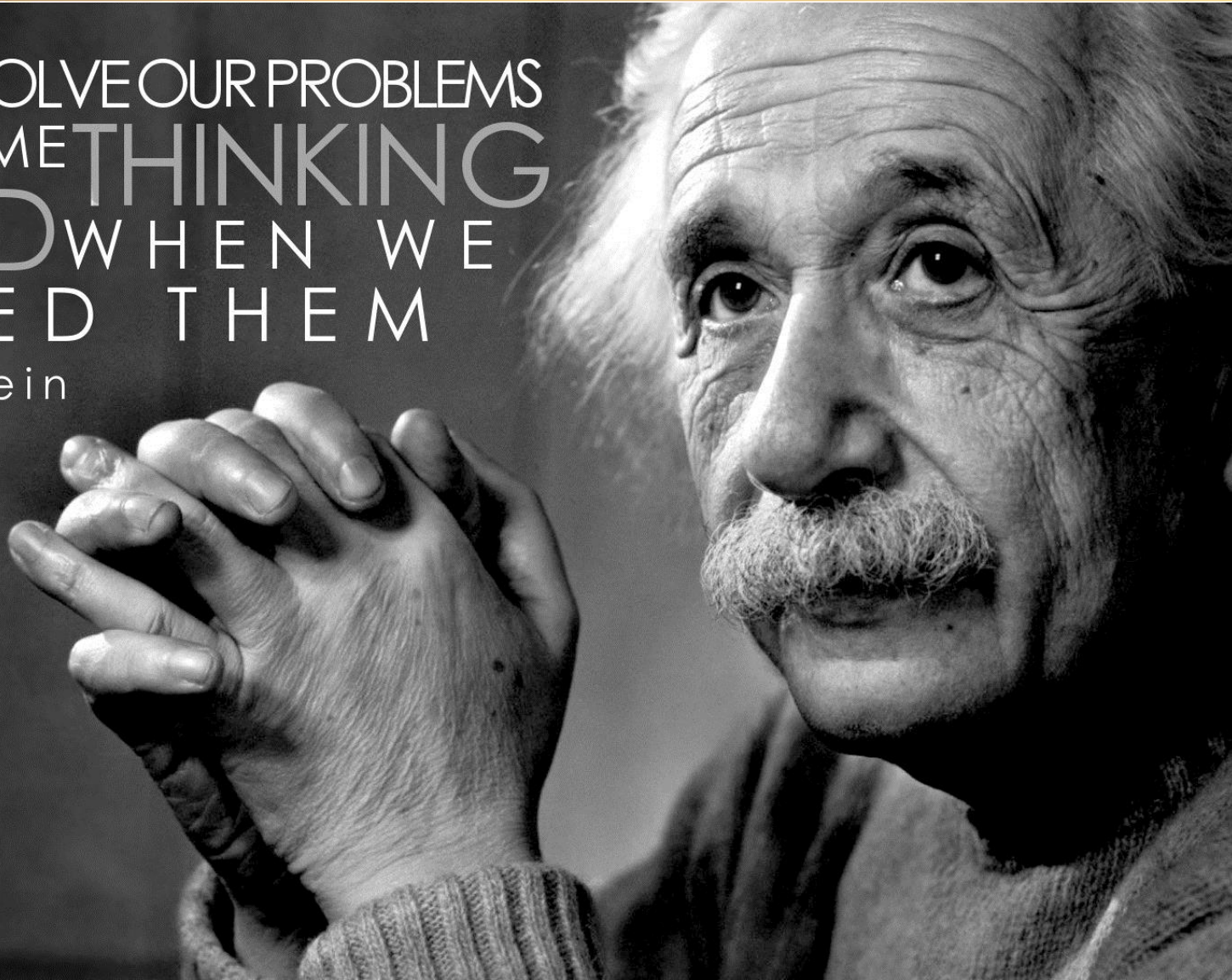
**Our greatest challenge, is to reach out to the 90+% of the world's population that increasingly sees the natural world as something foreign to their lives.**



WHERE TO **START THE REVOLUTION?**

WE CANNOT SOLVE OUR PROBLEMS  
WITH THE SAME THINKING  
WE USED WHEN WE  
CREATED THEM

- Albert Einstein







# THE NEW GENERATION

## **1. A connected generation...**

- technology and new media transcends national and economic boundaries, cultures and socio-economic standing
- In constant communication, interaction and collaboration

## **2. A generation that thrives in a world of rapid change**

## **3. Media-savvy, quick to reject anything that appears fake, and profoundly respectful of integrity**

## **4. A generation that craves self-expression and experience as their most important currency**



## CHAPTER 3 – MOVING FROM THE ABSTRACT TO THE REAL

# How do we secure the attention of the new generation?

- Ignite their interest?
- Develop predisposition to support Nature?
- Actually “Experience Nature”?
- Inspire and motivate them to lead the voyage?



# MOVING FROM THE ABSTRACT TO THE REAL

## There is only one pathway...

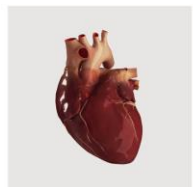
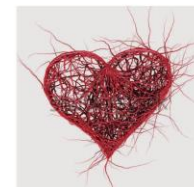
**Inspire the new generation and motivate them to action...**

**Actions that result in 'experiences' of nature...**

**Move 'nature' from being an 'Abstract' concept to a 'Real' experience**

- an actual feet on the ground,
- emotions in the heart,
- visceral and meaningful experience

Nature: The flow from abstract to real





## CHAPTER 4 – COME TOGETHER

**With a common platform, speaking with a common voice, delivering a common message, we can attain a tipping point for success:**



kids and nature activities

**Web**

Images

Maps

More ▼

Sea

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About 149,000,000 results (0.41 seconds)

# THE WORLD PARKS CONGRESS

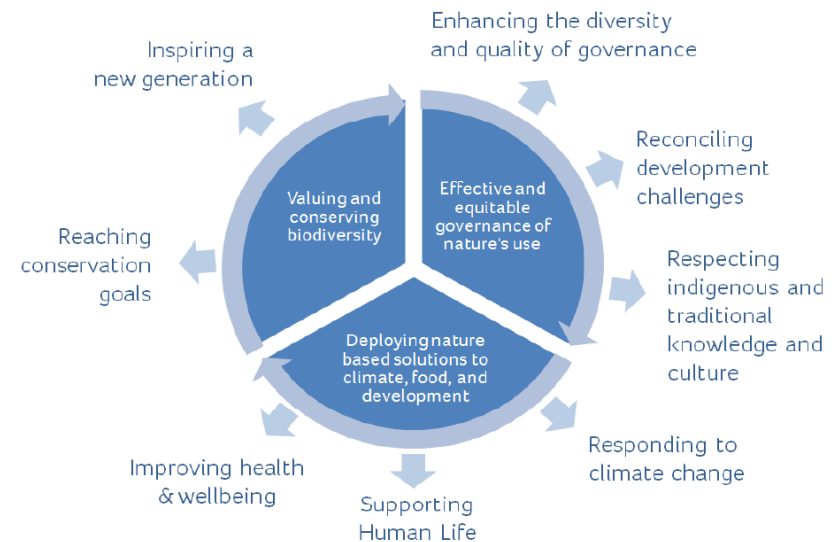
The IUCN World Parks Congress will take place in Sydney, Australia in November 2014, with a focus on:



## ***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





# INSPIRING A NEW GENERATION

## ***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



# INSPIRING A NEW GENERATION

***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





# INSPIRING A NEW GENERATION

***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



# INSPIRING A NEW GENERATION

***Inspiring a New Generation*** program elements include....

## **INSPIRATION!**

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



# 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***



Parks  
Canada

Parcs  
Canada



**WCOPA**  
WORLD COMMISSION  
ON PROTECTED AREAS



Intergenerational  
Partnership  
for Sustainability



**CEC**  
Commission on Education and Communication

IN THE END, WE WILL CONSERVE  
ONLY WHAT WE LOVE.  
WE WILL LOVE  
ONLY WHAT WE UNDERSTAND.  
WE WILL UNDERSTAND  
ONLY WHAT WE ARE TAUGHT.

Baba Dioum, Senegal, 1968







# INSPIRING A NEW GENERATION

***JOIN US...***



Parks  
Canada

Parcs  
Canada



**WCPA**  
WORLD COMMISSION  
ON PROTECTED AREAS



Intergenerational  
Partnership  
for Sustainability