

A silhouette of a person in mid-air, jumping or performing a stunt, against a sunset background. The person is wearing a light-colored shirt and dark pants. The sun is low on the horizon, creating a warm orange glow. The text "INSPIRING A NEW GENERATION" is overlaid in large, white, bold, sans-serif capital letters.

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.

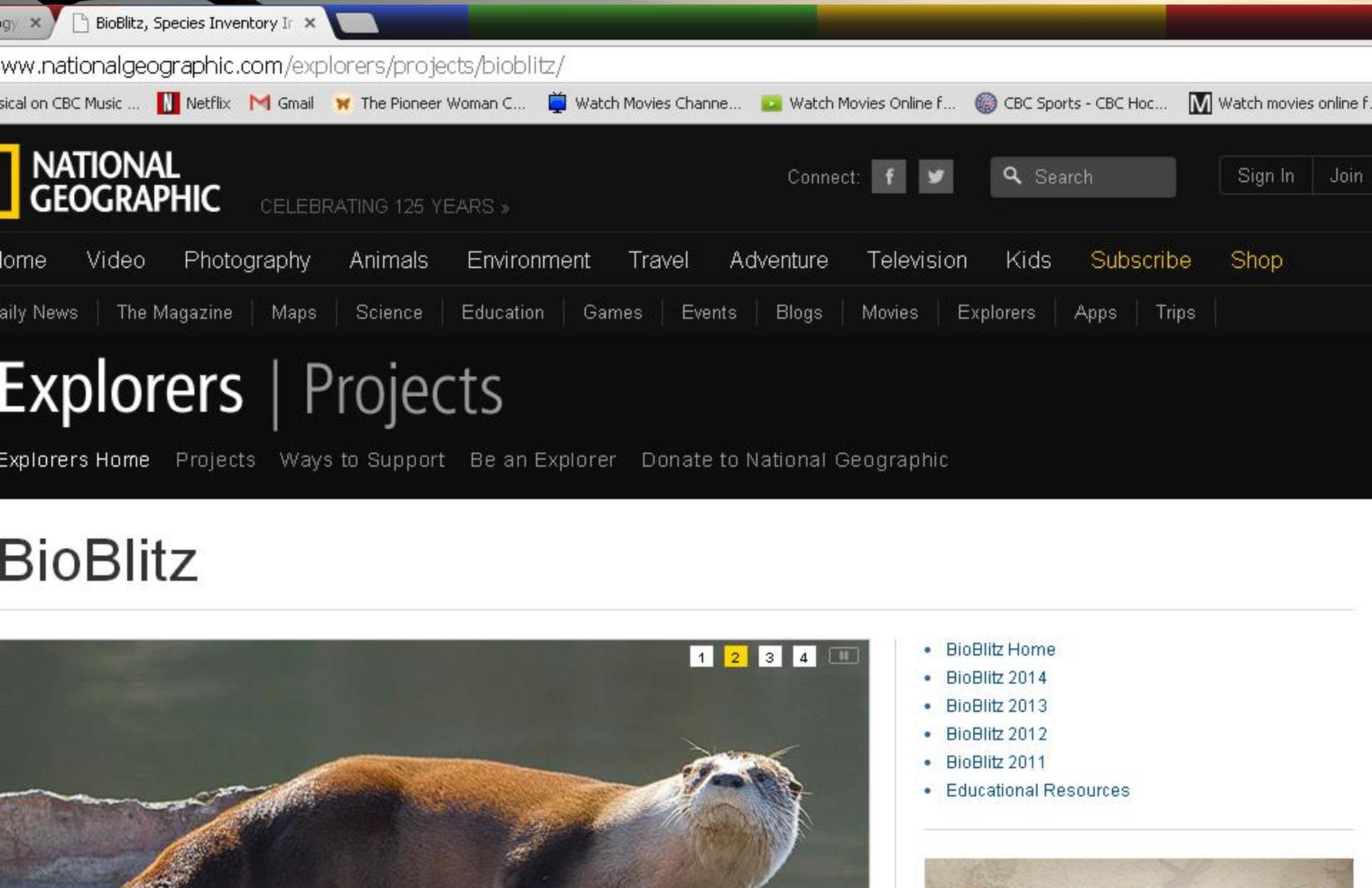


“VISION 25” – TECHNOLOGY

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



The screenshot shows the National Geographic website's 'BioBlitz' project page. At the top, there is a navigation bar with the National Geographic logo and the text 'CELEBRATING 125 YEARS'. Below this is a menu with various categories like 'Home', 'Video', 'Photography', 'Animals', 'Environment', 'Travel', 'Adventure', 'Television', 'Kids', 'Subscribe', and 'Shop'. The main heading is 'Explorers | Projects'. Below the heading, there is a sub-menu with 'Explorers Home', 'Projects', 'Ways to Support', 'Be an Explorer', and 'Donate to National Geographic'. The main content area features a large image of a brown and white seal pup. In the top right corner of the image, there is a small navigation bar with numbers 1, 2, 3, and 4, where '2' is highlighted. To the right of the image, there is a list of links: 'BioBlitz Home', 'BioBlitz 2014', 'BioBlitz 2013', 'BioBlitz 2012', 'BioBlitz 2011', and 'Educational Resources'. The background of the top part of the page shows a person in a white shirt and dark pants, possibly a scientist or explorer, standing on a rocky shore with a sunset or sunrise in the background.

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

NATIONAL GEOGRAPHIC CELEBRATING 125 YEARS »

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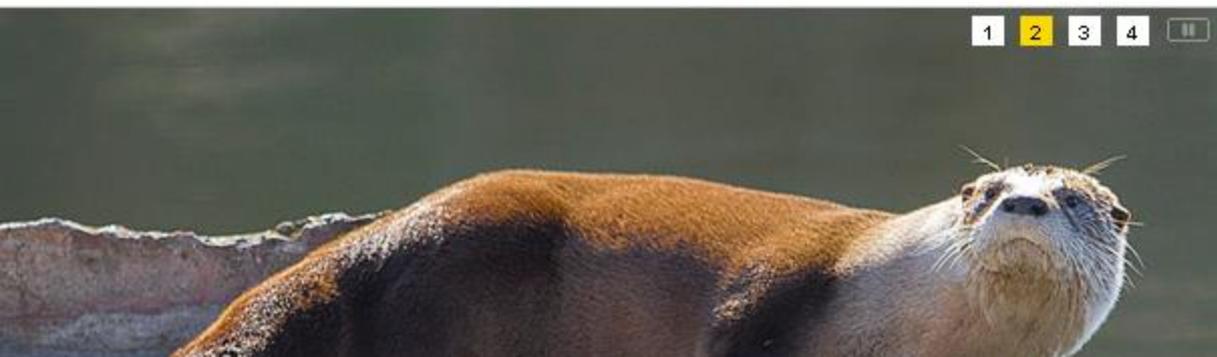
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BioBlitz



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”

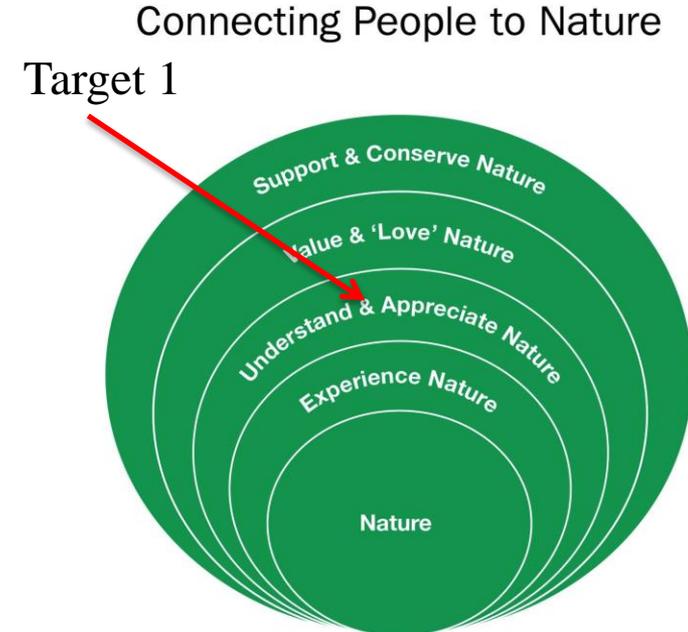
To attain “Vision25” we must take a leap
– not evolutionary, **but revolutionary**

- 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.

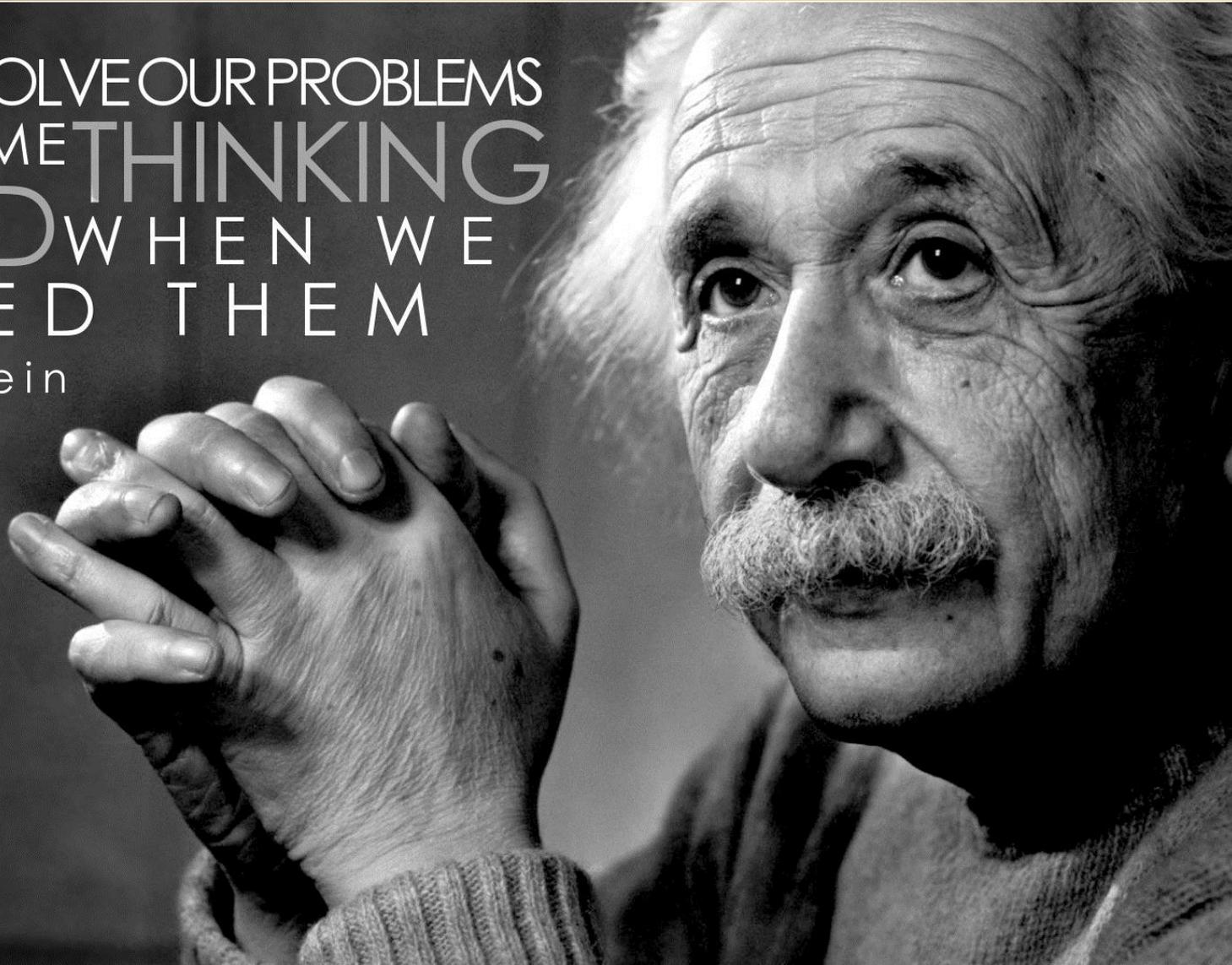
Our greatest challenge, is to reach out to the 90+% of the world's population that increasingly sees the natural world as something foreign to their lives.



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...

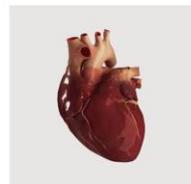
Inspire the new generation and motivate them to action...

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

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:

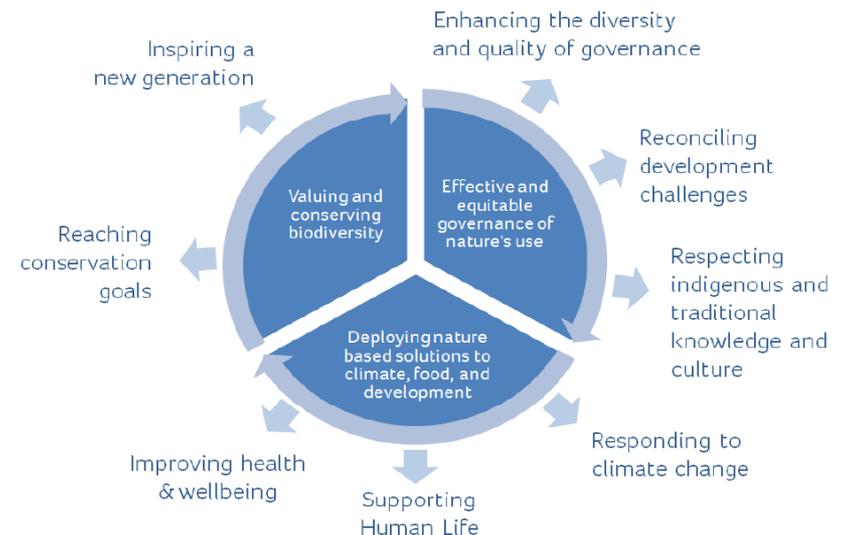


IUCN
WORLD PARKS
CONGRESS
SYDNEY 2014

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

A silhouette of a person in mid-air, jumping or performing a parkour move, against a background of a sunset sky with orange and blue hues. The person is positioned on the left side of the frame.

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



CEC

Commission on Education and Communication



WCPA
WORLD COMMISSION
ON PROTECTED AREAS



Intergenerational
Partnership
for **Sustainability**