



Pillars of the Framework for Action: 15 Initiatives for Change

Meet People Where They Are and Engage Missing Communities

This initiative is designed to connect people with nature by listening, learning, and creating opportunities for diverse points of entry to broaden access. These include weaving nature into health, food and nutrition, faith-based, education, housing, technology, climate change, leisure, and recreation sectors of society as well as communities within those sectors. Part of the strategy includes learning from effective models for systemic change and incorporating metrics to establish results.

Champions: Megan Camp, Jessica Chen and Sherry Lynn Boyles.

Committed to Participate: Betsy Wier, Heather Chadwick, Jeff Chandler, Diane Wood, Elyse Curley, Bill Stewart, Jessica Chen, Claire DeLong, Valeria Garcia, June Chee, Sondra Eger, Megan Camp and Sherry Lynn Boyles.

People of the Global Majority

Designed for “people who look like me,” this initiative focuses on people of color in North America. Demographics indicate that people of color are soon to be the majority in the United States, are already in Mexico, and may be in Canada soon. Throughout the world, people of color already are the majority. This initiative will be designed to expand the numbers of people of color who are directly and actively connected to nature where they live, learn, and work.

Champion: Chandra Taylor Smith.

Young Leaders for Nature

This initiative calls for respecting the roles of youth as leaders. There are two major components. One is to empower youth to design and convene a Summit to Connect People with Nature. The second is to develop and promote a strategy whereby youth will serve on advisory councils or boards related to issues that directly affect children and young people.

Champion: Lisa Glithero.

Committed to Participate: Diane Wood, Eric Capra, Andy Fyfe, Christopher Dunn, Jeff Chandler, Lais Fleury, Jeff Giesen, Lemuel Vega, Dorna Schroeter, Claire Watson, Jessica Chen, Tom Wiercioch, Saul Weisberg, Bill Hammond, John DiDiego, Valeria Garcia, Meg Beckel, Amanda Lejbowicz, Michiko Martin, Mary McCumber, Wendy Goldstein, Heather Chadwick, Flo Mauro, Daniela Benavides, Josh Falk, Taylor Hartey, Claire Watson, Sondra Eger, Claire DeLong, Jessica Chen, Alan Latourelle, James Bartram, Andrew Price, George Woodhouse.

Indigenous Partnerships

This initiative focuses on promoting partnerships between indigenous nations and parks across North America in order to provide place-based, cultural, and experiential educational experiences for young people of all cultures. Sharing the wisdom of indigenous cultures about their relationship to the Earth deepens understanding, especially when the park lands are historic homelands for the indigenous people. Stewardship of parks, protected areas and other landscapes requires stewardship of linked cultural experiences.

Champions: Jeff Chandler, Christopher Dunn, and Chloe Dragon Smith.

Committed to Participate: Sara Espinoza, Leah Allen, Estelle Bowman, Tomasz Wiercioch, Betsy Wier, Nick Stanger, Lais Fleury, Daniela Benavides, Marlene Power, Taylor Hartey, Claire Watson, Sondra Eger, Guilden Ramirez, Jose Espinoza, Emma Nelson, Adam Bienenstock, Andy Fyfe, Valeria Garcia, Jerry Valadez, Jamie Brackman, Bill Litshauer.

Nature's Professional Learning Communities

This is a collaborative effort to create professional learning communities to improve practice and strengthen partnerships related to nature and environment education. It focuses on the development of communities of practice grounded in best practices, successes, and excellent resources. It may include development of international standards of practice and effectiveness. It may also include pilot projects. One suggestion is to develop a community of practice for each of the ING Initiatives, with the goal of scaling results and sharing knowledge for collective impact.

Champion: James Bartram.

Committed to Participate: Monica Alba, Bob Henderson, James Bartram, Carolyn Staudt, Amanda Lejbowicz, Kevin Beals, Sarah Bodor, Valeria Garcia, Laura Arndt, John DiDiego, Marlene Power, Andy Alm, Kylee Ingram, Juliana Texley.

Every Kid Outside

This is a global pilot project modeled in part after the United States' National Park Service initiative, "Every Kid in a Park," in order for third graders (rather than the US's approach via fourth graders) to access the outdoors, including with park passes. The pilot will target 100 educators in each of ten countries in the first year. Each educator will commit to getting third graders connected with nearby nature, and also will seek funding to provide support such as transportation and play-based nature curricula for every child to have one immersive experience in a national park annually.

Champion: Marlene Power.

Committed to Participate: Elisabeth Lacoursiere, Sarah Walker, Gilles Gagnier, Guylaine Chabot, Alice Lin, Taylor Hartey, Valeria Garcia, Kylee Ingram, Chloe Dragon Smith.

Nature Near Everyone: A Shared Priority

Safe parks will be within walking distance of everyone—that is the vision of this initiative. An additional objective is to involve youth in the design and development of parks. One tool to be explored for use with this initiative is www.walkscore.com and its free app. This tool can be promoted via participating personal and organizational networks, quickly reaching millions of people to connect them with nearby nature. Part of the purpose of this initiative is to persuade policymakers at the federal, state and local levels that outdoor nature-based experiences and places provide value, and are essential, to the quality of life for people of all ages and backgrounds.

Champions: Paul Sanford and Meg Beckel.

Committed to Participate: Wendy Goldstein, Safiya Samman, Jeff Chandler, Jackie Ostfeld, Chiara D'Amore, Brenna Muller, Mokhtar Mohammadi.

The Natural Health Act

This initiative will put forward requirements for health care insurance companies to include coverage for prescribed outdoor, nature-based activities. Federal insurance coverage will be modified to provide for such coverage. A related goal is to create sufficient green infrastructure so that 75% of all communities have guaranteed access to natural areas.

Champion: Vince Meldrum.

Community Eco Centers

Modeled in part after the Urban Ecology Center in Milwaukee, Wisconsin, this initiative will promote the development of Community Eco Centers. These centers are community gathering places in which people engage with nearby nature, participate in formal and informal learning, and experience community-based and outdoor nature-based activities that are intergenerational, intercultural and interactive.

Champion: Scott Sampson.

Committed to Participate: Lisa Glithero, Elyse Curley, Tina Phillips, Dorna Schroeter, Alice Lin, Jamie Brackman, Jack Padalino, Kristine Webber, Chiara D'Amore, Bob Henderson, Hannah Traverse, Flo Mauro, James Bartram, Cam Collyer, Jeff Rosalsky, Angelou Ezeilo, Taylor Hartey, Liam O'Doherty, James Brackman, Claire DeLong.

Truth and Reconciliation Environmental Forum

This is a model for public inquiry into the compromised environmental places and experiences that relate to justice, health and equity. These occur within and across local, state, provincial, territorial and national boundaries. The process, when implemented, produces a series of policy-guiding recommendations to produce solutions.

Champion: Nick Stanger.

Committed to Participate: Elyse Curley, Kristine Webber, Ryan Barfoot, Chloe Dragon Smith, Christopher Dunn, James Brackman, Marlene Power, Amanda Lejbowicz.

Future Invest: Young Professional Platform

This initiative will create an incubator for young professionals to facilitate entrepreneurialism and advocacy for conservation. The overriding purpose is to attract, retain and empower the next generation of conservation leaders, reflective of the changing demographics of communities, regions, cities and nations. One element of this initiative is to expand and champion conservation service-learning opportunities such as those offered through conservation corps efforts. Such opportunities help to ensure long-term investments in natural and cultural infrastructures, while offering career pathways, inspiration and experience for emerging leaders aged 15 to 30.

Champions: Hannah Traverse, and Anna Wadhams.

Committed to Participate: Jerry Valadez, James Bartram, Graciela Billingsley, George Woodhouse, James Brackman, Jeff Chandler, Taylor Hartey, Ernestine White, Claire Watson, Amanda Lejbowicz, June Chee, Dawn Carr, Ky Harkey.

Nature Equity Action Team

The purpose of this initiative is to empower a diverse and equitable work force and community within the new nature movement. Part of the process includes creating a welcoming space for transformative dialogue, holding participants accountable with a shared code of practice, creating a collective “ladder of opportunity,” and advocating for legislative and organizational policy change. This includes inspiring, supporting and empowering young leaders of color.

Champions: Takeisha Bobbit and Sophie Sarkar.

Committed to Participate: Jerry Valadez, Sarah Walker, Jessica Chen, Kristine Webber, Leah Allen, Carrie Samis, Elyse Curley, Arwa Rouira and Safiya Samman, Erin Capra, Claire DeLong, Ky Harkey, Jeff Rosalsky, Monica Alba, Angelou Ezeilo

Collective Impact Initiative

The focus of this initiative is on developing a shared vision for the movement to reconnect people with nature that is evidence based, includes metrics, and facilitates funding opportunities. One way to accomplish this is to collect the research in a central, accessible location. The concept includes creating a diverse group of non-governmental organizations and foundations as well as corporate, individual and government funders to guide and support collective impact projects using the ING criteria. The goal is to articulate a bold shared vision, common outcomes and consistent metrics associated with mental and physical health, environmental quality, environmental stewardship and academic achievement. Part of the underlying purpose is to bring coherence to what is currently a relatively fragmented funding community with the intended result to be more strategic, collaborative and effective funding to measure the impacts of connecting people with nature.

Contact: Sarah Bodor.

Committed to Participate: Tina Phillips, Wendy Goldstein, Chiara D’Amore, Lisa Glithero, Kristine Webber, Megan Camp, Ryan Barfoot, Drew Dumsch, Drew Burnett, Bronwen Rice, Matthew Browning, Sarah Milligan-Toffler.

Mainstreaming Outdoor Experiences in Education

This initiative is about connecting children and youth with nature, where they live, learn, work and play. It includes public schools as well as informal settings. Mainstream, with outdoor and nature-based teaching and learning for all, is the goal. Outdoor and nature-based experiences will be routinely and naturally included, as a priority, in informal, formal, and early childhood education, curricula and youth groups. This effort is envisioned as a new prescription for curricula and education across North America—Rx Re-Nature Education. It will embed hands-on, inquiry-based, student-led, multi-disciplinary, immersive nature-based experiences throughout the curricula.

Champion: Dixon Butler.

Committed to Participate: Bill Stewart, Kasey Stankunas, Guylaine Chabot, Kay Holland, Erin Capra, Jack Padalino, Anne Tweed, Dan Bisaccio, Taylor Hartey, Emile Blouin.

Children and Nature: A Campaign

This is a major media effort. It includes a film as well as a public and social media campaign. The concept is to further expand and nourish the worldwide campaign to reconnect children with nature in their everyday lives. A film will focus on the importance of independent free play in nature. The campaign will

consider concepts like CLUE: Campaign for Love, Understanding and Engagement in Nature. Story-telling will be a featured part of the effort, with the goal of bringing people and nature together in a North American commitment to action. The campaign will have the WOW factor: fun, innovative, compelling, and celebratory.

Contact: Amanda Burley.

Committed to Participate: Chandra Taylor Smith, Lais Fleury, Kay Holland, Dawn Carr, Bill Stewart, Diana Allen, Louisa Diggs, Ryan Barfoot, Taylor Hartey, Coreen Weilminster, Ernestine White, Anne Tweed, Laura Arndt, Kylee Ingram, Bob Henderson, Marlene Power, Cam Collyer, James Bartram, Lisa Glithero, Bill Hammond, Lynne Cherry, Juliana Texley, Jack Padalino.