Mapping Alignment of IUCN #NatureForAll and the 2026-2029 IUCN Programme of Work



References

CGR-2025-3.1-1-Annex_1_IUCN_Programme_2026_2029.pdf

About the IUCN 2026-2029 Programme of Work

The IUCN 2026–2029 Programme of Work, adopted by Members at the 2025 World Conservation Congress, emphasizes scaling up inclusive and socially just conservation across land, freshwater, and marine ecosystems, while addressing the drivers of biodiversity loss through transformation in key sectors. It places **people at the centre of nature protection** by valuing the knowledge and leadership of Indigenous peoples, local communities, women, and youth, and by ensuring that conservation efforts uphold human rights.

The Nature 2030 IUCN Programme recognises that transformative conservation outcomes will only be possible if people, societies and economies are re-connected with nature.

About #NatureForAll

#NatureForAll is a global movement launched in 2016 by the IUCN Commission on Education and Communication (IUCN CEC), World Commission on Protected Areas (IUCN WCPA) and a coalition of partners to inspire love, support, and positive action for nature. It was created on the understanding that **people protect what they care about**, and that **fostering meaningful experiences in nature is essential to building a culture of conservation**. Over the years, through critical funding and staffing provided by Parks Canada and other core partners, #NatureForAll has grown into a diverse network of over 640 organizations working together to share knowledge, stories, and solutions that help more people connect with and care for the natural world.

#NatureForAll advances IUCN's Programme of Work

#NatureForAll supports the IUCN 2026–2029 Programme of Work by inspiring broader public engagement and fostering lifelong connections with nature, helping build the societal support needed for inclusive and just conservation. Its explicit focus on reducing barriers is a strong alignment with IUCN's focus on inclusive access, inter-generational equity, and respect for diverse cultures and knowledge systems. #NatureForAll can amplify the voices and leadership of Indigenous peoples, local communities, women, girls, and youth by sharing their stories, knowledge, and solutions across global platforms. Through partnerships, outreach, and education, #NatureForAll can also strengthen protection for environmental and human-rights defenders by raising awareness and mobilizing collective action.

This document maps the alignment between #NatureForAll and the newly adopted IUCN 2026-2029 Programme of Work: *Nature 2030: One nature, one future*.



Transformative Change

Programme Element	#NatureForAll Alignment	Relevant Indicators
Transformative Change Wheel from IPBES Nexus Assessment Pg 22	Reconnecting people with nature has been highlighted as a key response necessary for transformative change in the recent IPBES Nexus Assessment. In order to address the climate crisis, IPBES notes in its *Transformative Change Report* that we will need to "shift views and values to recognize human-nature interconnectedness" and to change behaviours towards the environment. A coalition of #NatureForAll partners and Commission members is leading work on implementing the newly adopted Motion 128: Strengthening human-nature connectedness to advance transformative change for nature	Activity reporting on Resolution 128 Outputs from the coalition (TBD)

Catalytic Roles

Programme Element	#NatureForAll Alignment	Relevant Indicators
Convening and networking Pg 29	#NatureForAll amplifies IUCN's convening power by providing an open, global platform that brings together diverse partners—some outside of the typical IUCN Member circle—to share ideas and collaborate. Its focus on storytelling and shared experiences inspires love of nature, and ensures that a wide range of voices contribute to conservation dialogue and solutions. By expanding IUCN's mission and message to a broader community, #NatureForAll enhances the collective capacity needed for long-term transformational change.	Number of #NatureForAll partners Number of #NatureForAll events and programmes (online and in-person) Number of events and programmes 'Inspired by #NatureForAll' Number of participants reached through events
Knowledge, science and data Page 30	The various #NatureForAll platforms offer IUCN members, Commission members and #NatureForAll partners to share knowledge and resources and engage in dialogue. #NatureForAll curates and disseminates evidence on benefits of nature, effective communication, and nature-connection practice. #NatureForAll offers tools and platforms (e.g. Esri #NatureForAll StoryMap, website and Sounds of Your Park) that organisations can use to share their knowledge and data. In addition, the celebrations for and about nature (#NatureForAll Love Fests) and inclusion of #NatureForAll inspired spaces and activities at global events and conferences offers opportunities to share that knowledge to a broader audience.	Inclusion of relevant publications on the #NatureForAll website

Programme Element	#NatureForAll Alignment	Relevant Indicators
Policy and advocacy Pg 30	#NatureForAll supports IUCN's policy and advocacy efforts by building a broad base of public awareness, motivation, and support that strengthens the societal mandate for ambitious biodiversity policies. By amplifying community voices, #NatureForAll helps ensure that policy discussions reflect diverse perspectives and real-world experience. Through storytelling, shared learning, and global collaboration, #NatureForAll creates momentum that complements IUCN's formal policy mechanisms and encourages action from local to global levels. #NatureForAll supports work related to relevant IUCN Resolutions (e.g. 128, 126, 090, 094, 097) and provides space for partners to share their experiences and learn from others.	#NatureForAll presence at global policy fora Activity reporting on IUCN Resolutions from #NatureForAll partners Inclusion of relevant publications on the #NatureForAll website Policy and advocacy Number of influence products delivered Number of deliverables provided to private sector Number of technical assistance services delivered
Capacity strengthening Pg 30	#NatureForAll creates accessible, inspiring spaces where individuals, communities, and organizations can share knowledge and learn from one another. By connecting the over 640+ #NatureForAll partners with resources, nature love stories, and peer-to-peer learning opportunities, #NatureForAll complements IUCN's formal training platforms and helps broaden and deepen conservation capacity across constituencies. #NatureForAll offers various toolkits that organisations can use, and also has started a capacity building program through the Sounds of Your Park initiative, offering young professionals an opportunity to access field recorders for free.	Capacity strengthening Number of training sessions delivered Number (unique count) of people trained
Advancing education and building awareness Pg 31	#NatureForAll supports advancing education and building awareness by inspiring people worldwide to connect with, learn about and care for nature through storytelling, campaigns, and interactive experiences. It promotes learning at all levels—formal, non-formal, and informal—equipping individuals, organizations and communities with knowledge, skills, and motivation to take conservation action. By engaging diverse audiences, including youth, local communities, and businesses, #NatureForAll helps shift mindsets, foster sustainable behaviors, and build broad-based support for biodiversity protection. #NatureForAll facilitates public engagement, helping enable IUCN to deliver high-quality communication campaigns, education products, and on-ground nature-connection activities that count directly toward Programme indicators.	Advancing education and awareness-building Number of communication products delivered Number of education products and services delivered

Roadmap for Transformative Change - Program Outputs

Programme Element	#NatureForAll Alignment
Fostering culture and youth engagement Pg 52	#NatureForAll provides a proven global platform for youth-led nature engagement, intergenerational collaboration (e.g., #NatureForAll partners were major contributors to the 2021 IUCN Global Youth Summit), and culturally-rooted experiences. Through storytelling tools, partner-driven campaigns, and a focus on equitable access, it reinforces inclusive conservation leadership and fosters a lifelong love of nature essential for transforming societal behaviours.
Facilitating Nature-based Education Pg 53	#NatureForAll strengthens IUCN's ability to mainstream Nature-based Education globally by curating innovations, sharing best practices across its 600+ partner network, and enabling measurable behaviour change through nature-connected learning and public engagement. This includes: Mainstreaming nature-based learning in formal, non-formal, and informal sectors Tools, case studies, and best practices for outdoor learning, schoolyard greening, park-based programmes, Indigenous pedagogies Regional mapping of nature-connection initiatives and evidence for behaviour change
Conserving and restoring terrestrial ecosystems Pg 58	Many of the 600+ #NFA partners work in this area, and through the various #NFA platforms can share their campaigns and projects that link people to their focus areas, building the constituency for protected areas, restoration, conservation efforts and nature-based solutions to succeed.
Conserving freshwater biodiversity Pg 59	
Conserving the ocean, both within and beyond national jurisdiction Pg 60	
Promoting one health Pg 64	#NatureForAll promotes the concept that a healthy environment means healthy people. #NatureForAll encourages One Health through connection with nature, a potential public health strategy that is accessible and affordable for many populations, with research demonstrating not only protective values but restorative benefits as well. #NatureForAll shares resources that promote the health benefits of spending time connecting with nature. Work related to Motion 128 aligns with the One Health approach, and many tools and resources created by partners do so as well.
Promoting nature-based urban development Pg 67	We live in a period of increased global urbanization, pressing climate change challenges, increasing health inequities, decreasing biodiversity, higher rates of mental health problems, and rise in communicable and non-communicable diseases.The need for regular contact with nature has never been greater. #NatureForAll offers opportunities for partners to share resources, stories and successes that can help others connect with nature in urban areas. By using the #NatureForAll platforms, organisations can inspire others by the work they are doing and share their knowledge.
Integrating nature into scaled-up global climate policy and action Pg 70	By emphasising nature's role in health, resilience and everyday life, #NatureforAll increases public acceptance of nature-based climate solutions and climate-compatible behaviours (green cities, low-carbon lifestyles, etc.).
Scaling up Nature-based Solutions Pg 72	By creating social license and public demand for nature-based solutions on land, in freshwater and in the ocean, #NatureForAll helps the Union deliver conservation and climate outputs at scale under Nature 2030. #NatureForAll serves as a platform to allow partners to share solutions and initiatives that connect people to nature for positive behaviour change and conservation impact.