

## Asking Ys how they might fall in love with nature

**A project that will begin by asking young people how they can be inspired to love and care for nature has been initiated by Macquarie University and Oz Green, with support from the NSW Environment Trust.**



Credit: Kurt Davies

The (re)Generation project is addressing the growing disconnect of urbanised young people from the natural environment and their shift towards busy and virtually connected lives.

The researchers say there is evidence that if young people develop a relationship with nature early in life they are more likely to care for nature and protect it as adults.

They are calling for those aged 15–25 years to share their ideas on how they believe they can motivate and communicate with other young people in NSW and stimulate their interest to visit nature, fall in love with it and look after it.

The nature focus is on areas of concern where pressures are increasing – coasts, rivers, wetlands, mountains and catchments in NSW. The approach may be through social media to motivate their networks, or any other form of multi modal media or peer-peer.

A panel will select the 10 most innovative ideas and invite the young Australians behind them to join a team of arts, communications, education and research professionals to develop the ideas further and put them into practice.

They will also be invited to attend the International Union for Conservation of Nature (IUCN) World Parks Congress in Sydney this November to share ideas with international participants. Organisers of this decadal environmental conference hope to launch a movement to ‘inspire the next generation with nature’.

(re)Generation project organisers invite community and conservation organisations, the arts, universities, colleges and schools are to call for young Australians in their networks to get involved.

They also invite those older than 25 with an arts or communications skill – such as filmmaking, photography, marketing, events and writing – or who have experience in sustainability research or education, to apply for roles as mentors to participants.

Applications for participant projects and mentor roles are due 30 September 2014.

For more information on how to apply, email [janecrowley87@gmail.com](mailto:janecrowley87@gmail.com) or visit [the project's Facebook page](#)

Source: Macquarie University

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