



Nature and Us

Its time for a
national conversation
about the future of our
natural environment

NRW Corporate plan commitment...



- To engage the people of Wales in a national conversation about their vision for the natural environment of Wales.
- To develop a shared vision for the natural environment in Wales.

Nature & Us is an exercise to get people in Wales thinking and talking about the future of our natural environment and what we can all do to protect it



What is Nature & Us?



- It begins with a **national conversation** – to continue the conversation on from COP26. The first phase runs for 10 weeks from 17th February.
 - The conversation will be happening online, so everyone in Wales can get involved.
 - To participate, people need to visit the dedicated Nature & Us portal, read the information and choose how to get involved.
 - E.g. Opportunities to register for national online events or volunteer for a programme of online focus groups or stakeholder workshops.
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Social media campaign > natureandus.com



[Home](#) [Registration](#) [Stakeholder toolkit](#) [Share my vision](#)

 MY ACCOUNT [English](#)

**Cyfoeth
Naturiol
Cymru**
**Natural
Resources
Wales**

Nature and Us

What future do we want for
our natural environment?

REGISTER TODAY FOR ONE OF OUR NATIONAL EVENTS

HAVE YOUR SAY: COMPLETE THE NATURE AND US SURVEY



NATIONAL WEBINAR

Methods of Involvement



Online survey

Part 1 - What concerns you most? What action should Wales take? Imagine life in the future

Part 2 - More about personal actions people are willing to take

Webinars

Based on 4 future scenarios

Reactions to each - good and bad

Understanding shared and contested values

Stakeholder Workshops

Same format as webinars but as a facilitated discussion

Carefully selected spread of organisations / individuals

Focus group Sessions

Chosen from willing volunteers - those that have completed the survey

Regional based, exploring future scenarios

Exploring Futures – 4 possible future scenarios



1. The fundamental trait is high economic growth with a greater focus on removing barriers to trade – roughly based on current attitudes and trends.

2. The belief that the management of natural resources for equitable social, cultural, economic and environmental benefits is mainstreamed, recognising the role of ecosystem services, well-being, and global impacts.

Future Scenarios

4. A preservationist attitude arises because Wales can afford to look after its own backyard without diminishing the drive for higher standards of living. Nature in Wales is prioritised above all else – impacts are offset elsewhere.

3. Society is more concerned with immediate surroundings and strives to put communities and human well-being at the heart of all decisions regardless of wider national or international interests.

Methods of involvement



- Share your stories about your connection with nature, and your vision for the future.
 - Host your own conversation
 - Learning resources for schools
 - Artist in residence “Hen Wlad Ein Plant / Land of our Children”
 - Writers in residence – Poetry / prose
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Natur a Ni

Pa fath o ddyfodol
ni'n ei ddymuno a
ein hamgylchedd



naturani.cymru

Nature and

What future do we
our natural environ



natureandus.wales

Natur a Ni Nature and Us

1. Pa ddyfodol ydych chi'n ei ddymuno ar gyfer ein hamgylchedd naturiol?
What future do you want for our natural environment?

2. Beth allwch chi ei wneud i helpu i greu dyfodol gwel i'n hamgylchedd naturiol?
What can you do to help create a better future for our natural environment?



Neu gadewch fi
mewn canolfan
ymwelwyr CNC
Or drop me
off at a NRW
visitor centre

Nature and Us Team
Natural Resources Wales
Cambria House
29 Newport Road
Cardiff CF24 0TP



Outputs from Phase 1: Issues Paper



- What do people identify as the critical issue for the future?
- If things went well, being optimistic but realistic, what would be a desirable outcome?
- If things went wrong, what factors would people worry about?
- What people think about different scenarios of the future?
- What people are willing to change?

Most common

Outliers

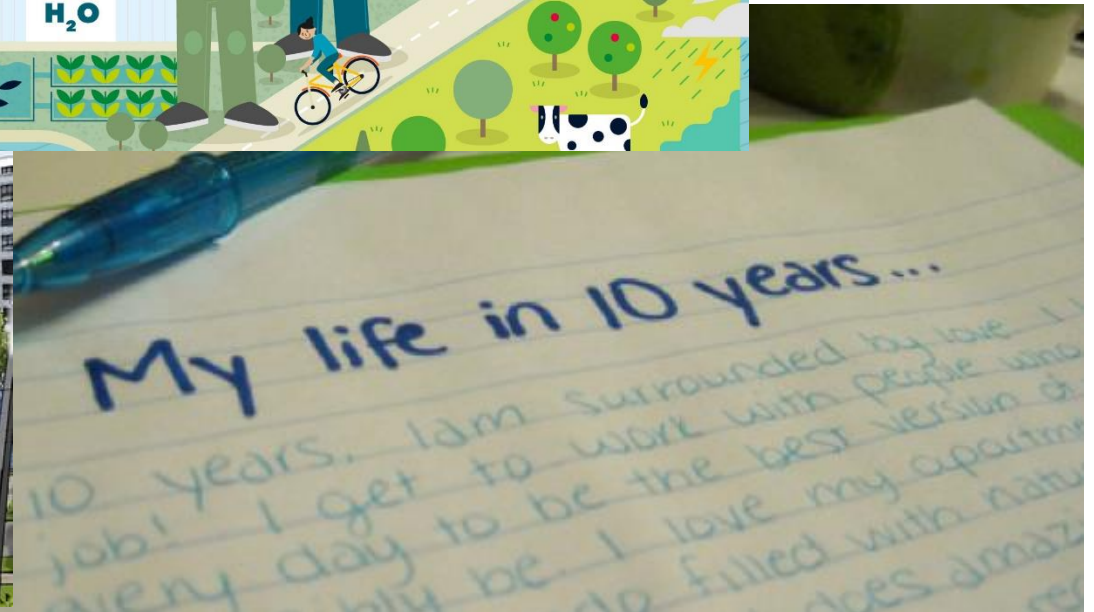


Outputs from Phase 1: Qualitative



“Dyma lle safodd rhywun,
yn ofni'r tywydd yn ei tref ac yn ei pen...”

“This is where someone stood,
scared of the weather in her town
and in her head ...”



What then?



EVENTS

- Playing back the voices and views that we have collated and the stories we've heard

INVOLVEMENT

- Asking different groups to help us to analyse the results – if this is what people are saying, what does it mean for Wales?

PRODUCTS

- Co-creation of Vision or Visions for Wales
- Report, sharing our learning – summary of the conversation

ACTIONS

- Building stakeholder commitments to action – so that we all play our part
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How can you get involved?



- We need you to reach out to your audiences and networks.
- With your support, we can encourage people in Wales to get involved with the national conversation, discover the importance of our natural environment, and help to protect it.
- We would be grateful if you could amplify our campaign messages by sharing them with your networks.



How can you get involved?



You could get involved by:

- Posting messages on your social media channels
- Sharing information via your website, newsletters and other communications channels
- Speaking about Nature and Us at your own or partner events
- Printing and displaying our campaign posters
- Supporting people within your network to take part



Resources for others: The Stakeholder Toolkit



- To make it as easy as possible to support the Nature and Us campaign, we are creating a toolkit that can be used by stakeholders.
- The Nature and Us toolkit is available at www.natureandus.wales and includes a range of campaign materials that stakeholders can access and use to help support and amplify the campaign.
- We will update this toolkit as the campaign progresses. Please check back regularly to get the latest versions of the content.

The Toolkit will include:

- Social media graphics – headers, icons, infographics, GIFs
- Printable posters
- Printable postcards
- PowerPoint slides / templates
- Downloadable image bank
- Video clips and campaign videos
- FAQs



Thank you for your support with the Nature and Us campaign

If you have any questions or feedback,
please contact us at:

Natureandus@cyfoethnaturiolcymru.gov.uk