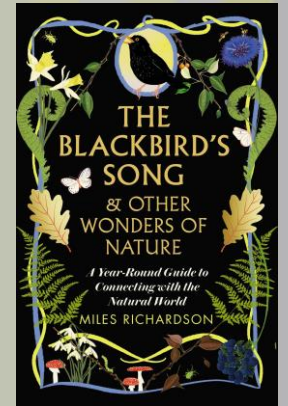




@findingnature
findingnature.org.uk
derby.ac.uk/NCxRG

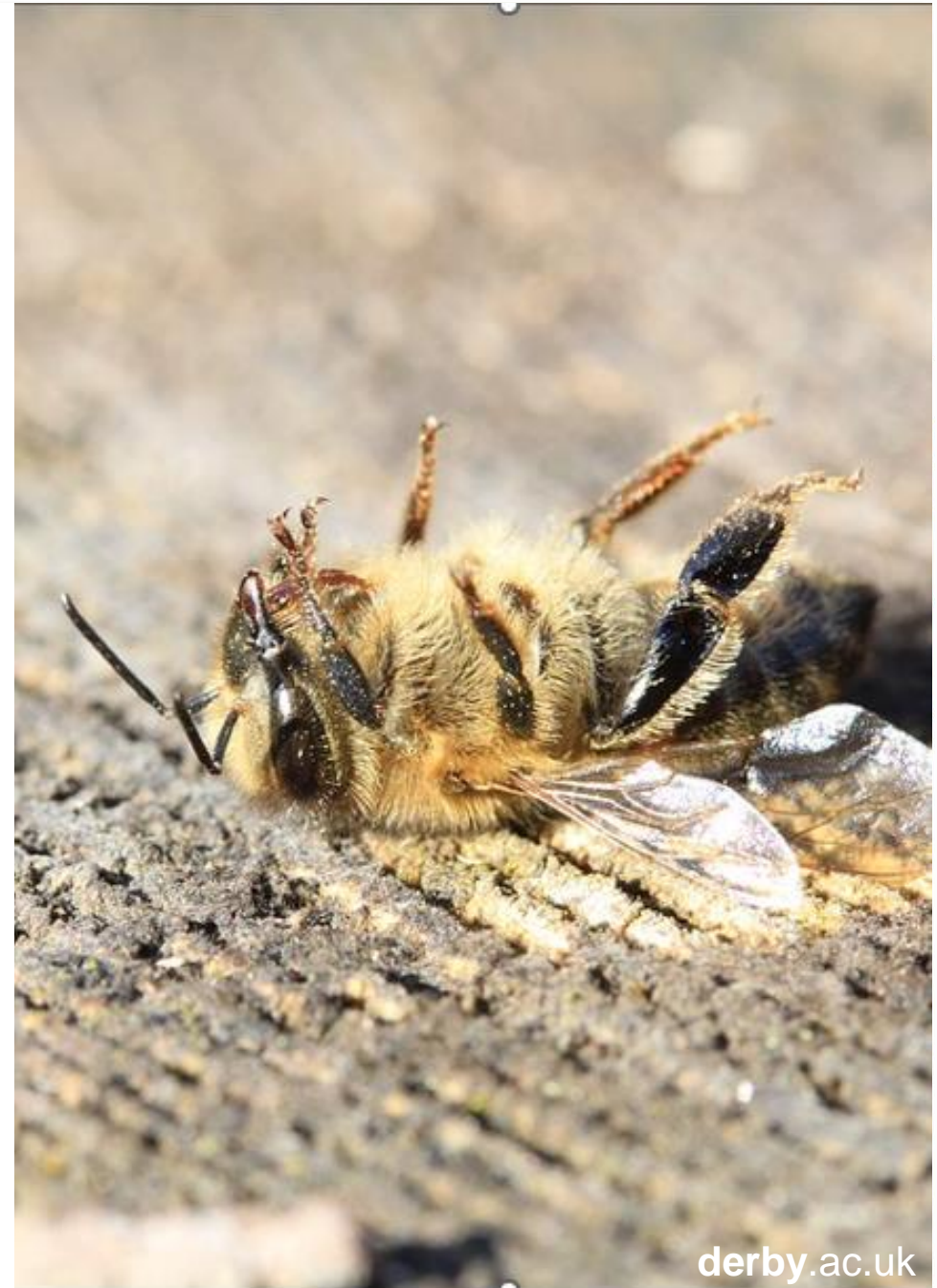
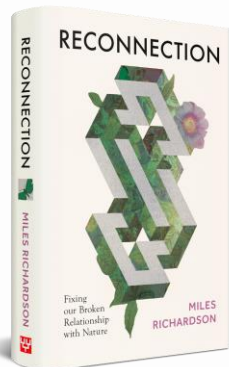


Fixing our failing relationship with nature
Prof. Miles Richardson

derby.ac.uk

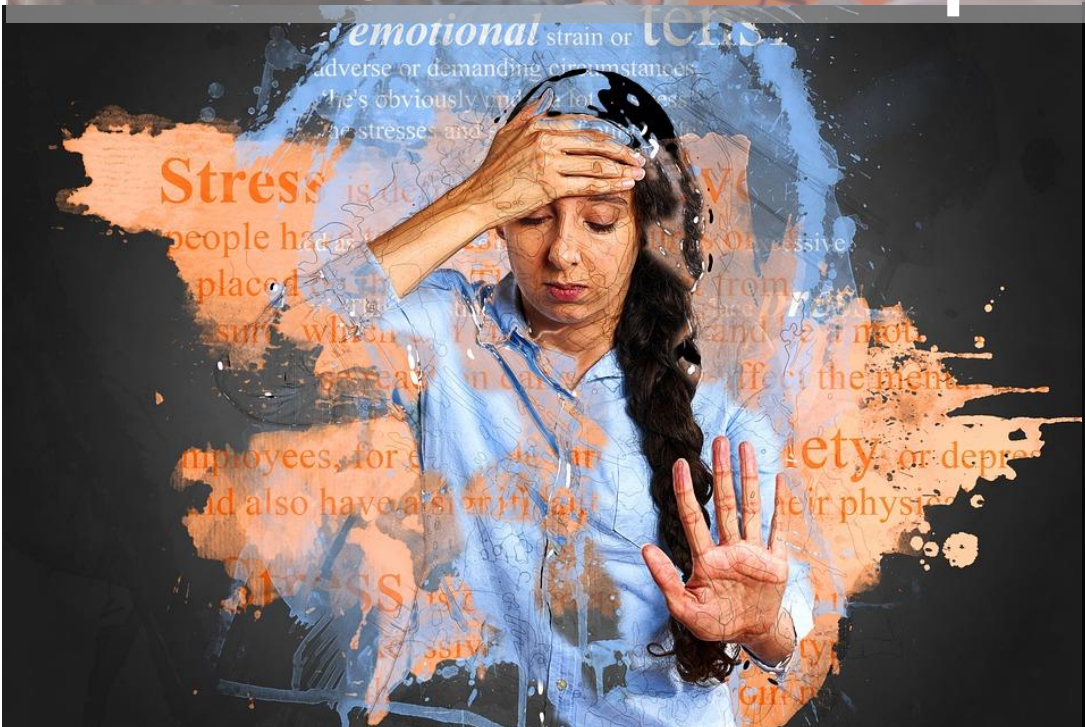
The need for reconnection

'a single, underlying fault upon which the entire edifice of Western thought and science has been built – namely that which separates the “two worlds” of humanity and nature’,
Tim Ingold





Our relationship with nature is failing

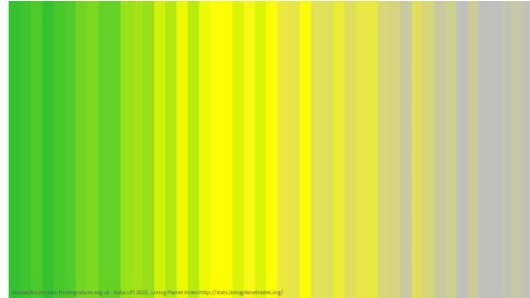


Telling the Story - Visualising Biodiversity Loss

8th August 2022
biodiversity stripes
created



Released



August



August



Paris

October



Cairo

November



Channel 4 News



COP15

Montreal

December

French National TV

FT Feature

Natural History
Museum

Purpose Award
Winner

Durrell Tortoise
Takeover



May



London



June

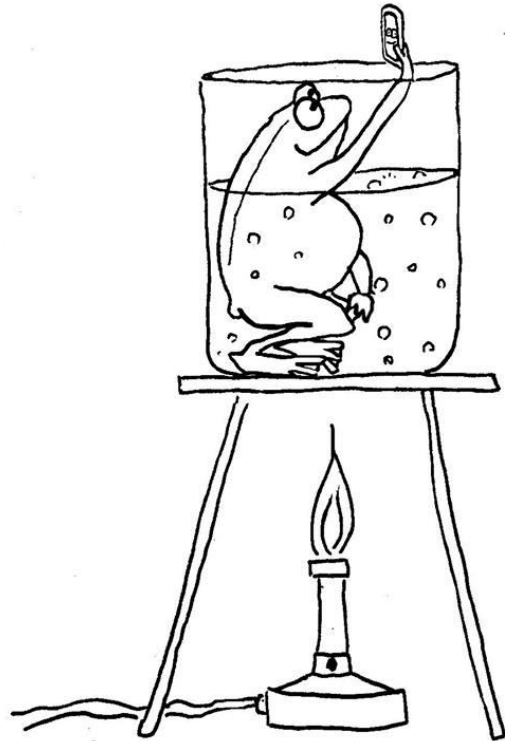


Berlin

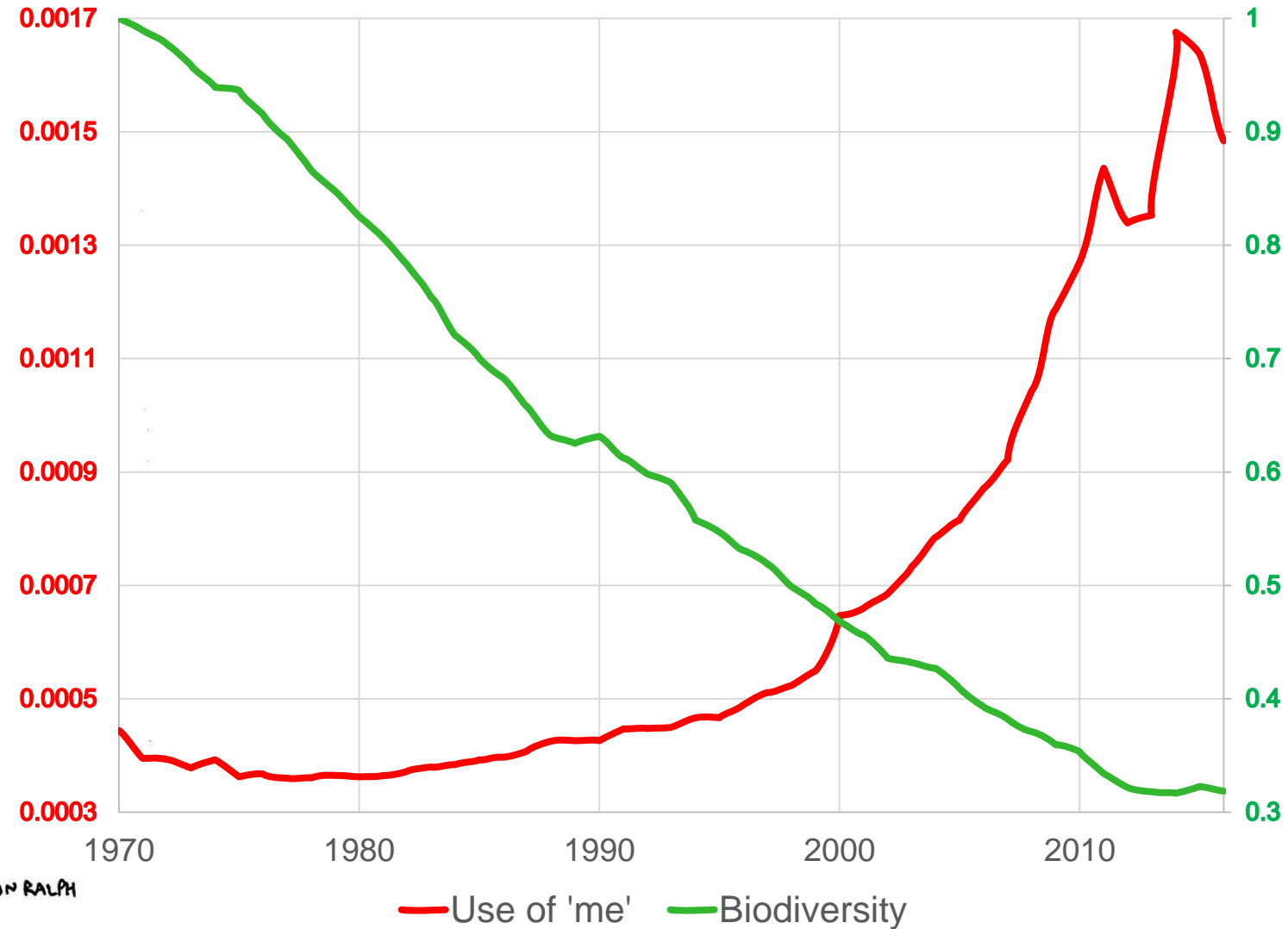


Dubai

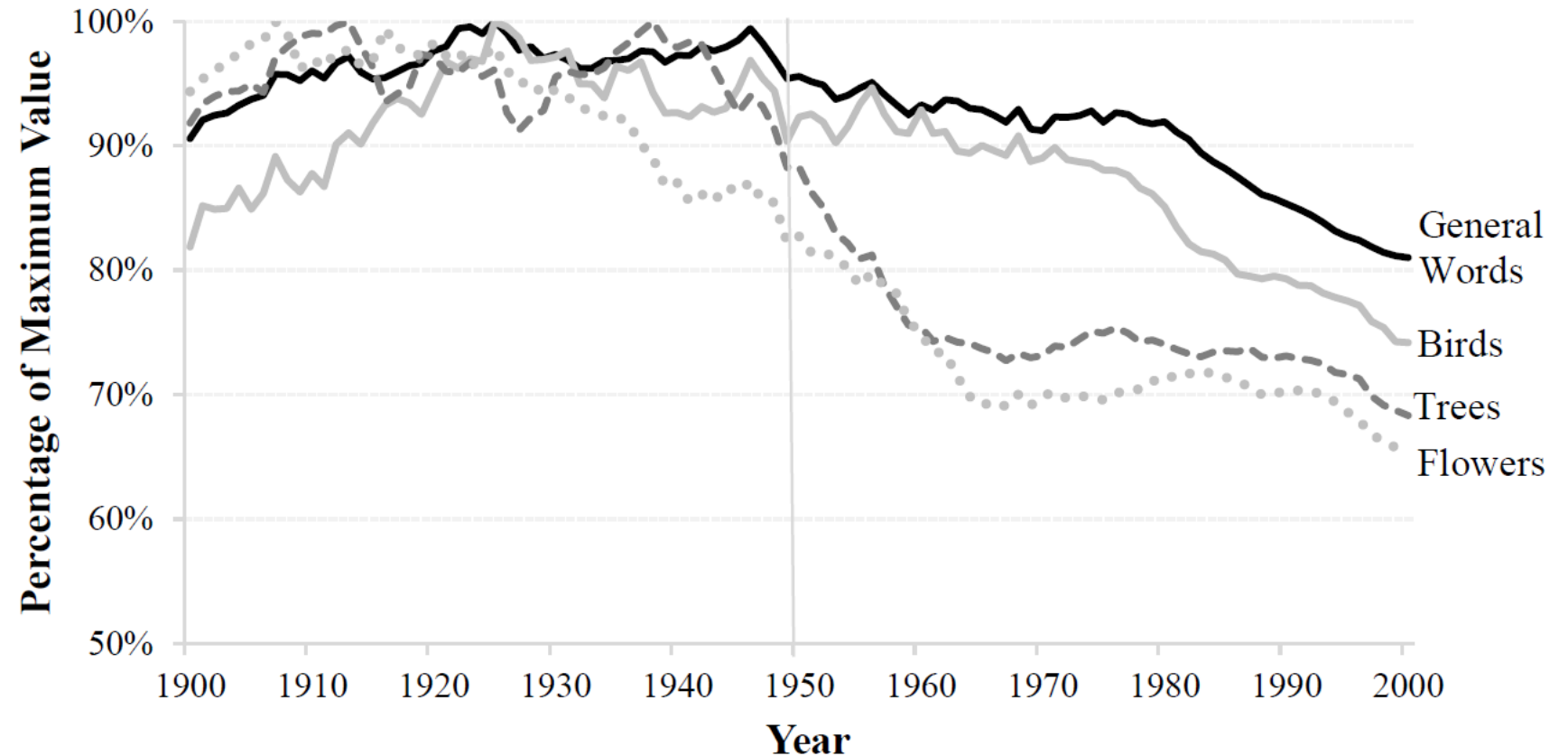
Data for nature - Loss of biodiversity and rise in 'me'



@CARTON RALPH



Data for nature – more than biodiversity



Ratio of nature-related words in English fiction by category, as a percentage of the maximum value for that category (1900-2000).

From - Kesebir, S., & Kesebir, P. (2017). A growing disconnection from nature is evident in cultural products. *Perspectives on Psychological Science*, 12(2), 258-269.

From - Twenge, J. M., Campbell, W. K., & Gentile, B. (2012). Increases in individualistic words and phrases in American books, 1960–2008. *PloS one*, 7(7), e40181.



a nation of nature lovers?

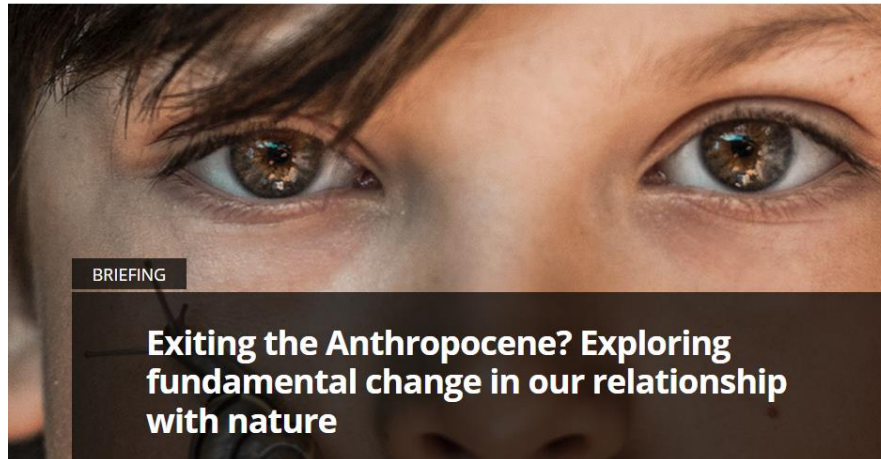
Country	Nature Connection	Biodiversity	Wellbeing
Italy	4.67	0.51	61.00
Portugal	4.63	0.51	65.13
Czech	4.47	0.50	62.35
Bulgaria	4.43	0.49	63.94
France	4.36	0.42	61.97
Greece	4.35	0.55	63.45
Estonia	4.29	0.44	56.45
Spain	4.29	0.49	67.55
Germany	4.27	0.37	58.23
Netherlands	4.21	0.41	61.52
Finland	4.17	0.29	60.61
Sweden	4.05	0.30	58.97
Ireland	3.96	0.28	58.97
UK	3.71	0.32	54.13

Richardson, M., Hamlin, I., Elliott, L. R., & White, M. P. (2022). Country-level factors in a failing relationship with nature: Nature connectedness as a key metric for a sustainable future. *Ambio*, 1-13.

Global recognition that a sustainable future requires a new relationship with nature.



[Topics](#) [Analysis and data](#) [Countries](#) [Newsroom](#) [About us](#)

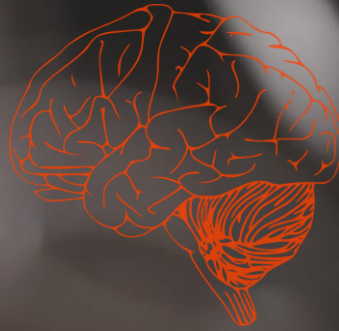


2020 UN BIODIVERSITY CONFERENCE
COP 15 - CP/MOP10-NP/MOP4
Ecological Civilization-Building a Shared Future for All Life on Earth
KUNMING - MONTREAL





Hidden Connections



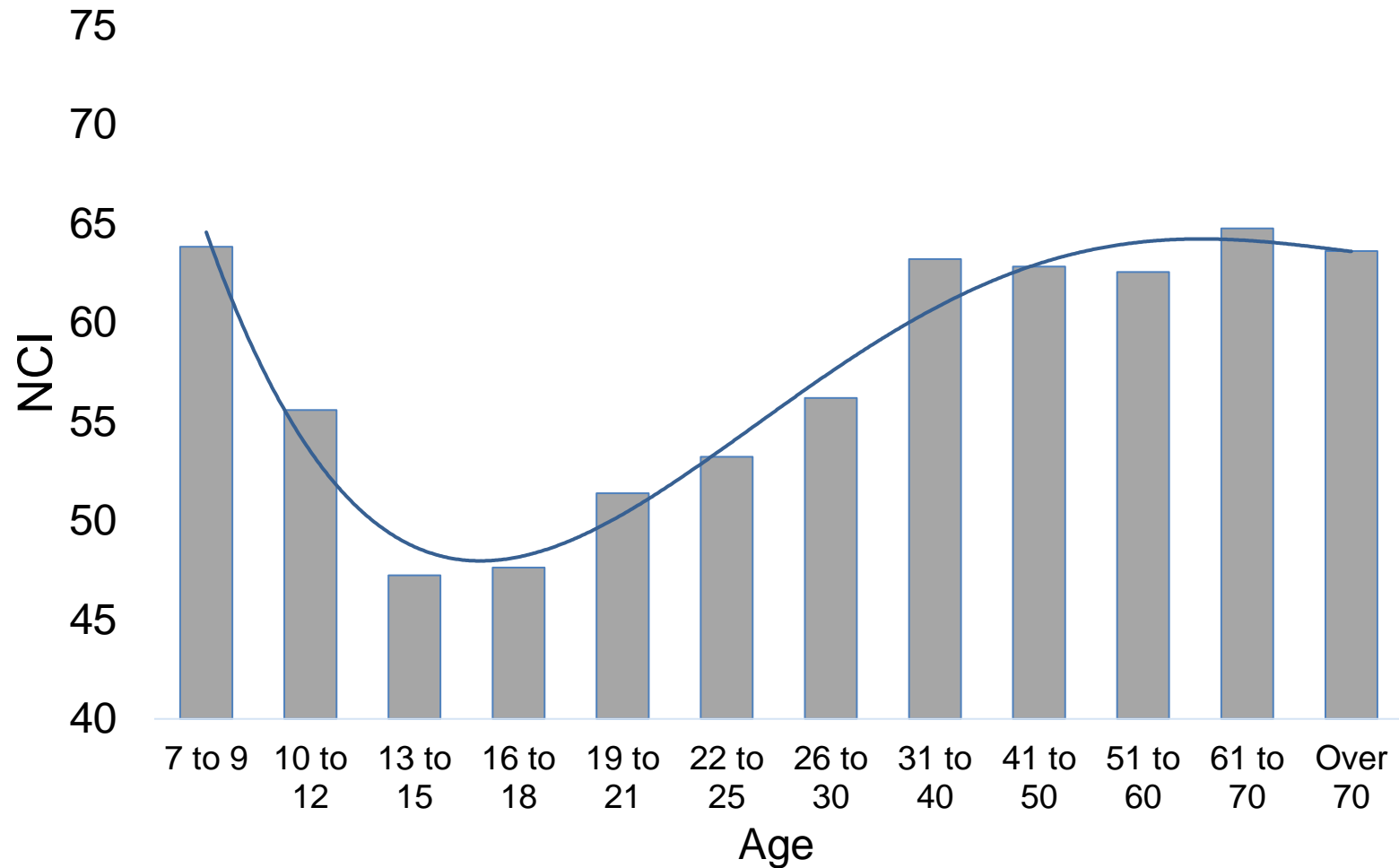
What is Nature Connectedness?

- Different to contact and exposure to nature.
- An internationally recognised psychological construct.
- A person's sense of their relationship with nature – cognitive and emotional.
- Measurable & malleable.
- Allows science, provides clarity.
- A basic psychological need.
- Unites both human and nature's wellbeing.



Nature Connection Across the Lifespan

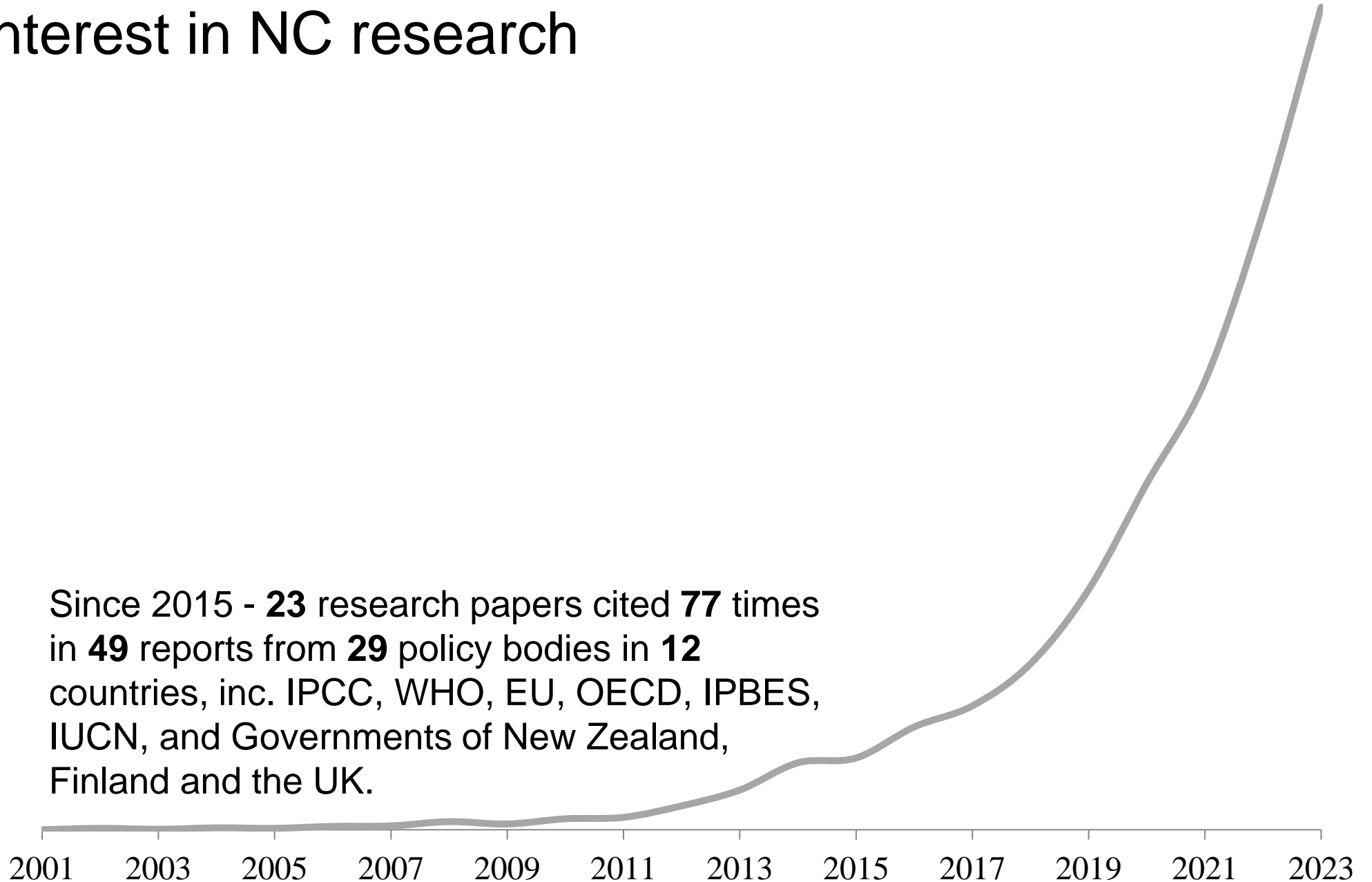
For Sustainable Relationship with Nature?



Richardson, M., Hunt, A., Hinds, J., Bragg, R., Fido, D., Petronzi, D., Barbett, L., Clitherow, T.J., and White, M. (2019). An Affective Measure of Nature Connectedness for Children and Adults: Validation, Performance and Insights. *Sustainability*, 11(12), 3250.

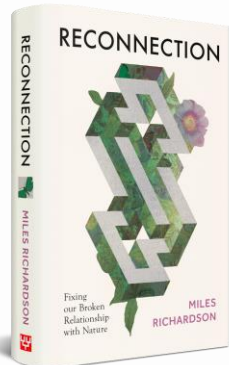
Interest in NC research

Since 2015 - **23** research papers cited **77** times in **49** reports from **29** policy bodies in **12** countries, inc. IPCC, WHO, EU, OECD, IPBES, IUCN, and Governments of New Zealand, Finland and the UK.

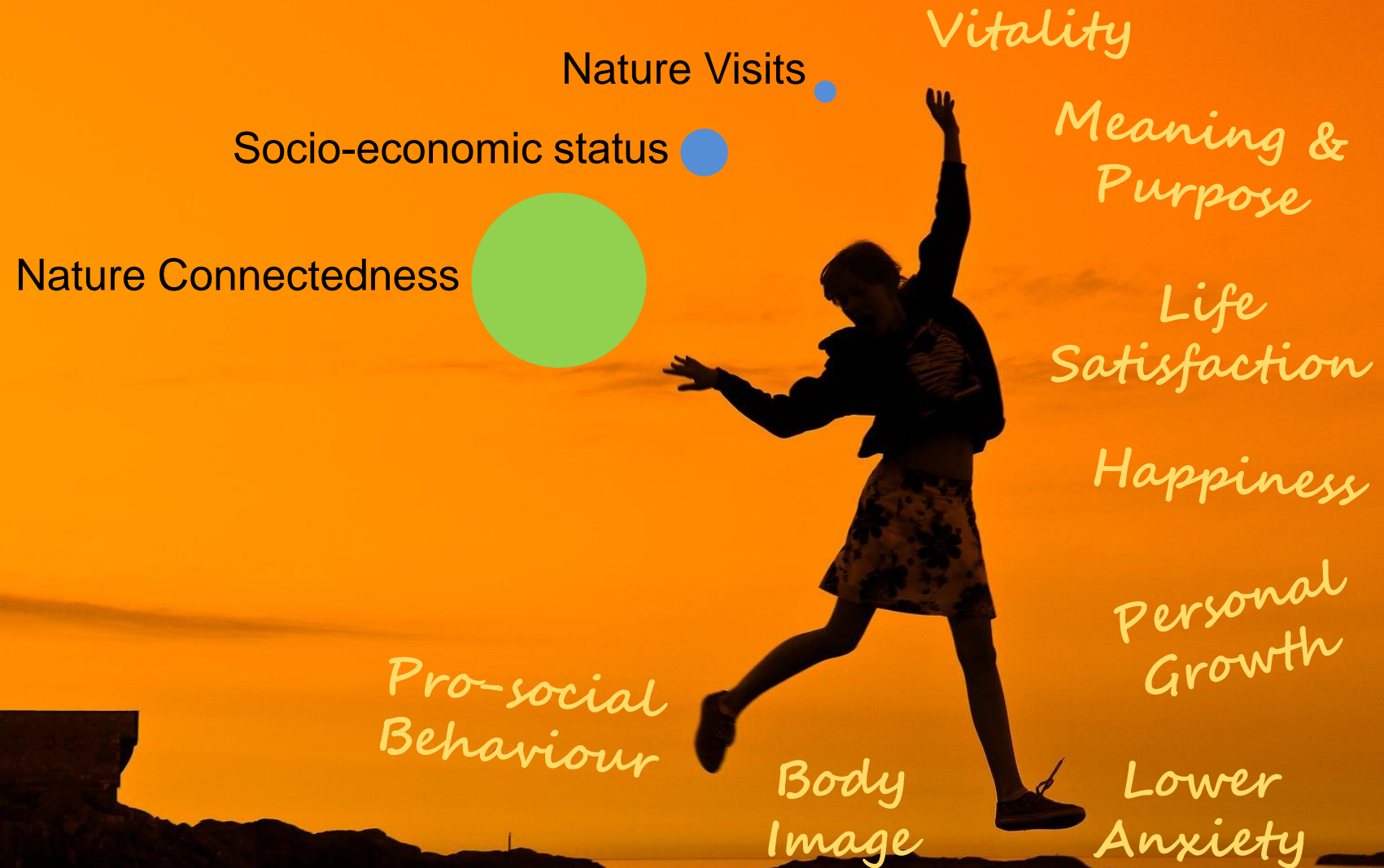


Benefits of reconnection

Each person is a community of half human and half microbial cells. Even while containing more bacterial species, urban woodland has fewer pathogenic species than urban sports fields.



Why Nature Connectedness Matters - People



Why Nature Connectedness Matters More

Facts &
figures

2%



“strong & robust association between nature connection & PEB,
as well as evidence that nature connection **causes** PEB”

Virtuous Circle: Good for nature, good for you



Human exposure to nature



Repeated human engagement with nature

2 types of behaviour: PEBs and PCBs

- Huge disparity in awareness, coverage and psychological research into climate change compared to biodiversity loss.
- **Pro-environmental behaviours** – often carbon and resource use focus - **positive inactions** (e.g. don't drive, don't fly).
- **Pro-nature conservation behaviours** – broadly habitat creation - **positive actions**.
- Two different types of behaviour – nature connectedness key for both.



Understanding Pro-Nature Conservation Behaviours

- Engaging in simple nature-activities, living nature connectedness, the largest contributor to pro-nature behaviour.
- **Time** in nature, **knowledge**/study of nature, value/concern for nature **did not emerge as significant** – no relationship to PCBs.
- Data needs to evoke emotions, bring meaning and prompt engagement.

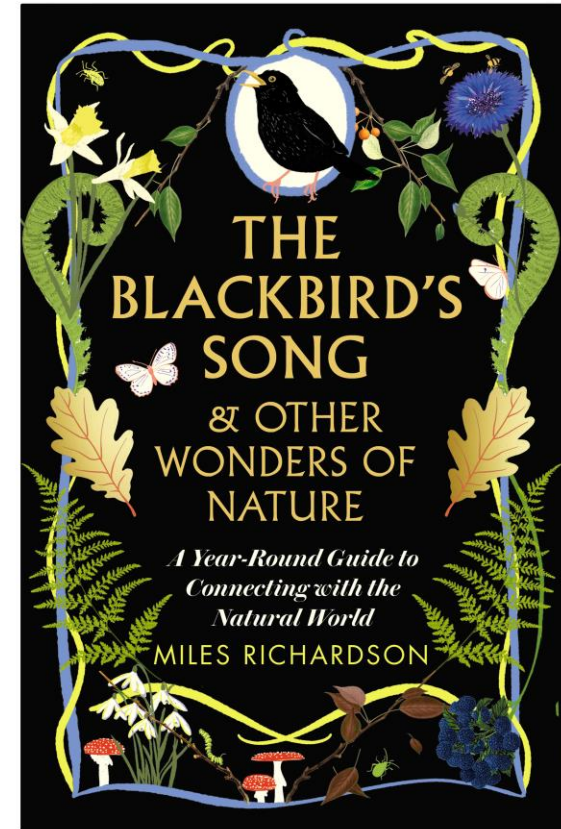
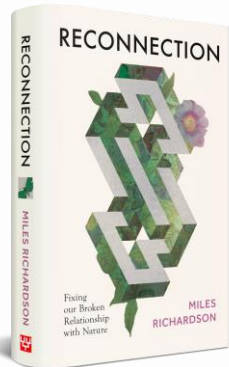


Richardson, M., Passmore, H. A., Barbett, L., Lumber, R., Thomas, R., & Hunt, A. (2020). The green care code: How nature connectedness and simple activities help explain pro-nature conservation behaviours. *People and Nature*, 2(3), 821-839.

Barbett, L., Stupple, E. J., Sweet, M., Schofield, M. B., & Richardson, M. (2020). Measuring actions for nature—development and validation of a pro-nature conservation behaviour scale. *Sustainability*, 12(12), 4885.

Creating a new relationship

In The Descent of Man, Darwin regularly used the word 'love' and explained that he had previously attributed too much to the term 'survival of the fittest'



Power of Noticing Nature

- Noting three good things in nature each day has led to...
- Significant increases in mental health & nature connectedness - sustained at 1 month
- Significant increases in pro-nature conservation behaviours
- And when combined with citizen science biodiversity monitoring.

Richardson, M., & Sheffield, D. (2017). Three good things in nature: Noticing nearby nature brings sustained increases in connection with nature. *Psychology*, 8(1), 1-32.

Keenan, R., Lumber, R., Richardson, M., & Sheffield, D. (2021). Three good things in nature: a nature-based positive psychological intervention to improve mood and well-being for depression and anxiety. *Journal of Public Mental Health*, 20(4), 243-250.

Pocock, M. J., Hamlin, I., Christelow, J., Passmore, H. A., & Richardson, M. (2023). The benefits of citizen science and nature-noticing activities for well-being, nature connectedness and pro-nature conservation behaviours. *People and Nature*, 5(2), 591-606.



Noticing matters but people don't

- 80% of people rarely or never watch wildlife, smell wildflowers or photographed nature – prefer human creations.
- In lockdown noticing increased more (74%) than visits to nature (40%).
- Increases in noticing nature were associated with better wellbeing and more pro-nature conservation behaviours



Richardson, M., Hamlin, I., Butler, C. W., Thomas, R., & Hunt, A. (2021). Actively Noticing Nature (Not Just Time in Nature) Helps Promote Nature Connectedness. *Ecopsychology*.

Richardson, M. & Hamlin, I. (2021) Nature Engagement for Human and Nature's Wellbeing during the Corona Pandemic. *Journal of Public Mental Health*. DOI: 10.1108/JPMH-02-2021-0016

Design Framework

Pathways to Nature Connectedness



Senses



Emotion



Beauty



Meaning



Compassion

The five pathways to nature connection

1



Senses

Exploring and experiencing nature through all the senses

2



Beauty

Seeking and appreciating the beauty of the natural world

3



Emotion

Noticing and welcoming the feelings nature inspires

4



Meaning

Celebrating and sharing nature's events and stories

5



Compassion

Helping and caring for nature



Like elsewhere in life a lasting & sustainable relationship comes through noticing, emotion, finding beauty, meaning & compassion.

Use of the 'pathways' design framework

From design of a variety of activities & programmes

- 30 Days Wild – improved wellbeing and pro-nature action for 1 million people.
- National Trust 50 Things...
- Generation Green, Green Influencers.

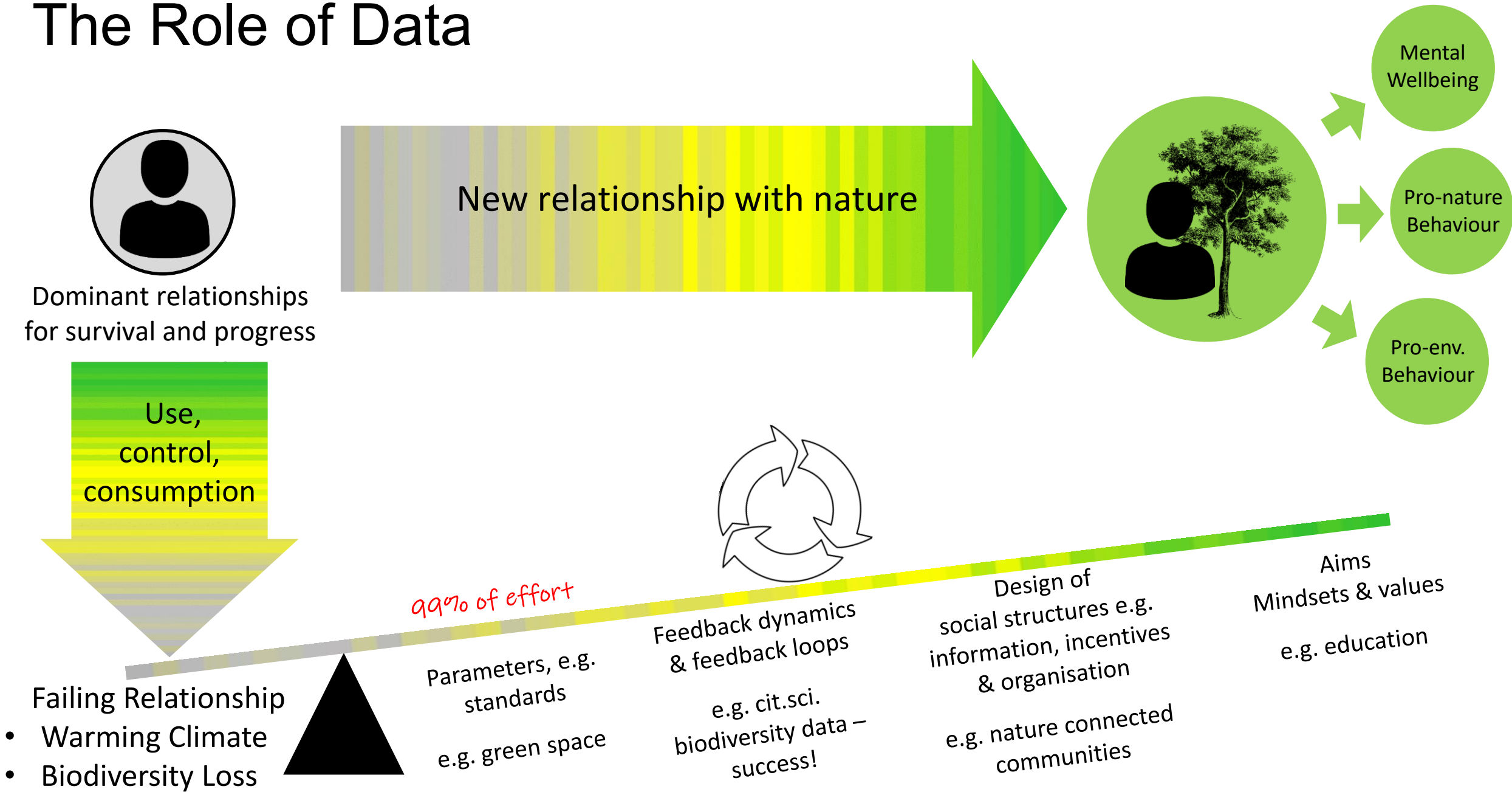
To the design of places

- Durrell Butterfly House
- DfE Biophilic School

To strategy



The Role of Data



- Collecting and sharing data should be part of a new relationship.
- Notice and celebrate nature while doing it.

