

# I'm With Nature

A guide for  
how to connect  
with nature and  
contribute to  
science

World  
Environment  
Day

5 June 2017







---

## Introduction

This year, there is just one word for what we want to make World Environment Day: epic. The aim is for celebrations to be bigger and better than ever and to call on people to show their love and affection for our shared natural world. In support of the 2017 celebrations, the International Union for the Conservation of Nature (IUCN) and the #NatureForAll campaign have come on board to help inspire people to get out into nature and record what they see.

Our joint nature challenge from June 1 to June 12 aims to help build the world's largest nature database by urging people to record the biodiversity that surrounds us in our gardens, schoolyards, parks and other protected areas.

In partnerships with iNaturalist – which has already helped citizens record more than 4 million observations of 100,000 different species – we want to make a contribution to science for this year's World Environment Day. This short guide explains how you can get involved!

---

## About World Environment Day

World Environment Day is the United Nations' flagship day for encouraging worldwide awareness and action for the environment. Over the years, it has grown to be one of the largest global platforms for public outreach, celebrated by millions of people in well over 100 countries.

It is the 'People's Day' for doing something positive for the environment. Its aim is to harness individual actions and transform them into a collective power that has a legacy of real and lasting impact on the planet. From Bahrain to Bangkok, the day is celebrated in countless ways with everything from beach clean-ups and tree planting to petitions and photo competitions, with thousands of schools, companies and governments getting involved. The beauty of the day is in this diversity. It's when citizens across the world collectively act, care and show their love for the planet.



---

## 2017 host country and theme:

Hosted by Canada, this year's World Environment Day has the theme **Connecting People to Nature** with the hashtag #WithNature. The idea that underpins this is that in our modern world few of us take enough time away from our daily lives to appreciate and engage with our natural world. By celebrating World Environment Day surrounded by nature, we can rediscover the importance of caring for the environment so that it can care for us.

---

## Why celebrate World Environment Day?

This year we want to build citizen science into the heart of World Environment Day. So whether it's spiders, slugs, swifts or salamanders, everything you record will help scientists monitor our biodiversity around the world.

## So, how does it work?

### 1. Download the App

iNaturalist is available for Android and iPhones at your app store. It takes 2 minutes to install!

### 2. See if there is a bioblitz near you

Across the world, over 20 national parks are being opened for free for people to go to and people are organising bird-watching challenges and nature blitzes so check if there is an event for you to go at the World Environment Day website.

### 3. If not, ask friends, family or local groups to get involved

A nature blitz can be great fun if you do it with others, so why not organize a meet-up between June 1-12 to get your friends and family involved. The more observations are made, the more progress we can make for science! See the links at the end of this pack for how to register.

### 4. Get out in nature and record your observations

It's quite simple really, all you need to do is to record pictures of what you see in nature and then upload them to the iNaturalist database so fellow naturalists can see what you're finding.

### 5. Discuss what you see with the community

One of the great things about iNaturalist is that it's a community of people who share a love for nature. So explore what others have found where you live and be inspired by the beauty of the biodiversity that lives on our doorstep.





---

## Want to do more?

In addition to the Nature Blitz activity with IUCN and #NatureForAll, this World Environment Day people are being asked to help create the World's Biggest Nature Album by sharing a picture of a landscape that inspires them. It's simple, all you need to do is share a photo on #WorldEnvironmentDay or #WithNature and they'll be automatically added to the site. The best photos will be selected for an exhibition that the UN will hold at its global headquarters!

**Materials:** There is a brand toolkit and materials with all the logos for you to use which can be found on the World Environment Day website at:  
<http://www.worldenvironmentday.global>

## Contacts:

Finally, our team is happy to support where it can, so do email us to register your event on

[worldenvironmentday@unep.org](mailto:worldenvironmentday@unep.org)

Share what you're doing  
using the hashtags:  
#NatureForAll  
#WorldEnvironmentDay  
#WithNature

