



# Oxford Brookes: In Our Nature

An evidence based web resource to promote lifelong connection with nature for 18-25 year old students at Oxford Brookes University

## Humans and nature

Humans have an innate affinity with nature, (Kellert and Wilson, 1993) but as we become more urbanised, we have less contact with it. This 'extinction of experience' leads to unprecedented levels of environmental apathy and degradation (Zylstra et al., 2014 ).

'Connection with nature' is the measure of a person's relationship with nature. Evidence shows that a positive relationship with nature correlates with pro-environmental behaviours. Connection with nature can be increased using interventions, so it is a potential conservation tool (Richardson et al., 2016).

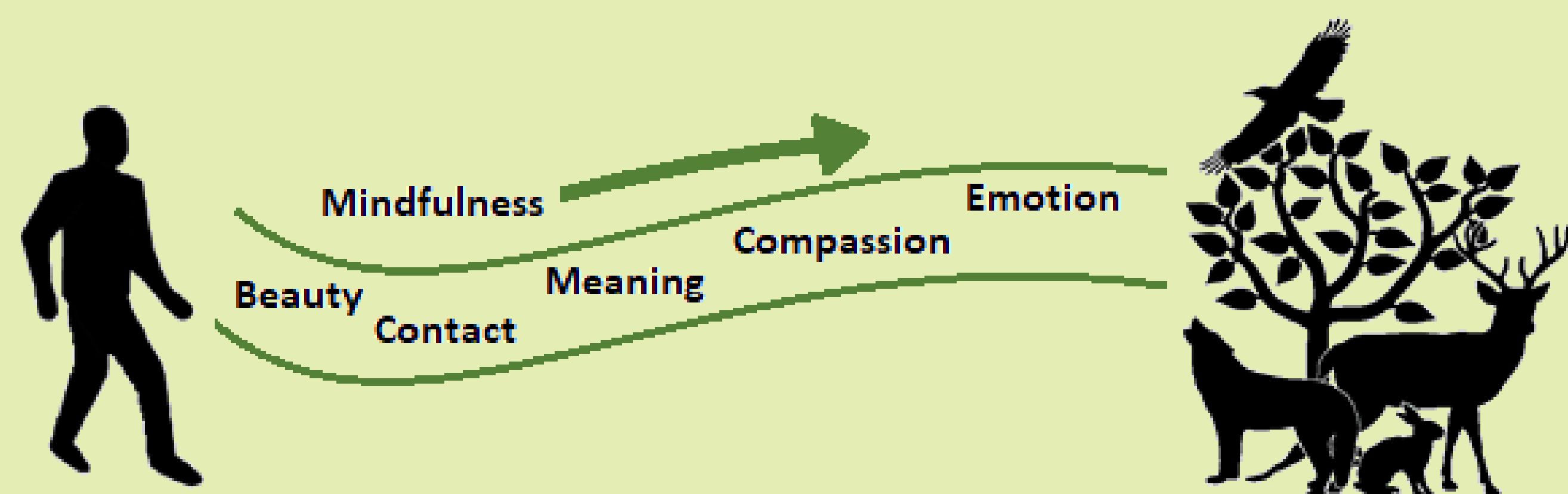


The tendency to love and care for nature is a universal human trait. It makes us feel good.

## A new audience for nature

I hypothesised that students have been overlooked in conservation interventions, and are an ideal audience to connect with nature.

- Large, diverse community
- Open to new experiences
- Motivated to change
- Varied career paths
- Institutional setting



Using identified emotional pathways to connection with nature, we can build moments of mindful nature appreciation into existing activities to make connecting with nature a lifelong habit and increase pro-environmental behaviour. (Lumber, Richardson and Sheffield, 2017).

I created an online resource concept to build connection with nature in students. It uses daily prompts to include small actions in nature within existing activities. The positive, relevant content seeks to include nature as part of the wider student experience and community.



Stimulate empathy and extend the boundaries of community beyond the human experience.



Encourage sensory exploration to inspire curiosity about the natural world.



Embrace the beauty and joy found from interacting with nature, and enjoy the mutual benefits.

## Can we 'reconnect'?

Through repeated interaction using our physical and emotional senses, we build on our relationship with nature until nature appreciation becomes a valued part of our lives.



Connection with nature offers hope for conservation by encouraging us to care about our world. Why not start your journey to reconnection today!

## Contact

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