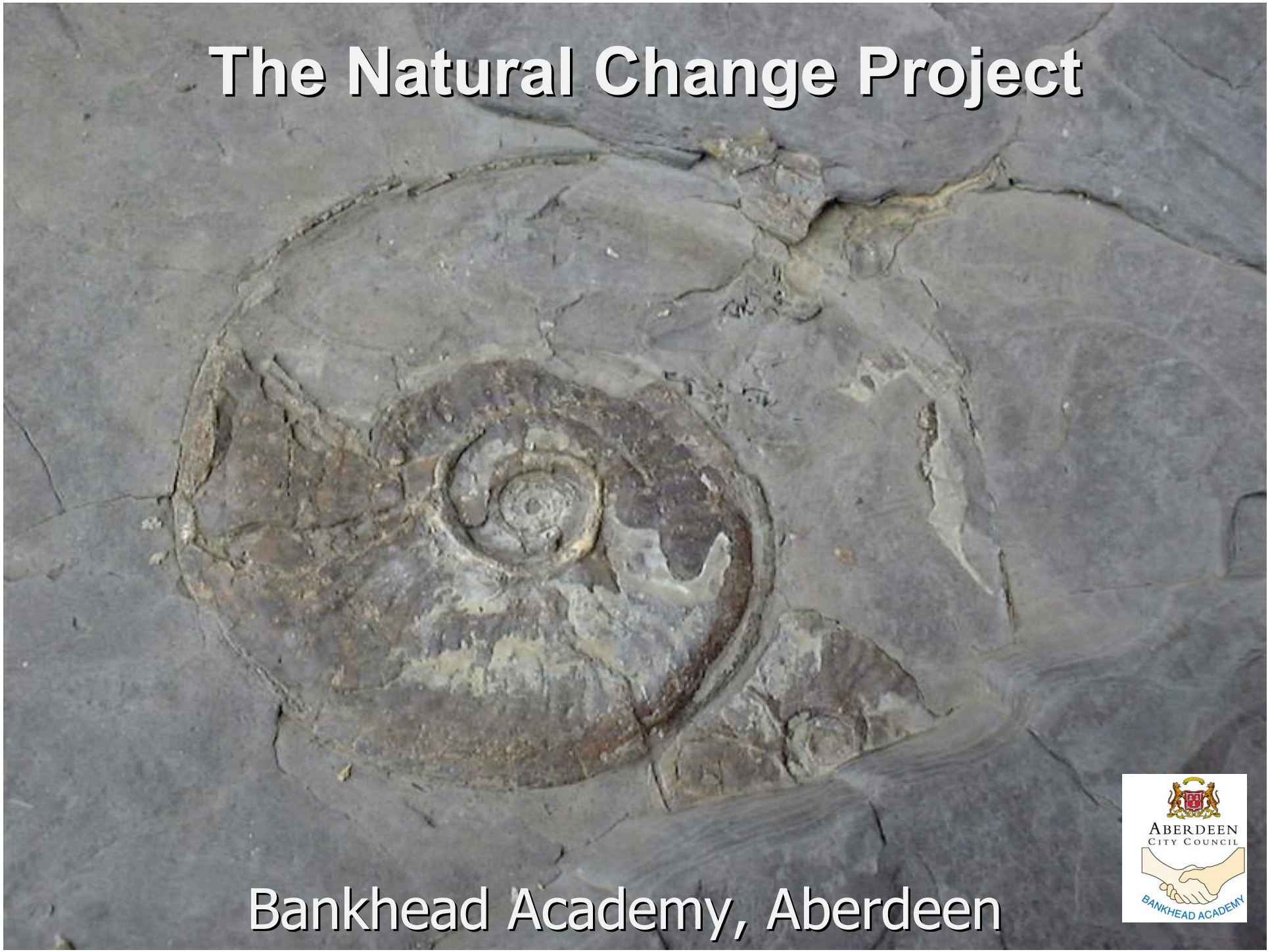
The Natural Change Project



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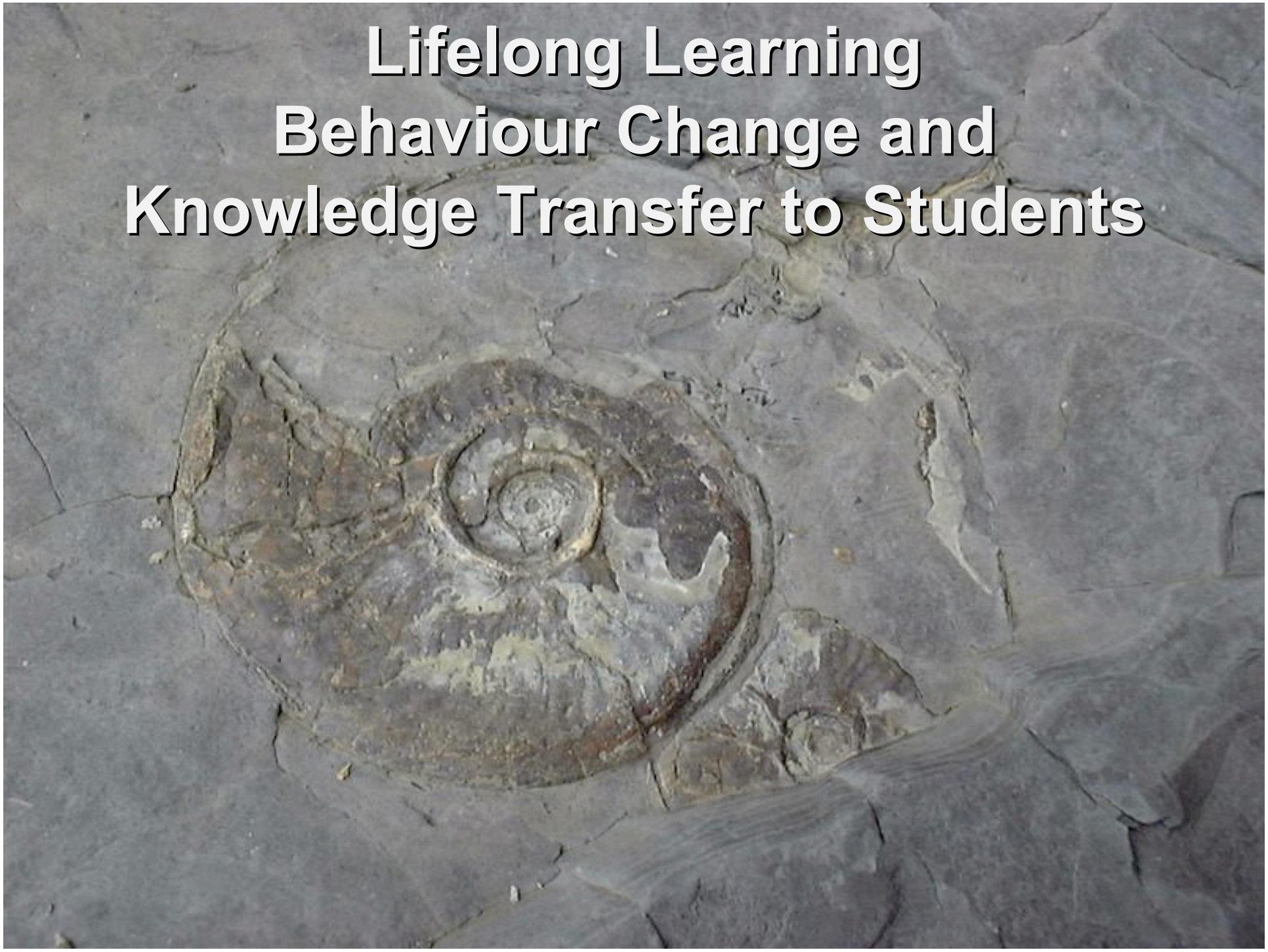
Lifelong Learning
Behaviour Change and
Knowledge Transfer to Students



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What is the Natural Change Project?

Set up by WWF. Research first of its kind.

- Uses Eco Psychology to motivate people to live in a more sustainable way.
- Inspires lifestyle change by absorption in nature, not by telling people what to do.
- Participants from wide range of sectors to aid the communication of project results.

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A Unique Approach To Live In A More Sustainable Way?

- No statistical, factual base on sustainable development given to participants.
- No telling people how to live a more sustainable lifestyle.
- Absorb people in nature to enable them to gain a deeper understanding and relationship with nature.
- Through wilderness experiences, visualisations and greater observation of nature, be aware of deepest human needs and emotions.

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The Natural Change Website

www.naturalchange.org.uk

Important Features

Role of Psychotherapist
Action Researcher
Research only over half way through.
Research Report will be published in May 09.
Blogging – experiences shared, provides important data and involves the public.

Group Ethos – values, relationships, trust, security, care and respect. Essential part of the process.

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A Teacher's Experience of Eco Psychology Techniques

- Heightened awareness of the senses.
- Different ways to communicate with nature.
- More aware of the basic needs of humanity.
- Drive to make sense of life experiences.
- Our place and purpose in the environment.
- Slowing down from the frantic pace of life.
- Crucial role of Personal, Social, Health Education in schools. (Mental, physical, social, emotional)
- Try to see the world through a child's eye.

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A Teacher's Experience of Eco Psychology

Behaviour Changes

Less use of the car. Plan its use more.

Keep cover for the birds in the garden.

Addressing the energy efficiency of a 1870's house.

Driving desire to share environmental experiences with the young.

Building more PSHE / Eco Psychology work into our environmental programme in school.

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Knowledge Transfer to Students

Keeping Teenagers With Us!!!!

- Environmental work must contain more opportunities for deeper relationships with nature.
- Increased discussions with students on sustainable lifestyles. (Values Base)
- Global Perspectives on sustainable development required. UNEP Tunza Conferences. Children meet the young from other countries and share experiences.
- Curriculum For Excellence initiatives and P.S.H.E curriculum important for bringing continuity and management of sustainable approaches.
- Developmental stages important:

  Mental, physical, social, emotional well being of the young.

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UNEP - Tunza Case Study

- UNEP Conference in Korea. August 2009
- Prepare the students for this with some Eco Psychology approaches.
- Build up the group ethos through Environmental activities which enable them to absorb themselves in nature.
- Values based. PSHE elements addressed.
- Life long experiences for the students.

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