

128 Strengthening human-nature connectedness to advance transformative change for nature

NOTING that advancing deliberate transformative change for global sustainability requires a shift in values, norms and beliefs that recognise human-nature interconnectedness, and is identified as a key strategy in the 2024 Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) *Thematic Assessment Report on the Underlying Causes of Biodiversity Loss and the Determinants of Transformative Change and Options for Achieving the 2050 Vision for Biodiversity*;

FURTHER NOTING that this shift, which is aligned with the One Health approach, will be essential in implementing the broad-based action required to bring about a transformation in our societies' relationships with biodiversity as called for in the Kunming-Montreal Global Biodiversity Framework;

RECOGNISING that IUCN values the profound relationships Indigenous peoples have with the whole of the natural world, a hallmark of their worldviews, values and way of life, thereby contributing to effective sustainable conservation;

ALSO RECOGNISING that IUCN Resolution 6.085 *Connecting people with nature globally* (Hawai'i, 2016) and Resolution 7.064 *Promoting conservation through behaviour-centred solutions* (Marseille, 2020) have laid a foundation for IUCN to integrate knowledge from human-nature connectedness, behaviour change science, and other arts and social science disciplines, into its approaches for inspiring love, support and action for nature;

NOTING that while efforts such as the IUCN #NatureForAll movement and the IUCN Inter-Commission Task Force on Behaviour Change have been successful and continue to hold promise, much more needs to be done if we are to effectively engage all sectors of society in implementing strategies that will inspire action to reverse biodiversity loss and address climate change; and

FURTHER NOTING that indicators and measures of connectedness are not applied at a scale that enables effective evaluation of programmes aimed at increasing that connectedness globally;

The IUCN World Conservation Congress 2025, at its session in Abu Dhabi, United Arab Emirates:

1. REQUESTS the Director General to work with all the Commissions, especially the Commission on Education and Communication, the World Commission on Protected Areas, the Species Survival Commission, and the Commission on Environmental, Economic and Social Policy to:

a. support research, development and implementation of one or more measures aimed at understanding and evaluating human-nature connectedness locally, regionally, globally, and over time, to enable monitoring of the success of our efforts in positively influencing values, norms, beliefs and behaviours to advance transformative change;

b. facilitate the scaling up of efforts to connect people with nature (e.g. through supporting and integrating #NatureForAll in IUCN's work);

c. encourage the engagement of all components of IUCN as well as external partners, stakeholders and non-traditional sectors in design and implementation of the above-mentioned measures (e.g. through supporting the IUCN Inter-Commission Task Force on Behaviour Change); and

d. communicate and celebrate our collective experience and success in bringing about positive change within and beyond the Union; and

2. URGES Members, partners and stakeholders to:

a. support the IUCN Commissions with in-kind and financial assistance in leading this important work; and

b. scale up their own efforts to connect people with nature, monitor outcomes and communicate successes.