

People's Plan  
for Nature

# The People's Plan for Nature

March 2023



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# Introduction

“ **We are currently failing.** We need to breathe, eat and drink with nature... and to live better in the future.

To do this, **we need nature to have a voice** at the centre of decision-making...while nature needs to have a seat at the decision-making table, **the interests and livelihoods of people also need to be protected.**

**Only then will our People’s Plan be accepted by everyone.**

*These are statements drawn from the People's Assembly for Nature's Calls to Action.*



**This is the People’s Plan for Nature.** Created in collaboration with thousands of people across the UK, the plan sets out their vision for the future of nature and the actions that we all need to take to protect and renew it.

**The People’s Plan has been developed through a creative, innovative and inclusive participatory process, split into two phases.**

The first phase was a **National Conversation**: an open call to the public on their hopes for nature and examples they've seen of people working together to protect and restore it. This fed into the second phase, the UK's first nationwide citizen's assembly on nature: the **People's Assembly for Nature**, made up of 100 strangers from all walks of life.

The People's Plan is based on more than a survey or opinion poll - it is the result of ordinary citizens coming together to review evidence and create a plan that is too big to ignore.

The People's Plan for Nature is the voice of the UK public. The Plan calls for no more harm to nature and to set ambitious goals for its renewal.

It calls for nature to be considered in decision-making at all levels, and for UK-wide and regional targets to increase biodiversity. The Plan emphasises the need for more people to be involved in making the big decisions, including through the creation of a permanent assembly on nature.



1<sup>ST</sup> PHASE  
**National Conversation**



2<sup>ND</sup> PHASE  
**People’s Assembly  
for Nature**



# 01. Visions for the Future

**These are the vision statements** of the members of the People's Assembly for Nature - in their own words. In a future where nature is effectively protected, restored and renewed...



**“ Nature is valued and respected by all.** There is a collaborative, long-term approach to prioritising nature in all decision-making. This has created an empowered, happier, healthier world, with nature connected to everyday life. This has laid a foundation for the well-being of all future life.”



**“** Humans and nature are in sync and people across the country experience nature on their doorstep. People are aware of the improved air quality and diverse array of species that they encounter daily. Politicians, charities, NGOs, scientists work together, in informed ways, to ensure thriving wildlife is kept at the front of all decisions.

**We understand that we need nature to thrive, to benefit all of our lives.”**



**“** There is a balance between human and non-human needs, and we are taking individual and collective responsibility to enhance, sustain and enable nature to flourish. The journey we have been on has ingrained nature in our consciousness. This balance is now second nature to us, and is affordable for us and nature. Nature's gift to us is to make us more connected as a society. We all have improved well-being and mood, and future generations are inspired.”

## 01. Visions for the Future:

**“ Evidence-based nature renewal is central to lifelong education and involves real life experiences.**

The practical application of nature's renewal is integrated across generations and cultures; creating memories driven by the thirst for knowledge of our children.”



**“ We are able to spend time in nature every day, whether to play, work or spending time where we live.** We are educated in the benefits of nature for mental and physical well-being at all points in life — and understand that by us protecting nature, nature helps us. We protect, enhance and renew habitats and ecosystems to highest ecological standards. We turn to nature for its intangible benefits on our health and well-being.”

**“ Nature is prioritised, looked after, valued and cared for.** There are abundant species and nature is thriving. Everyone plays their part in looking after nature. This has happened because government has acted and, through being better informed, people have spoken up to become a voice for nature.”



# 02. Calls to Action

At the heart of the People’s Plan for Nature is a set of recommendations on the most urgent and influential actions to be taken now to deliver transformative change.

These recommendations are the direct result of the UK’s largest-ever public conversation about the future of nature, which was structured across two phases. This makes them meaningful and legitimate as a basis for action.



## 1<sup>ST</sup> PHASE National Conversation

In the first phase, the National Conversation, an open call for input and ideas saw nearly 30,000 responses submitted over a four-week period.



## 2<sup>ND</sup> PHASE People’s Assembly for Nature

In the second phase, a randomly selected and demographically representative sample of the UK population was recruited to form the People’s Assembly for Nature.

This group met and deliberated for four weekends over four months. The assembly was designed following the established best practice for deliberative democracy. The result is a series of Calls to Action which sit at the heart of the People’s Plan for Nature.



The Calls to Action are grouped into eight themes:



Vision and Leadership

Regulation and Implementation

Nature-friendly Farming

Food Production and Consumption

Marine Protections for our Coastal Waters

Waterway and Catchment Management

Local Access to Nature

Using Evidence Effectively

The headline Calls to Action are grouped on the first page of each section, followed by a detailed breakdown of the actions the assembly members want to see taken by:

- National Governments
- Local Governments
- Businesses
- Food Businesses
- Charities and NGOs
- Individuals and Communities



## 02. Calls to Action:

# Vision and Leadership

## We call for: ↘

### THE ESTABLISHMENT OF A UNION OF INFLUENTIAL ORGANISATIONS

...to mandate the proportional inclusion of impact on nature in decision-making at all levels, including leaders in business, civil society and scientific institutions. As a basic principle, we do no more harm to nature; and together set UK-wide and regional targets to renew nature and increase biodiversity, led by ecological experts.

### 'IMPACT ON NATURE' ASSESSMENTS

...to be built into tendering and procurement processes.

### COLLABORATION AND A SHARED AGENDA

...that provides leadership, promotes and facilitates communication and coordination between charities, government, universities, industry and communities to cooperate with a common purpose and vision for nature.



## 02. Calls to Action:

# Vision and Leadership



We call on

### National Governments to:

- **Make a cross-party commitment** to enacting a UK Future Well-being Act. The Welsh government should demonstrate benefits of its Future Well-being Act to the Union of organisations.
- **Consider how to include the future of nature in all national and local policy and decision-making.**



We call on

### Businesses to:

- **Have a Director for Nature on their Board**, whose role is to monitor and report on their nature impact.



We need nature to have a voice at **the centre of decision-making.**



**Working together** will achieve better outcomes for nature.



We call on

### Charities and NGOs to:

- **Lead on agreeing a collective pathway to protecting nature** that they can all contribute to, as they are trusted organisations with extensive grassroots support with reach into communities.



We call on

### Local Governments to:

- **Assist in creating grassroots coordination in local areas**, including the creation of local directories of partners and projects.





## 02. Calls to Action:

# Regulation and Implementation



Our current systems are failing to prioritise nature and halt its decline.



## We call for:



### EXISTING LEGISLATION AND DESIGNATIONS TO PROTECT NATURE TO BE MORE ROBUSTLY ENFORCED

... and for stronger, more ambitious legislation and targets introduced to show that nature is valued.

### URGENT IDENTIFICATION OF A BODY TO TAKE RESPONSIBILITY FOR BALANCING SOCIAL AND ECONOMIC INTERESTS

...in decision-making about nature protection and renewal.

### A NEW, PERMANENT, UK-WIDE ASSEMBLY FOR NATURE

... comprising appointed representatives from NGOs, industry and members of the public. Their role would be to scrutinise, challenge and hold to account government leadership and action that impacts on nature.

### A NEW NORM THAT BUSINESSES CAN BOTH VALUE, AND ARE ENABLED TO CREATE VALUE, BY PROTECTING NATURE

We call for clearer reporting on activities and costs [of action to protect nature], tax breaks for nature-friendly research and development, and league tables of nature-friendly businesses.



## 02. Calls to Action:

# Regulation and Implementation



We call on

### Local Governments to:

- Ensure that regional and local needs and views are represented within the permanent Assembly for Nature.
- Look at local policing and penalties for crimes against nature.
- Take account of any findings of the body balancing social and economic interests in decision-making about nature protection and restoration, and applying them locally.



We call on

### Food Businesses to:

- Be clear of the costs of making changes to more nature-friendly practices and be able to pass some of these on to consumers.
- Share examples of good practice in being nature-friendly, while still operating profitably, to lead by example.



We call on

### Individuals and Communities to:

- Be knowledgeable about how nature assets in their area are supposed to be protected (particularly designated protection sites); take personal responsibility for their own actions within these spaces and be empowered to act around damage to nature where they live.
- Change their consumption patterns to support nature-friendly businesses, even if the costs to themselves are higher.



We call on

### National Governments to:

- Introduce legislation that enshrines the Assembly for Nature as a permanent regulatory body.
- Show cross-party leadership and take a long-term position on protecting and restoring nature by adequately resourcing this Assembly and presenting transparent information to it, as well as acting on its recommendations.
- Identify or establish relevant bodies, at the right decision-making level, to explore the implications of focusing on renewing nature and make recommendations to ensure affected stakeholders are able to transition in fair and affordable ways.
- Prioritise nature by adequately funding and resourcing regulatory and nature protection agencies.
- Consider the concept of “a crime against nature” being introduced into law, with a high penalty for major offences. Devolved, regional and local governments can look at local policing and penalties for these crimes.
- Provide incentives for businesses to transition to nature-friendly practices through subsidies, grants or tax breaks at the right level of decision-making, with central government devolving power where needed.



We call on

### Charities and NGOs to:

- Allocate researchers to work with businesses to help them understand, monitor and reduce their impacts.
- Work with Authorities and provide a scrutiny function on regulation and enforcement of nature protections.
- Work with the research community to provide evidence on solutions and how to manage trade-offs.

We need to break the cycle of prioritising profit over nature. Business is the most important agent for this change.

## 02. Calls to Action:

# Nature-friendly Farming



## We call for:

**LONG-TERM, CROSS-PARTY COMMITMENT TO ENSURING THAT PROTECTING NATURE IS A PRIORITY**

...for future farming practices across the UK.

**BETTER COMMUNICATION BETWEEN FARMERS**

... and the bodies representing them, **to ensure the promotion of sustainable and nature-friendly farming.**

**AN OVERHAUL OF THE CURRENT SUBSIDY ARRANGEMENTS**

...to provide incentives to farmers who farm sustainably and commit to rewilding land which is non-productive, whilst penalising those who harm the environment by not farming sustainably.

Subsidies should be provided at different rates for productive land on the one hand, and non-productive land given over to rewilding and biodiversity enhancement on the other.

Subsidies should limit intensive farming practices to protect soil and water quality. There must be nature-protection-based subsidies provided to farmers to help them through this transition and incentivise farming practices that support both protecting nature and local food production.

Reach a balance between **food security** and **protecting nature.**



## 02. Calls to Action:

# Nature-friendly Farming



We call on

### National Governments to:

- **Adjust subsidies** so they can do three things at once: **increase food production, take land out of farming and into nature, and reduce environmental impacts.** Governments need to consider regional flexibility in managing and distributing grants, we want to see the Nations of the UK collaborating together, and with local governments, devolving power and budget as the local areas know themselves best.
- **Ensure that policies and subsidies to the agricultural industry call for fewer imported food products** and maximise the amount of locally produced food that is grown/reared in nature-friendly ways.
- **Provide incentives and assist by reducing bureaucracy** around grants and subsidies and by tightening legislation to discourage bad practice.



We call on

### Local Governments to:

- **Introduce local rules and projects to encourage farmers' markets,** knowledge sharing locally and promote local good practice.



We call on

### Food Businesses to:

- **Encourage the shift [to sustainable farming]** by integrating the principles of nature-friendly farming into their operations.
- **Help disseminate knowledge on environmentally friendly methods.**
- **Be prepared to reduce the amount of land across the UK** used for food production to give space to nature to re-establish its place.
- **Develop an internal accreditation system that rewards sustainable farming.**
- **Convene a Farmers' Assembly for Nature** to identify champions and support them (through fellowship funding) to inspire and advise other farmers.
- **The NFU must be lobbied and persuaded and lead the industry in a more sustainable way that supports biodiversity and nature.**



We call on

### Charities and NGOs to:

- **Undertake research into best practice** and make information available to farmers.
- **Support knowledge sharing,** with awards schemes for successful farmers.



We call on

### Individuals and Communities to:

- **Support nature-friendly farming as consumers.**
- **Commit to nature-friendly farming going hand-in-hand with diet change,** otherwise this will increase the UK's impact on climate change and nature impacts overseas. This change needs to be accompanied by people in the UK adapting their diets to eat less meat if they want to value nature.

02. Calls to Action:

# Food Production and Consumption



## We call for:

**A NATIONAL CONVERSATION ACROSS THE UK TO EXPLORE, ADVISE AND ENCOURAGE ON THE NEED TO CHANGE OUR DIETS**

...and how to do this. This would educate people on the impact of our food and food choices on nature and our health. We would seek for the majority of people to change their diet for the better and aim to reduce meat, dairy and fish consumption by at least 25% by 2030.

**POLICY THAT FORCES ALL COMPANIES INVOLVED IN FOOD PRODUCTION AND RETAIL TO STOP THEIR NEGATIVE IMPACT ON THE NATURAL ENVIRONMENT**

...and to actively support the restoration of nature. We want to see the “polluter pays” principle enforced to reduce the amount of pollutants that impact the environment and our health and to ensure that food production, processing and retail do not destroy habitats in the UK or abroad.

**SUPERMARKETS AND ALL FOOD RETAILERS TO BE REQUIRED TO BE TRANSPARENT**

...about the sources of their products and their impact on nature through a clear quality standard.

We would seek for the majority of people to change their diet for the better and aim to reduce meat, dairy and fish consumption by at least 25% by 2030.

**FOOD HUBS IN LOCAL AREAS THAT ARE ACCESSIBLE TO ALL**

...to enable people to have easy access to sustainable, locally produced food. Food hub coordinators should work with community organisations, supermarkets, farmers and growers, to sell food produced as locally as possible. Signs in supermarkets should indicate where food has been produced and “buy local” should be encouraged.

**GOVERNMENTS TO IMPLEMENT REGULATIONS**

...that stop food retailers (supermarkets in particular) from driving wasteful producer and consumer behaviour that means a high proportion of the food produced is thrown away.



## 02. Calls to Action:

# Food Production and Consumption



We call on

## National Governments to:

- **Create a national taskforce** to lead a national conversation. They should do this as a **cross-party initiative**. Its remit would be to bring coherent messaging across all actors and reconnect people with food and diet.
- **Enact the commitments** from the National Food Strategy (in England) and comparable commitments in devolved administrations, such as the Good Food Nation Bill (in Scotland).
- **Support the research community** to provide robust evidence on the impact of diets on environmental health.
- **Financially support farmers** to facilitate changes to what they grow and produce to this diet shift - e.g. rural payments, ELMS if/ where necessary.
- **Oversee quality standards** and ensure that an appropriate body is overseeing food labelling and ensuring its quality.
- **Ensure that there is legislation** and policy that reinforces this work [the polluter pays principle] and to ensure that costs are not passed on unfairly.
- **Set the agenda** by introducing the policies and regulations that prevent unnecessary food waste.



We call on

## Local Governments to:

- **Aim to limit unhealthy food outlets**, change food offered in schools and hospitals i.e. through procurement, and lead education/re-education initiatives in their area.
- **Help with distributing excess food**, introduce and enforce the rules that make food sharing easier, enable more composting of food waste and to undertake the education and communication with the public that is needed.
- **Prioritise making land available to communities** for allotments and communal growing spaces to enable people to grow their own food.
- **Help spread knowledge** of local initiatives and enable local farmers markets.



We call on

## Food Businesses to:

- **Label food in terms of environmental impact** and help the public change cooking habits by offering alternatives for recipes on products e.g. swap chicken for chickpeas. They can recruit celebrities to endorse the conversation/campaign.
- **Unite to innovate and drive the development of a transparent quality standard** that can be applied to packaging as their contribution to the future of nature. This should be done at no direct cost to consumers.
- **Be held accountable for the damage to nature** that they have caused through the application and enforcement of the 'polluter pays' principle. They need to be prepared to take responsibility when something does go wrong.
- **Publish and promote annually their environmental credentials** including what they have done to support the renewal of nature, not just its protection.
- **Work together to bring local food directly to consumers**, developing new relationships that are fair to all parties.
- **Take greater responsibility for [food] waste** and drive change through working closer with local suppliers and focusing on local distribution networks.
- **Better support consumer choice** to buy single fresh items or less packaged produce.



We call on

## Charities and NGOs to:

- **Partner with supermarkets and food businesses** to assist with the work they are doing in labelling and implementing transparency policies.
- **Prepare and publish a league table of good and bad companies.**



We call on

## Individuals and Communities to:

- **Offer and participate in the conversation [around diet]** and take action on learning how to prepare food with different ingredients.
- **Change their consumption patterns** to support nature-friendly businesses, even if the costs to themselves are higher.

02. Calls to Action:

# Marine Protections for our Coastal Waters



## We call for:

### GOVERNMENT & INDUSTRY TO ENSURE THE BALANCE OF NATURE IN THE SEA IS RESTORED

This will include a **considerable reduction and reallocation of fishing quotas**, using up-to-date technology and scientific knowledge, so that we can **protect marine biodiversity and recover local fish stocks** to a point that enables fishermen to take the maximum sustainable yield in any area. It will also mean **ensuring seafood is sustainably sourced and distributed**.

We recommend the **immediate mandatory introduction of remote monitoring (REM) to enforce standards and regulations**. This should be delivered and paid for through a Government-held fund made up of contributions from food supply chain fines for non-compliance regarding quotas and industry-related taxation.

### THE CREATION OF A SERIES OF MARINE NATIONAL PARKS

... using existing national park structures and incorporating currently protected areas. These would be designated as 'no take zones' and be a mix of both coastal and off-shore sites, chosen to increase biodiversity and reduce fishing impacts in designated areas.

They should be overseen by the scientific community to monitor impacts of land and sea-based pollution and fishing demand on fish stocks and marine health. This monitoring should be funded in a blended way by governments, NGOs, the academic research community and the private sector fishing industry to support industry sustainability, and managed as an independent local authority with a remit to **increase biodiversity in the area by 30% by 2030**.

We need to ensure that people have **better food options and that seafood remains an accessible, healthy food choice for all**.

02. Calls to Action:

# Marine Protections for our Coastal Waters



We call on

**National Governments to:**

- **Strengthen and expand regulation**, including mandating remote electronic monitoring; target-setting for sustainable catch levels and ban destructive methods.
- **Incentivise the fishing industry** to fish sustainably.
- **Identify key sites across the country and legislate** to give them Marine National Park status.



We call on

**Food Businesses to:**

- **Focus on meeting demands within the local market** and encourage consumers to eat fished products that are sustainable, even if they are less familiar to them.
- **Educate the public about the benefits of eating sustainable fish**, actively promoting where seafood products have come from.
- **Promote and support local fishing** through integrated and shorter supply chains.



We call on

**Individuals and Communities to:**

- **Be prepared to vary their diets** to accommodate what can be fished locally.
- **Represent a powerful local voice in the Marine National Parks** to ensure they are focused on nature protection and bring benefits locally.



We need to upgrade from having marine protected areas to **increase biodiversity, protect fish stocks and recover our sea-beds in a sustainable way.**



We call on

**Charities and NGOs to:**

- **Work alongside industry** to help them know what to do and provide evidence and solutions to the key players.
- **Provide knowledge & expertise, and drive research & education projects around the Marine National Parks.** They may also become custodians of the Parks.





## 02. Calls to Action:

# Waterway and Catchment Management



## We call for: ↘

### THE URGENT RESTORATION OF ALL RIVERS AND WETLANDS

... to a healthy ecological status, driven by a Water Management Framework with incentives for compliance and penalties for non-compliance (based on the polluter pays principle).

### ALL HOUSEHOLD WATER USAGE TO BE VALUED AND METERED

...and the consequences of misuse recognised.

### A LONG-TERM NATIONAL STRATEGY TO CREATE A WASTEWATER SYSTEM THAT REDUCES THE RISK OF SEWAGE ENTERING OUR NATURAL ENVIRONMENT

...and supports nature's restoration and renewal by upholding relevant frameworks and standards.

### SIGNIFICANT ECOLOGICAL HEALTH IMPROVEMENTS

... to river catchments based on long term, legally-binding targets, with repercussions for any targets not met. Partners - local authorities, landowners, communities, water companies and government agencies - need to develop a shared masterplan for renewal. The masterplan should include improved sewage management and treatment; elimination of harmful chemicals, especially in non-essential roles; improved agricultural practices to reduce run-off to rivers and flood reduction focused on nature-based solutions.

02. Calls to Action:

# Waterway and Catchment Management



We call on

**National Governments** to:

- **Work with water regulators to promote standards and enforce regulations.** They must demand that water companies invest more of their profits in upgrading infrastructure as well as providing finance. **This can't come out of consumers' pockets.**



We call on **National** and **Local Governments** to:

- **Work together to identify priority sites across the country and resource executive agencies** to plan action, alongside local communities, to drive change.



We call on

**Local Governments** to:

- **Lead on bringing together relevant partners to develop a plan for river catchment renewal** as they hold planning responsibility within their areas and have routes into local communities to get them involved.
- **Work with water suppliers in all parts of the UK to establish and implement a consistent system for introducing water meters** to domestic properties and domestic water billing that is not associated with Council tax.



We call on

**Individuals and Communities** to:

- **Become more aware of water consumption and the impacts of wasting water,** not just as a financial cost but because of its costs to the environment.
- **Take more responsibility for their water use and what they put down drains.** Households need to consider options for grey water use and water conserving appliances.
- **Understand and support changes to land use and access to open spaces** that support rewilding and the renewal of nature.
- **Be given opportunities to get involved in managing and protecting their rivers** and catchment areas so that they understand their interconnections and how to help them.



We call on

**Charities and NGOs** to:

- **Use their expertise about what supports the renewal of nature** to get people involved in 'Citizen Science' projects and foster community ownership of their spaces for nature.
- **Campaign for access to clean water and assist with the research into impacts and solutions.**

Our sewerage infrastructure is **not fit for purpose and needs modernisation.**



## 02. Calls to Action:

# Local Access to Nature



## We call for: ↘

### A NETWORK OF LOCAL BIODIVERSE AND HEALTH-FOCUSED GREEN SPACES

...owned and run by the people, for the people. Local people should be involved in initiating this process in alliance with local charities and wildlife NGOs, so that ownership starts with the community.

Create areas that are effective 'wildlife corridors', enhance biodiversity, enable more local food production and bring communities closer together.

### EQUITABLE ACCESS TO NATURE AS A HUMAN RIGHT

...and for this to be supported by clean air legislation and funding. This will support people to connect with, value and protect nature and improve people's well-being, health and happiness.

### LEGISLATION TO REQUIRE A MINIMUM OF 12% OF THE LAND AREA OF ALL NEW BUILD INFRASTRUCTURE AND RETROFITS OF PUBLIC PLACES TO BE GIVEN OVER TO NATURE

...and supporting biodiversity to ensure that people are able to access nature every day. The legislation should be informed by relevant expertise (e.g. ecologists working with engineers) and ongoing investment and management should be expertise-driven. Doing this will improve the environment and bring it to the forefront of people's lives.



## 02. Calls to Action:

# Local Access to Nature



We call on

### National Governments to:

- Pass legislation [to require a minimum of 12% of the land area of all new build infrastructure and retrofits of public places to be given over to nature], informed by relevant ecological expertise.
- Enact legislation recognising access to nature as a human right, with conditions that protect nature's renewal in the UK from potential harms caused by humans using natural space.

Everyone, regardless of where they live or work, needs access to nature to help them recharge mentally, to have a healthy lifestyle and to improve work productivity.



We call on

### Local Governments to:

- Provide funding to projects, help groups to navigate the rules and regulations, and provide land directly for projects to get going.
- Use their planning powers to enforce this minimum allocation [of 12% of land area for nature].
- Secure the relevant expertise, coordinate local community groups, consider how green decisions are part of planning decisions .
- Research what local communities want for their green and natural spaces and activities.
- Encourage walking meetings and volunteering in green and nature-based activities (with time given by employers, during working hours).
- Contribute to the cost of upkeep of local green spaces.



We call on

### Charities and NGOs to:

- Work with local communities and local authorities to identify underused spaces that can be used for [provision of] local access to nature.
- Invest in community mobilisation and provide seed funding to groups to kick-start locally driven projects.
- Establish and publicise a database of local projects that are working towards improving the future of nature to inspire people to action and demonstrate the change that can be achieved by local action.
- Improve access to the countryside with their own assets and also invest more in bringing nature into urban areas.



We call on

### Businesses to:

- Provide sponsorship for equipment and donate seeds and plants to local communities.



We call on

### Individuals and Communities to:

- Get involved by starting action and ensuring that engagement spreads.



## 02. Calls to Action:

# Using Evidence Effectively



**We call for:** ↘



**‘Knowledge is power’** and enables everyone to make informed decisions concerning nature.

**FACT-BASED LOCALLY OR REGIONALLY RELEVANT INFORMATION**

... about nature to be more readily available and positively promoted to the UK public, so that public knowledge of the state of UK nature is deepened.

**A VALIDATED, TRANSPARENT AND ACCESSIBLE EVIDENCED-BASE**

... drawing on both public and private research which must be used to inform decisions and policies impacting on renewing and protecting nature in the UK, so that we have confidence that decisions will have the most appropriate impact.

**THE REVISION OF THE LANGUAGE USED BY EXPERTS, POLICY AND DECISION-MAKERS IN COMMUNICATING TO THE PUBLIC ABOUT NATURE**

By focusing on renewal and not just restoration, we are looking to the future and not to the past.



## 02. Calls to Action:

# Using Evidence Effectively



We call on

### **National Governments to:**

- Ensure nature has a more prominent **role at the table/on the agenda** and ensure everyone has readily available access to nature.
- Ensure that **peer reviewed evidence informs government policy** and that this is legislated for.
- Create a **body with appropriate powers to oversee and fund the evidence process.**
- **Lead the change [for revision of language]** by working with stakeholders, especially education and through its agencies to use new [accessible] language in decision-making and policy.



We call on

### **Businesses to:**

- **Help with the language they use in marketing** and employ language that leads a refocus toward nature and use the word “renewal” in practice and communication.



We call on

### **Individuals and Communities to:**

- **Be empowered and resourced to protect and care for nature locally** and involve local community in the process.



We call on

### **Charities and NGOs to:**

- **Lead on providing high quality factual information to the public.**
- **Examine how to provide greater access to nature and properties.**
- **Work with natural and social scientists** to produce a growing evidence/knowledge of why nature matters and make this more accessible and understandable.



We call on

### **Local Governments to:**

- **Provide interpretation so that evidence takes into account local needs.** Others can get involved by sharing “what works” and best practice/impact.
- **Act as a bridge between stakeholders and communities to communicate a change of language [from nature restoration to renewal], support action locally and encourage more public involvement.**



# 03. Creating the People's Plan for Nature

The biggest ever conversation about the future of UK nature.

## PHASE 1 Starting a National Conversation



Between 30 September and 30 October 2022, members of the public from across the four nations of the UK contributed nearly 30,000 responses to an open call for their ideas and experiences in and with nature.

People were asked to respond to three questions:

- What do you love about nature in the UK? What would you miss if it disappeared?
- Imagine it's 2050 and nature in the UK is thriving. What is different from now?
- What exciting examples have you seen of people working together to restore and protect nature in the UK?

Responses were gathered online and through interactive installations at **74 locations across the four nations**. The aim was to start the conversation about nature in the UK, and to make sure that the People's Assembly for Nature could build on what citizens and communities were already doing to protect and renew it.



## PHASE 2 People's Assembly for Nature



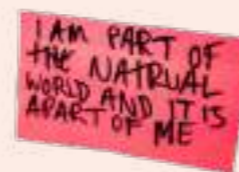
# 103

**People took part, with representation from:**

- All age groups from 16+
- All education levels
- People living in different locations across the UK
- People from different ethnic backgrounds
- People with different views on the importance of nature

# 40

**Speakers perspectives**



included academic leads, expert witness presentations, case studies and testimonials, question and answer sessions, group interactions and other resources.

# 45

**Illustrations**



brought to life the thoughts, ideas and visions of those who participated in the National Conversation.

# 36

**Hours of deliberation**



Assembly members heard from expert witnesses, reviewed the ideas and examples shared in the National Conversation. They shared their own

experiences, reflected on different opinions on the future of nature and the changes needed, and engaged in facilitated discussions, from which they developed their recommendations.

# 4

**Weekends**



The Assembly met over the course of four weekends, two in person in Birmingham and two online, between November 2022 and February 2023.

# 18

**Members on an independent Advisory Group**



to ensure the independence, freedom from bias and accessibility of the assembly design, the advisory group were selected for their knowledge and experience on a range of relevant topics. This includes the food industry; farming; nature conservation; health; participation; diversity, equity and inclusion; community engagement and national governments across the four nations of the UK.

Further detail on the People's Plan for Nature can be found in the [full report](#).

# 04. About the Funders and Delivery Partners

The People’s Plan for Nature is a UK-wide initiative powered by the National Trust, the RSPB and WWF-UK. It is a unique collaboration with the UK public to protect and restore nature in the UK.

## ABOUT THE FUNDERS

The People’s Plan for Nature, and the People’s Assembly for Nature, is funded by the Esmée Fairbairn Foundation, Samworth Foundation and the European Climate Foundation. The People’s Assembly for Nature was underwritten by the National Trust, the RSPB and WWF-UK.



## DESIGN AND DELIVERY PARTNERS

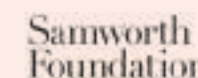
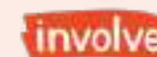
**New Citizenship Project** designed the overarching strategic framework for the project, based on a process called “RAPID Democracy” (the subject of a forthcoming publication).

**89up** was the lead delivery partner for the National Conversation’s open call for ideas, with New Citizenship Project also analysing responses received.

**Involve** was the lead delivery partner for the People’s Assembly for Nature.

**Sortition Foundation** led on recruiting Assembly participants via a democratic lottery.

Thank you to **Graham Roumieu**, an illustrator and author based in Toronto, Canada, for his illustrations. They were commissioned as part of the People’s Plan for Nature, to bring to life some of the key thoughts and ideas that were shared by the public during the National Conversation.






**THANKS TO THE ASSEMBLY  
MEMBERS AND ALL WHO  
CONTRIBUTED TO THE PROCESS**

The People's Plan for Nature could not have been developed without the input and active participation of thousands of people from across the four nations of the UK, and especially the **103 members of the People's Assembly for Nature**.

The work of the Assembly members demonstrates the passion and power that exist among the people of the UK to work towards protecting and restoring nature.

Thanks to everyone who took the time to share their ideas and stories, to the Assembly members for their commitment and energy throughout, and to everyone involved in the incredible work already happening in communities around the country.



**Nature is in crisis,  
but together  
we can save it.**