



DESCRIBE Canada's present moment.

What in our current culture PREVENTS or DISTRACTS us from getting people outside to EXPLORE and ENJOY the outdoors?

Canadian geography
and weather making
it harder to be
outdoors

sep from
plants dirt
seasons

A culture
of screens
and
monitors.

Social
norms

pandemic
restrictions -
fear of going
outdoors.

car culture,
we drive
most
places
rather than
walking or
biking



ENVISION Canada's evolution over the next decade.

Describe what an IDEAL OUTDOOR CULTURE looks like!

**restored
forests**

tree cover and clean
air in poor
neighborhoods too!

**More
accessibility**



**Joy of
being
outdoors**

Engaging
with the
indigenous
stories and
understandi
ng of the
land

Outdoor projects -
people planting,
inter-generational
activities.



Inclusive

more people
planting trees
& pollinator
plants

community &
shcool
gardens

transit!

Use text, images and/or doodles to create an inspiring collective vision board!

June 11, 2022



THEORY OF CHANGE

What are the main **OBSTACLES** we could face as an organization in reaching our outdoor culture goals?

What **ACTIONS** could we **TAKE** to overcome them?

Change the perspective - cities and nature coalesce

Ingrained systems

Wicked problem

Action we can take: Education activities especially for younger generations, such as the Wild Child Program.

gov't policies for lawns or against people using green spaces - more geurilla gardening

urban development/land use, not enough access to nature in physical built environment
ACTION: renaturalizing and protecting the greenspaces that do exist

adopting a space - stewarding and revisiting

ACTION: paragdigm shift, stop seeing cities as not natural spaces but engaging with and centering the natural spaces within the city

ACTION: develop a relationship with the natural environment around you with repeated visits