



# ACTION FOR CONSERVATION

EMPOWERING THE NEXT GENERATION OF CONSERVATIONISTS

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## JOIN US, WE'RE TAKING ACTION!

Action for Conservation was created with the vision that all young people should feel moved and empowered to protect the natural world. To us, being a 'conservationist' doesn't just mean following a career as a field biologist or a campaigner. We believe that a passion for conservation can flow through anyone's life, whatever their day-job. We want to inspire today's young people to a long-term belief in the wonder of the natural world, which will shape their dreams and actions however their life turns out.

Our programmes are led by young conservationists from the field, working all over the world, who support young people to take action on the issues they are most passionate about. As well as inspiring young people to take action, our programmes provide pathways to turn their actions into a life-long commitment to defending the natural world.

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## OUR PROGRAMMES



**WildED**



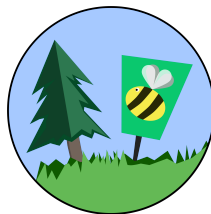
**Camps**



**Ambassadors**



One student from Ashton Park School in Bristol prepares her "Endangered Animals" storybook, complete with original illustrations, as part of her WildED project.



## WILDED

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WildED is our flagship programme for secondary school students. It consists of a series of workshops which enable students to build environmental knowledge and skills whilst designing and leading their own unique action project or campaign. WildED culminates in a 'Dragons' Den' event with students pitching their actions to a panel of expert conservation 'dragons' for their chance to win the WildED crown.

With our support, students have created insect habitats, run whole-school workshops on upcycling, built sustainable bird feeders, created a storybook to educate children on endangered species (pictured above) and even gone head to head with their council over a longstanding recycling issue.

Last winter, one team from Steiner Academy, in Bristol, completely blew us away with their creative and innovative project aimed at tackling plastic pollution. These year 8 students organised a documentary screening of "A Plastic Ocean," led a litter pick and fundraised for the marine charity 4Ocean. They also utilised their creative skills and made a spectacular model dolphin out of waste plastic bottles in their bins.



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## CAMPS

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Our camps bring young people from all backgrounds into the countryside to experience nature first hand and learn how to protect it. Stargazing, bat walks and nature hikes are combined with hands-on sessions run by conservation experts from organisations such as the National Trust, the Blue Marine Foundation and WWF to inspire young people to take action when they return home.

*“This camp has shown me that we can make a change”, reflected 14-year-old Yitong on her last day of camp, “positive impact can be made if we commit to local projects, change our habits and generally promote the idea of protecting the environment”*



## AMBASSADORS

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The adventure doesn't end when camp is over. Every young person who returns home inspired is invited to join our ambassador programme the following year. This action-packed mentoring scheme further develops their passion and supports them to take action in their local community.

Our Ambassadors work towards three “Action Badges”, which represent important characteristics of a conservationist and milestones on their journey to becoming an environmental leader. They take part in a series of events organised by our team and work on their own independent actions.

Our Ambassadors are creating some huge waves. Yitong has designed a series of lesson plans for her teacher aimed at educating her peers on the impacts of flooding. Jacob, 12, has created a rap song titled “Sorry Mother Nature” for his YouTube channel. Lily, 14, has created a video that uses art to visualise our plastic pollution problem, which has now been viewed over 150,000 times on Twitter. We can't wait to see what they achieve next!



The goal of our summer camps is to inspire hope and empower young people with the tools and support to take action and have a positive impact on the natural world.

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## JOIN OUR JOURNEY!



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