



URBAN NATURE PLANS +

**Short brief: step 8 for
urban nature plans**





Urban Nature Plans – step 8

Nature belongs in our cities and urban nature plans are a key! This short brief provides an introduction to step 8 for urban nature plans.



Exploring the Process - Step 8: Develop a communication, education and public awareness strategy

Communication is key to securing support for urban nature plans. Step 8 focuses on raising awareness of the importance of urban nature and the benefits it brings to cities. This includes behaviour change campaigns, education programmes and public information strategies to engage citizens and stakeholders. It also fulfils milestone 5: Communication strategy to ensure that the UNP is widely understood and supported.

Key actions:

- ✓ Develop a strategy to inform the public about the benefits of urban nature.
- ✓ Launch campaigns to raise awareness and encourage behaviour change.
- ✓ Allocate resources to ensure effective implementation of communication activities.

Want to learn more?

Guidance	Leaving No One Behind: Towards Inclusive Nature-based Solutions This Knowledge Brief produced by Network Nature provides an overview of the concept of inclusion in the nature-based solutions (NBS) context, including its relevance to the EU and international policy landscape and the just transition. By raising awareness on the importance of inclusive NBS in promoting social and environmental sustainability, the brief identifies best practices, key elements to consider and tools to put in place to improve NBS practice towards more equitable and just approaches.
Tool	iNaturalist Every observation can contribute to biodiversity science, from the rarest butterfly to the most common backyard weed. We share your findings with scientific data repositories like the Global Biodiversity Information Facility to help scientists find and use your data. All you have to do is observe.



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