

## ◀ National Parks

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# ***Generation Green - Positioning***

A relevant sustainable story we can all own

**FINAL DRAFT**

## ***Positioning objectives***

Distinct

UK

Flexible

Simple

## How will the project help?

Generation Green will support thousands of young people.



**Improving diversity** of access to nature and the natural world, for young people now and in the future

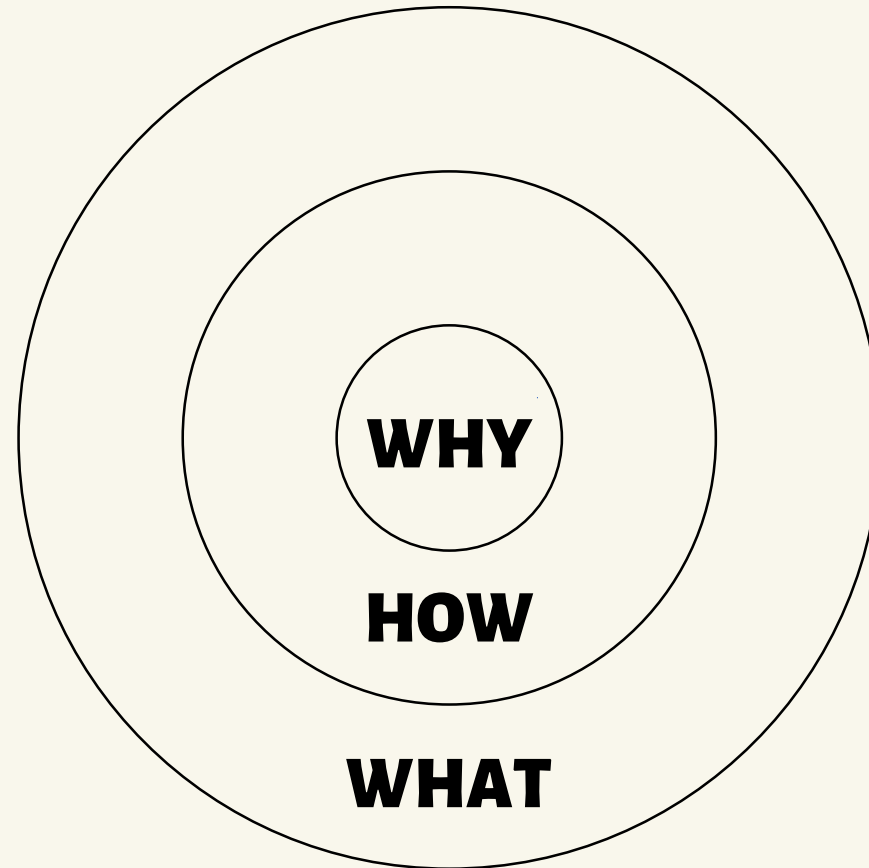


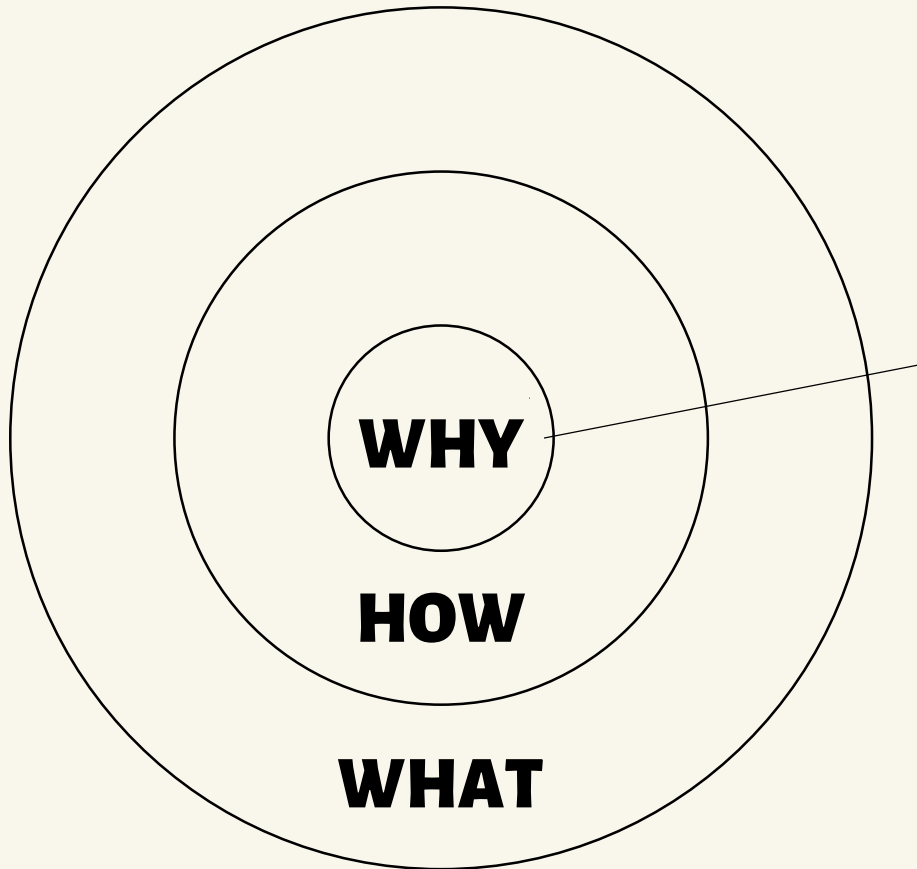
**Testing approaches** to ensure more children and young people connect with - and care for - nature



**Delivering activities** that will inspire young people to see their career aspirations in the environment and outdoor learning sector

# ***Innovation Engines for a Green Recovery***

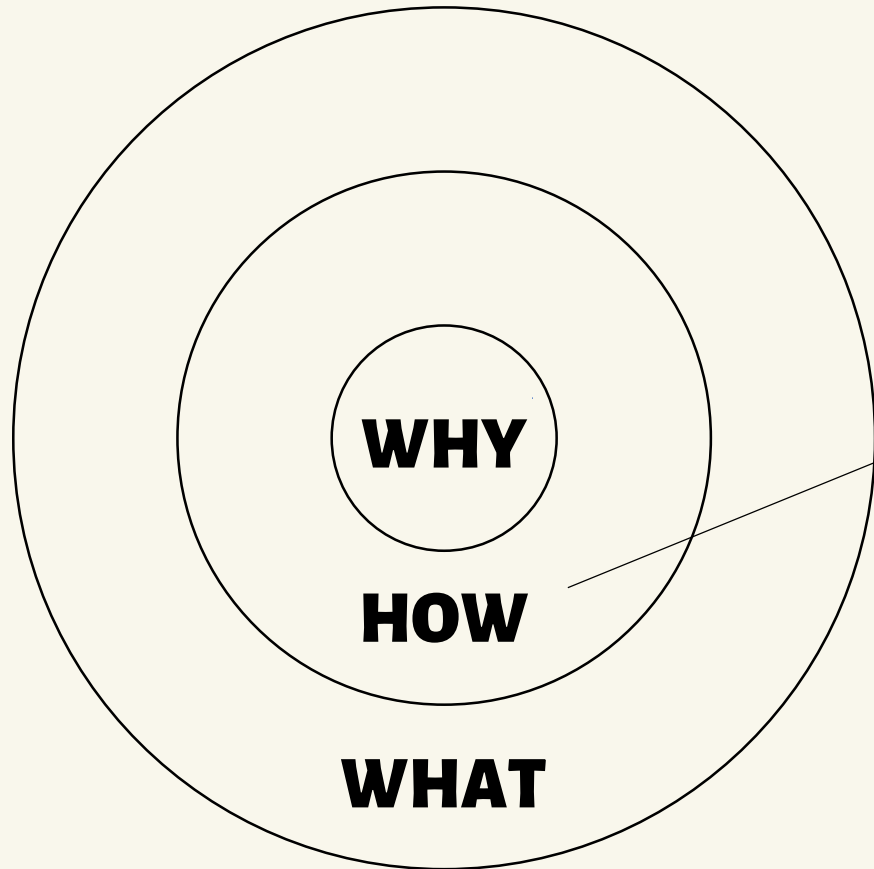




## **We inspire teach and train the next generation to lead the Green Recovery**

National Parks are hothouses for the economic models, skills and careers that are necessary to underpin long term sustainable growth that helps enhance our natural environment.

# ***Green Pathways***



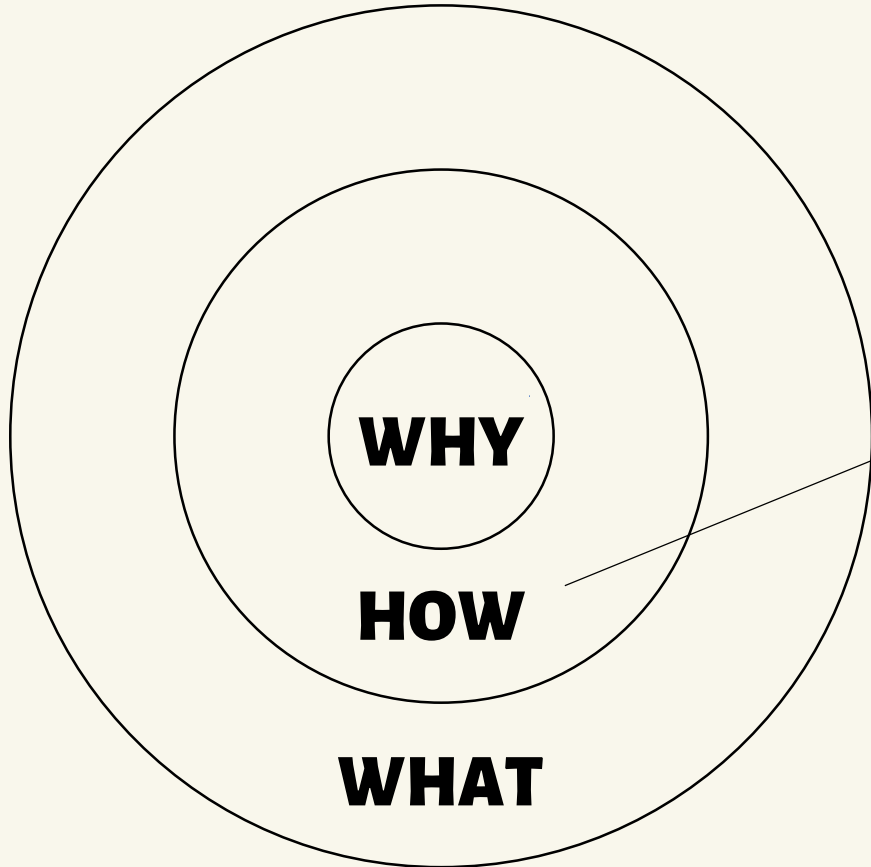
## **National Parks *Green Pathways* create supply of, routes to and demand for careers in the green economy**

**Green Pathways** is a collection of inspirational programmes that reach out into communities beyond National Parks boundaries and down into the youngest age groups to provide the motivation and route to employment in the Green Economy through experiences, skills, training and career development opportunities that will live long in the memories of participants



## ***Green Pathways - Xcutting themes***

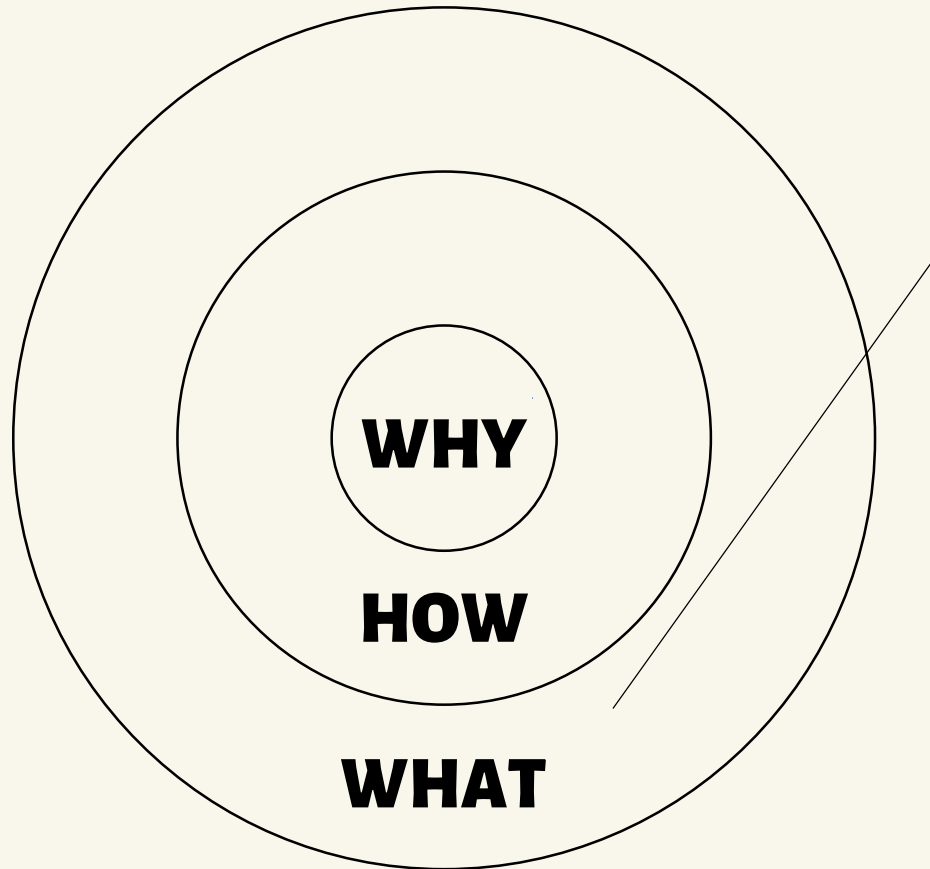
- **Green Boost** means that all of these experiences are designed to grow nature connectedness as a means to: enhance the physical and mental wellbeing of participants; promote more environmentally responsible lifestyle choices; boost attainment in education.
- **Green Lanes** expresses the intention that all of the **Green Pathways** must be accessible to the widest possible cross section of society and that extra effort will be made to understand and remove barriers to access -creating clear lanes for social groups that are currently underrepresented in green spaces and the Green Economy.



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***Three Green Pathways  
programmes constitute the  
National Parks offer as part of  
Generation Green***

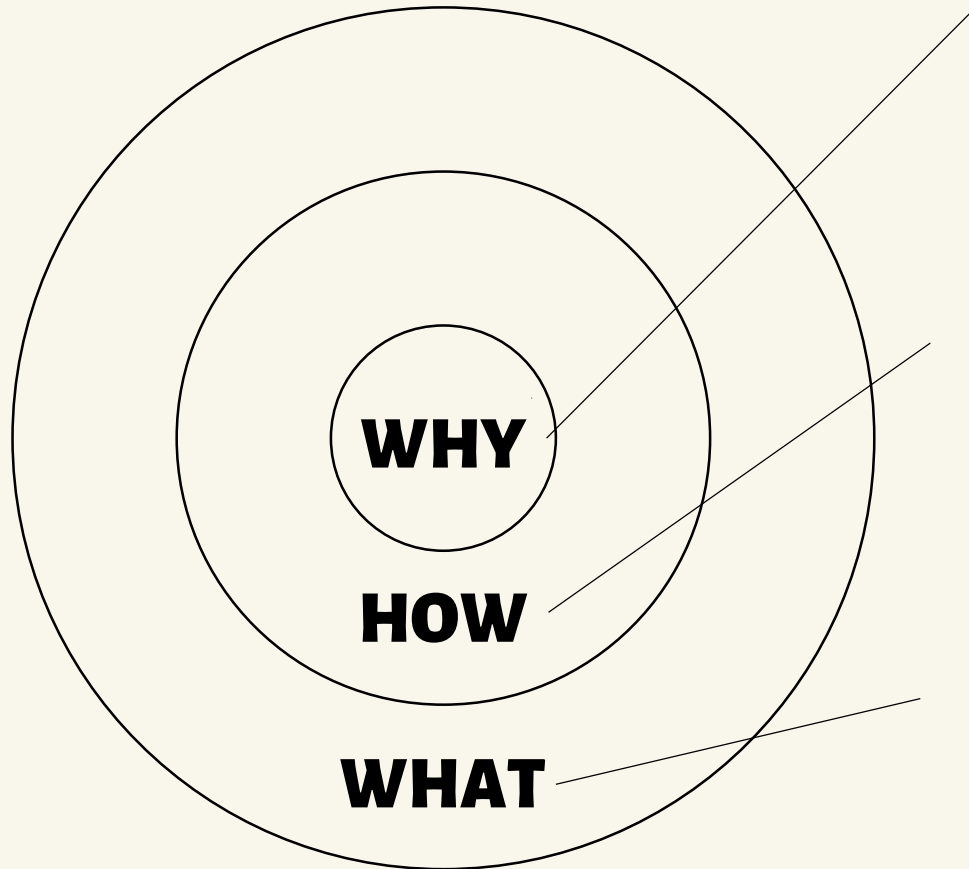


## Four Green pathways are the National Parks delivery programmes for Generation Green

- *Green Beacons*
- *Green Shoots*
- *Green Leaders*

# ***The Generation Green Pathways***

- **Green Beacons:** employ and train educators and youth leaders to be the inspirational figures that can light the way for young people to work in the Green Economy
- **Green Shoots:** are outreach projects and resources that work predominantly through links to schools to provide inspirational experiences for under 12s; they plant the seeds of the ambition to work in the Green Economy
- **Green Leaders:** is a training and engagement programme to support young people as leading voices and active participants in the Green Economy and conservation through, for example, working as Young Rangers in National Parks



**We inspire teach and train the next generation to lead the Green Recovery**

**National Parks *Green Pathways* create supply of, routes to and demand for careers in the green economy**

- Providing a Green Boost, creating Green Lanes

**Four Green pathways are the National Parks delivery programmes for Generation Green**

- *Green Beacons*
- *Green Shoots*
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