



Image Andrew Pavlidis

The (re)Generation Project

Youth connecting youth back to nature



MACQUARIE
University

Calling all nature lovers...

Do you feel inspired when you experience nature?

Are you noticing how today's virtually connected and urbanised youth are losing touch with nature?

Do you think you can inspire them into getting back to nature to experience what you do?

The natural world is so good for us physically, mentally and emotionally, and if we develop a relationship with nature early in life, we are more likely to care for it and protect it later in life.

The (re)Generation Project is led by young people who are running their own ideas to engage other young people into nature. Guided by their mentors and documented by Macquarie University researchers, the project hopes to stimulate a movement of young people caring for nature and becoming agents of change.

Join us today!



How to get involved?

We're calling on 15-25 year olds in NSW to share your ideas on how you believe you can inspire other young people to visit nature, fall in love with it and look after it. Ideas are due **30 June 2015**. We'll then help you put your ideas into practice and research its effectiveness.

1. Pitch your idea

The 'nature' we are focusing on is coasts, rivers, wetlands, mountains, and catchments in NSW. Your approach may be through social media, multi modal media or peer-peer. It needs to be feasible, no cost and build capacities to maintain engagement after the project has finished. Send us a 1-3 minute video or 2 page written description explaining the specific issue you are addressing, the action you want its audience to take, who you are targeting, what communication channels will be used, and what is the expected impact overall. You may apply individually or as a team. Include the team members' names, ages and contact details, and send to **theregenerationprojectmq@gmail.com**

3. Selected ideas

We will select the ten most creative, innovative and engaging ideas. We will follow up with a Skype interview and allocate a project mentor suited to your approach, to guide you into practice.

4. Planning workshop

We will hold a two-day workshop in Sydney for you to work with your mentors to develop your idea, prepare your project for practice and plan the research.

5. Implementation

You will have approximately five months to put your idea into practice and document your findings along the way.

6. Reflection workshop

We will hold a final two-day workshop to reflect on what was effective and what could be done to improve your campaign. You will need to submit your documented findings at this time.



What's in it for you?

- Skills development from professional communications, research, education and sustainability mentorship;
- Reference from Macquarie University, Workshop Certificate and an official report of the study acknowledging you as a co-researcher;
- Your profile on the project website linked to Macquarie University;
- Networking and learning between peers and professionals;
- The opportunity to test your idea in practice and measure its effectiveness, as well as be a part of a movement as a change agent!

Over 25 and still want to be involved?

If you're over 25, from NSW and have a relevant skill in arts or communications, education, sustainability or research, we are also inviting mentors to join to help assist the participants. This would involve your attendance at the two workshops and some ongoing contact support via email or Skype during the implementation phase.



Image Zara Hawkes

More information?

Email theregenerationprojectmq@gmail.com



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Image Kate Disher-Quill