



30 Days Wild

Inspiring you and your
colleagues to go wild!



- 30 Days Wild -

This June, can you do something wild every day for 30 days?

30 Days Wild is the UK's month-long nature challenge and it's here to help you feel happier, healthier and more connected to nature: at work and in your daily lives.

In it's third year, 30 Days Wild inspires thousands of people to get outside every June and make nature part of their lives. You and your colleagues can join this inspiring community by signing up to 30 Days Wild and going wild all the way through June. Bring your team closer together, help them feel happier and healthier, and inspire them to take action for wildlife.

It's easy, simple and free to get involved. Are you ready to start your wild adventure with **The Wildlife Trusts** today?



- How do I take part? -

We want you to do something wild (a '**Random Act of Wildness**') every day throughout June. We provide inspiration for ideas online and in a postal pack, and encourage people to make up their own **Random Acts of Wildness**, too.

We support participants by sending them a pack of ideas in the post. Families, schools and businesses can all get involved. Participants will also receive weekly emails throughout June from their Wildlife Trust, and will be encouraged to join in on social media, through our Facebook group, Twitter accounts and Instagram, pulled together by **#30DaysWild**.

All throughout June, The Wildlife Trusts are the hub of wildlife conversation online and in the media, engaging new and existing audiences in a celebration of wildlife. You can make the most of this by getting your business channels involved, using **#30DaysWild**.





DEFINITION: Random Act of Wildness

Noun /'randəm akt əv wʌɪldnis/

A Random Act of Wildness is a simple action that you can take anywhere that allows you to experience, discover or take action for nature. They can be done anywhere (from towns and cities to the middle of the countryside) and by anyone, of any background and any age.



Over
13,000

photos uploaded
to Instagram



- Our Impact – 2016 -

Over
25,000
people
signed up



#30DaysWild

used **105,000** times! -
(more than #Springwatch!)

In early June,
#30DaysWild was used
every 3.5 seconds!



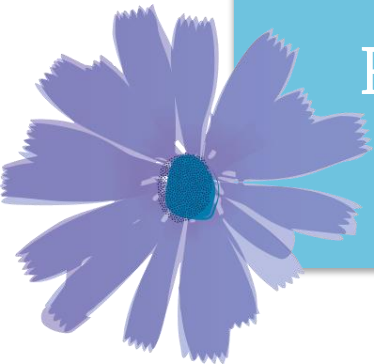
Over
8,000 
people in our
Facebook group

2,250 schools signed up –
that's as many as **60,000 children**



1.8 million

Random Acts
of Wildness
were carried out



On average, participants
completed **27/30 days**

9.8
/10



- The 30 Days Wild Effect -

Taking part in 30 Days Wild can make your staff happier and healthier...and we've proved it, too!

“Two months after taking part in 30 Days Wild, the number of people reporting their health as excellent increased by over 30%. And that improvement in health was influenced by the improvements in happiness and connection with nature. 30 Days Wild provides good evidence that time in, and a connection with nature can bring sustained benefits to public health, reducing demands on our health services, while also improving pro-nature behaviours. Even in urban areas, nature can provide a simple solution to complex problems.”

- Dr Miles Richardson, University of Derby

<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0149777>



- Happier, healthier, wilder -

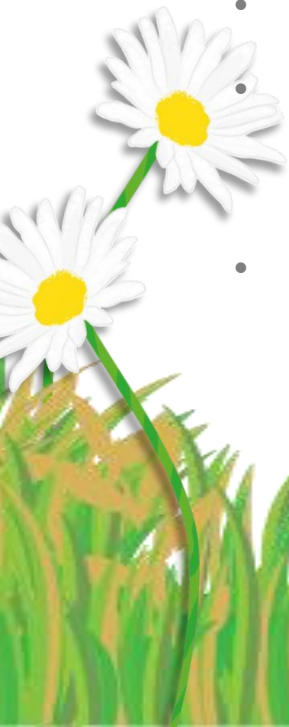
Our Random Acts of Wildness link to the 'Five Ways to Wellbeing'



- Who takes part? -

30 Days Wild appeals to all sorts of different people, of all ages and from all backgrounds...

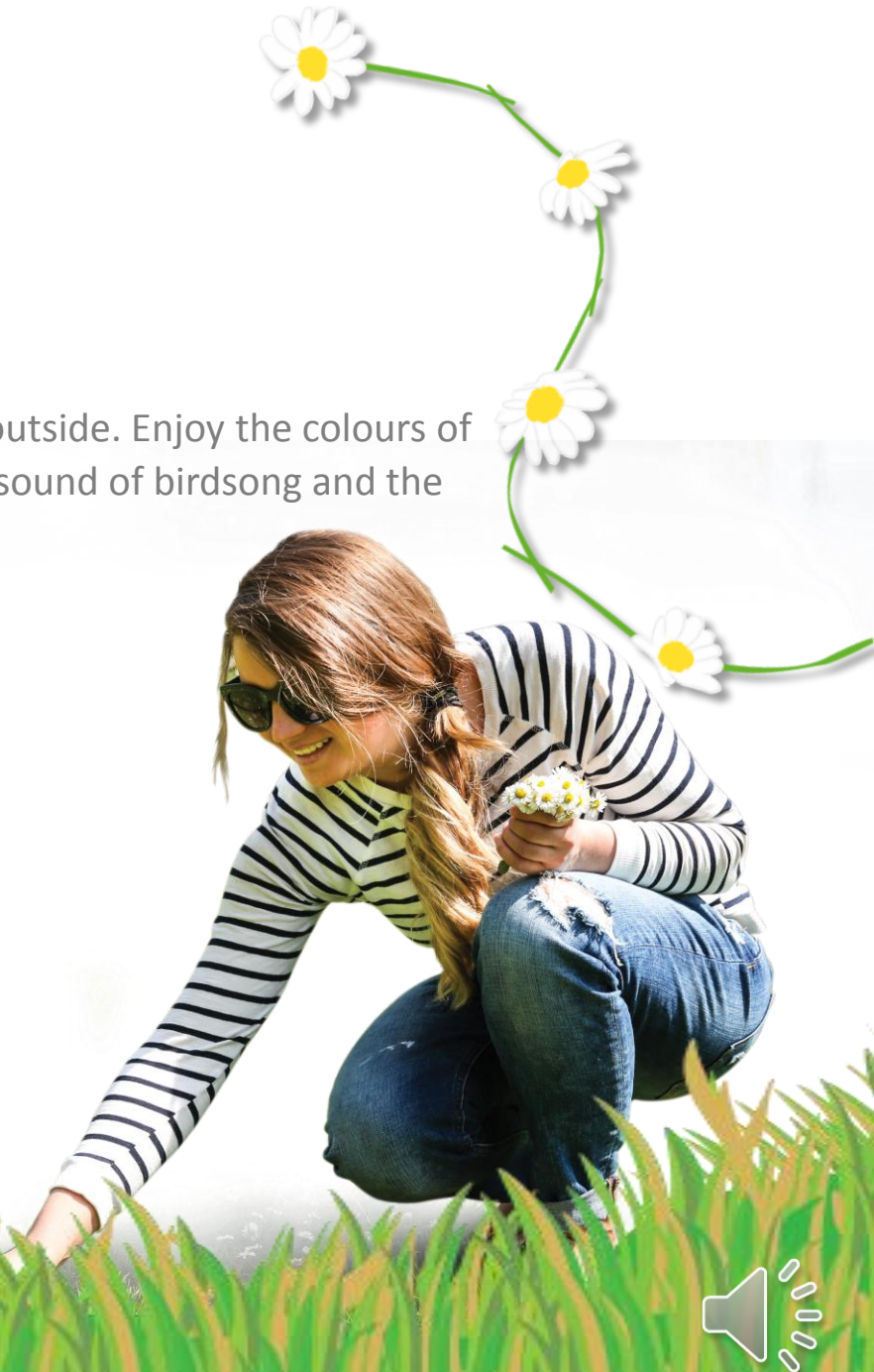
- **Professional families** (living in villages, towns, suburbia and cities; many with young children; commuters)
- **Younger professionals** (starting out on the property ladder; environmentally-aware; ethical consumers; town/city based)
- **Children** (through their families, friends and schools and teachers)
- **Ethnic minorities** (30 Days Wild allows to reach a higher proportion of ethnic minorities, through tailoring of content, accessible ideas and an inclusive feel)
- **'Nature needers'** (People suffering from mental or physical health problems, who could benefit from spending time in nature)



- Wild ideas -

Some ideas to get you going wild (see the full list [here](#))...

- **Take a break in nature** - Switch off your screens at lunch or after work and relax outside. Enjoy the colours of the flowers, the feeling of the sun (fingers crossed), the smells in the breeze, the sound of birdsong and the sweet taste of homemade elderflower cordial
- **Ditch your disposables** - Buy a re-usable coffee cup for your commute to cut down on waste
- **Forge a daisy chain** - Pick daisies and thread their stems together for a relaxing lunchtime activity that takes you back to your childhood.
- **Workout in the wild** - Do your stretching outside (Yes – don't skip your stretches) or change your exercise routes to explore and enjoy wild places
- **Think before you buy** - Make eco-friendly choices, especially when restocking the soaps in the toilets, to stop chemicals reaching our oceans



- Inspiration & motivation -

We have tailored resources for our three main engagement groups which can be requested or downloaded online for schools, businesses and individuals/families.

All include loads of ideas for going wild this June, as well as fun ways to get your feeling really wild!

You can also download our **30 Days Wild App** offering wild ideas every day.

Find out more information here:
<http://wildlifetrusts.org/30DaysWild/App>



Beautiful
Poster for
your office

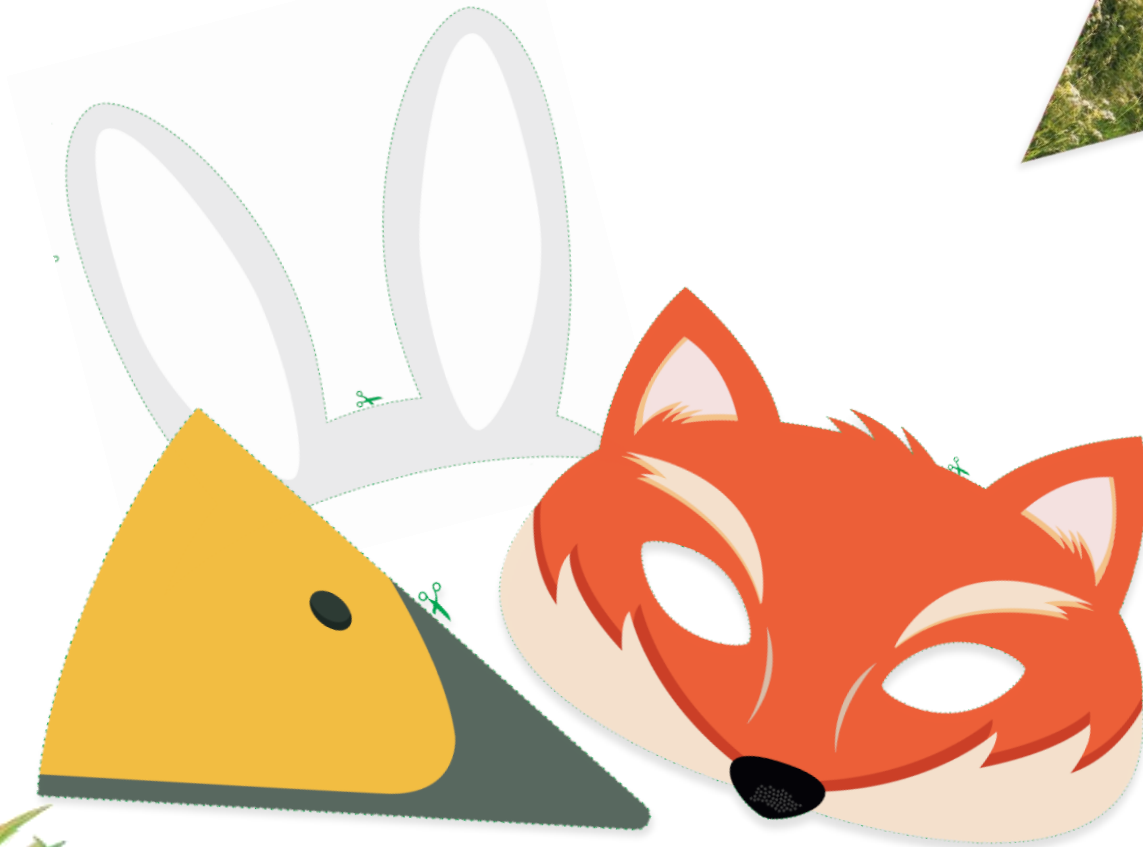
A wallchart to
track your office
progress

Funky
presentation folder

Stylish
sticker for a
donation
box



- Bringing sunshine to the office -



Wild Bunting templates

Fancy-dress shapes to cut out and use



- And raising money if you want to, too -

If you're feeling really wild, you could fundraise for your Wildlife Trust throughout June. Here are our top fundraising ideas to get you started:

- **Wild bake sale.** Bake nature shaped goodies or include harvested ingredients like gooseberries, elderflower, rhubarb or strawberries
- **Caption competition.** Take a photo of a member of staff with their selfie props and ask for a small donation to submit captions
- **Picnic time.** Encourage colleagues to bring a picnic into work on a (sunny) day during June, and ask for donations of what they would have spent that day buying their usual lunch
- **Get stuck in.** Offer a team building day, allowing colleagues to collect sponsorship for activities that help the environment e.g. Litter picking or tree planting



- How can we support you? -

The Wildlife Trusts are here to support you on your wildlife adventure the whole way.

- **Get involved on social media**

We offer public facing social media support on Twitter, Facebook and Instagram, following your key channels and offering encouragement through sharing your ideas, photos and messages with our highly engaged audience

- **Link up with your Wildlife Trust**

We can put you in contact with your Wildlife Trust and arrange volunteering days to get your staff out and about in nature. These don't have to just be in June – we run them all year around. We co-create bespoke opportunities when working with businesses to meet your needs, so get in touch!

- **Download more resources**

Love your 30 Days Wild pack? Everything inside is available to download, so you can get your hands on more resources to inspire colleagues and have fun this June!



- Your Wild Life. Your Wildlife Trust. -

No matter where you are in the UK, your Wildlife Trust is inspiring people about wildlife and wild places and saving, protecting and standing up for the natural world near you. We believe that people are part of nature; everything we value ultimately comes from it and everything we do affects it.

The Wildlife Trusts care for beautiful nature reserves, from remote woods and rivers to inner city nature parks. We work all around our coast, connecting people with amazing marine life and campaigning for protection of our seas.

Much of our work is accomplished through joining forces with organisations all over the UK, across a variety of industries and sectors; we believe that everyone can make a positive difference to their local environment – whether schools, councils, farmers, businesses or individuals – and that by working together we can achieve nature's recovery on land and at sea.





#30DaysWild

Any questions? Contact Ellie, Corporate Support Officer
ebottomley@wildlifetrusts.org

wildlifetrusts.org/30DaysWild/businesses

