Transforming Green Spaces into Wellness Places

It's not just a walk in the park...
connecting to nature is the key to supercharging wellbeing benefits

COVID-19 has triggered our need to make existing public green spaces work harder and provide greater health and wellbeing benefits. Physiological, cognitive and behavioural research shows that *connecting* with nature is much better than spending time in nature.[1]

The Connective will enhance green and blue spaces to create Wellbeing Zones and/or Wellness Experiences designed for purpose. Creating Wellbeing Zones to reduce stress and anxiety, improve mood, restore attention, increase community connection and care for the environment. Designed experiences that allow individuals to better understand and support their own health and wellbeing.

The Connective
–Living Better With Nature–

Our professional team of urban planners, landscape architects, anthropologists, ecologists and First Nation custodians work with you to deliver:

- **Wellbeing Zones:** Focusing on improving individual wellbeing and social connection
- **Enhanced Activities:** Encouraging people to value parklands, bushland reserves & biodiversity
- **Evaluation Tools:** Monitoring user rates, changes in wellbeing and feedback recordings
- **Integrated Master Planning:** Incorporating the science of connection into master planning and offer training for staff and/or volunteers

"I feel the absence of stress. Many things have been bothering me lately. It's a busy time of the year and there is a lot to do, but I feel surprisingly relaxed and calm."

Living Lab Participant

Nature connection solutions designed to help address the $180 billion a year mental health challenge[2]

Today people monitor their step count, tomorrow their wellbeing experiences!

Reimagining the Purpose of Parks

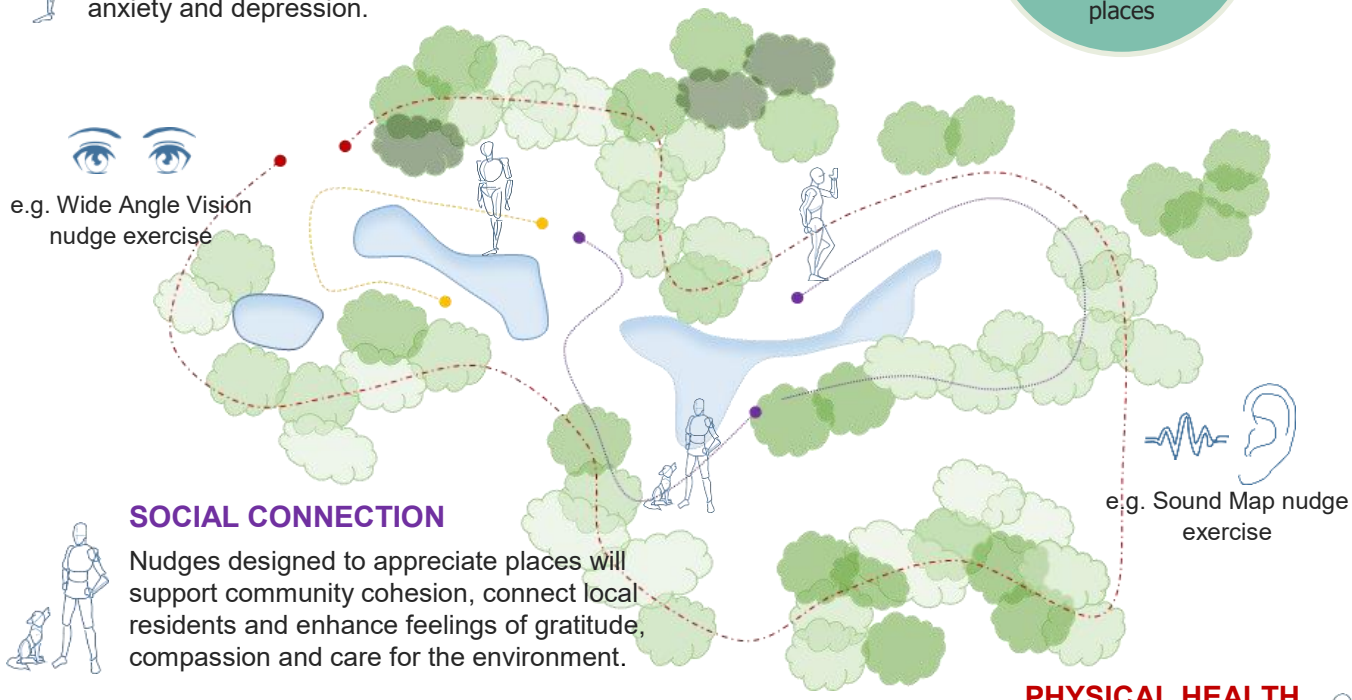
Nature Nudges are engaging, purposeful activities and/or nature-based designs to increase connection for improved health and wellbeing. With over 50 activities to nudge people into noticing and appreciating nature, we transform green spaces into mental, physical and social wellness places.

Committed to unlocking Nature's Benefits

- Nudges are accessed through QR codes, app or signage
- Nudges can be single wellness breaks or linked as a Nature-Wellness Trail
- Nudges are cost effective and scalable across all green spaces and places

MENTAL WELLBEING

Nudges designed to enhance and activate the senses will facilitate mindful attention to improve mood, regulate emotions, restore attention and improve resilience to anxiety and depression.



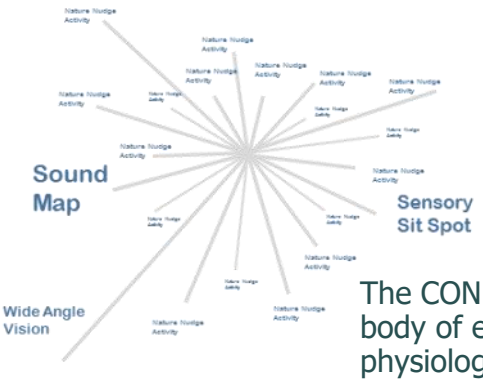
SOCIAL CONNECTION

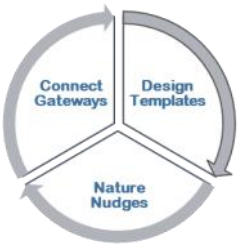
Nudges designed to appreciate places will support community cohesion, connect local residents and enhance feelings of gratitude, compassion and care for the environment.

PHYSICAL HEALTH

Nudges designed to amplify the benefits of outdoor exercise reduce rumination, increase vitality, reduce cortisol stress levels and boost the immune system.

The Science Behind Connection



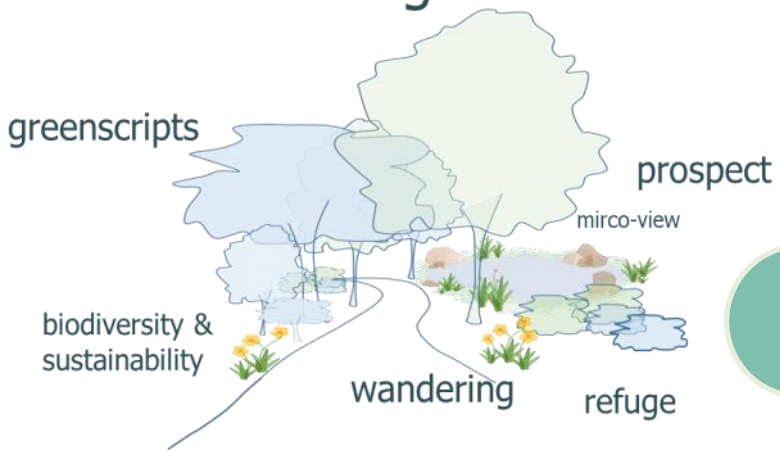


The CONNECT Database is a scientific body of evidence that documents the physiological and design pathways to increase wellbeing.

- e.g. Nature increases Alpha Waves for relaxation
- Drawing on cognitive and behavioural scientific evidence from our CONNECT database
- e.g. Connection activates the Parasym-pathetic System to reduce stress and anxiety

Steps to supercharge wellbeing...

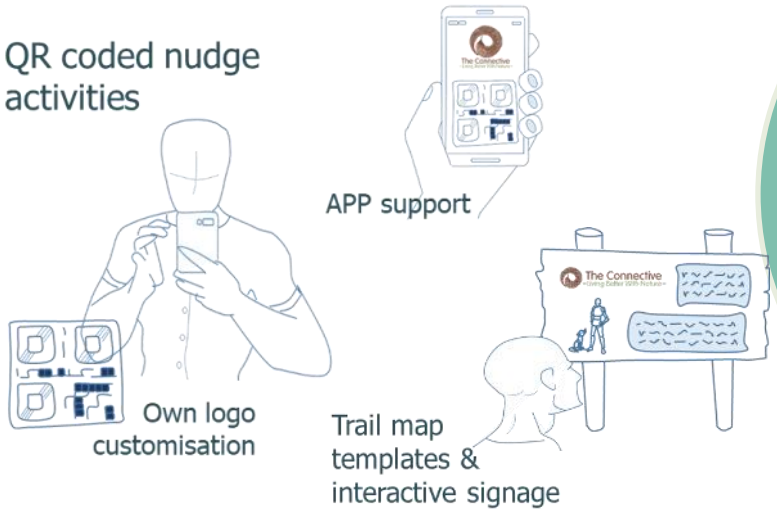
1. Consult & Design



Conduct a "wellness site assessment" based on community priorities and available natural assets. Provide recommendations on designs, physical and digital installations to supercharge wellbeing benefits.

TRY ME!
Sound Map
Nature Nudge

2. Nature Nudges



SMART tech connects the user with nature nudges via QR codes, interactive signage, "green prescriptions" and/or APP support. Includes evaluation metrics or customised research. APP users will self-select their experience and can monitor their wellbeing progress.

3. Sharing Capabilities

Help users to share their experiences using digital and personal platforms - encouraging users to connect meaningfully and mindfully with nature, self, and community.

Living Lab Wellness Zone

A Living Lab was established with Macquarie University in early 2020 to further understand how to supercharge the mental, physical and social benefits of connecting with nature. The findings of the Living Lab can be applied to all types of green spaces, from pocket parks through to national parks, hospitals, workplaces and places of learning. The Living Lab shows that our solutions work, are cost effective and scalable.

"I personally came away with an increased appreciation of the incredible power that nature can have on my wellbeing - lowering my stress levels, increasing relaxation. It had a profound effect on me and I would encourage anyone to just try it."

Student self-reflection

94% of Living Lab users reported positive mood changes after Nature Nudge activities!

UK study found nature connection predicts a four times larger increase in 'feeling that ones life is worth-while' compared with an increase associated with higher socio-economic status[3]

Contact Us

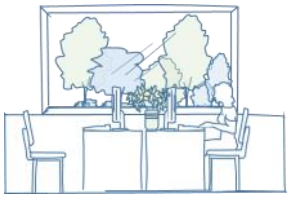
If you want to transform your green space to a wellness place or would like to learn more, visit our website or contact us directly.

www.theconnective.co or waminda@theconnective.co

Green Space Transformation Applications

Parks | Local, Pocket or National

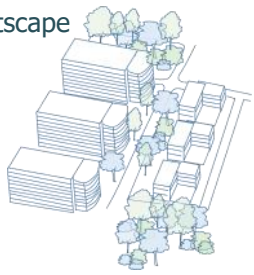
Workplace



Hospitals & Health Services

Aged Care

Streetscape



Learning Space

"Thank you for the superb presentation. Your focus on providing data and practical solutions resonated with our group. Following your presentation, a number of members contacted me directly to express how important the lecture had been for them. It certainly has generated discussion and 'nudged' us in the right direction."

Macquarie University Japan Alumni

[1] Frumkin H, Bratman GN, Breslow SJ (2017). Nature Contact and Human Health: A Research Agenda. Environ Health Perspect. 125(7) https://ehp.niehs.nih.gov/doi/full/10.1289/ehp1663

[2] Australian Productivity Commission (2019) https://www.pc.gov.au/inquiries/completed/mental-health/draft#media-release

[3] Martin L, White M, Hunt A, Richardson M, Pahl S and Burt J. (2020) Nature Contact, Nature Connectedness and Associations with Health, Wellbeing and pro-Environmental Behaviours'. Journal of Environmental Psychology 68 (April): https://doi.org/10.1016/j.jenvp.2020.101389.