



NATURE & PEOPLE

Using Nature to Thrive in Cities



THE POWER OF NATURE

The Nature
Conservancy 



SOLVING STORMWATER

A film by The Nature Conservancy &
Washington State University

A wide-angle photograph of the Seattle skyline at sunset. The sun is low on the horizon, casting a golden glow over the city and the water. The sky is filled with wispy clouds, and the water in the foreground is dark blue with gentle ripples. The Space Needle is visible on the right side of the skyline.

**IT'S NOT JUST A
STUNNING BACKDROP**

Challenges For Cities



CLIMATE
CHANGE



POLLUTION
CONTROL



PHYSICAL &
MENTAL HEALTH



CHILDHOOD
HEALTH



CRIME
PREVENTION



ENVIRONMENTAL &
SOCIAL EQUITY



ECONOMIC
SUCCESS



GROWING
POPULATIONS

A vibrant, sunlit scene of a modern park. The foreground is filled with dense, tall green grasses and several young trees with bright green leaves, some supported by wooden stakes. A paved walkway winds through the park, where a few people are seen walking. In the middle ground, a waterfront promenade with a light blue railing runs along a body of water. The background features a dense city skyline with various skyscrapers under a bright, slightly cloudy sky. The overall atmosphere is one of a thriving, green urban space.

**NATURE PROVIDES
SOLUTIONS**



Nature-based Solutions



RAIN
GARDENS



GREEN
ROOFS



TREE
CANOPY



GREEN
STREETS



BIOSWALES



PARKS AND
OPEN SPACE

A man in a bright blue t-shirt and dark pants is walking away from the camera on a paved path. He is surrounded by lush greenery, including tall grasses and several young trees. In the background, a city skyline is visible across a body of water under a blue sky with scattered clouds. A small structure is visible on a tree to the left.

NATURE IN NEIGHBORHOODS



Research Tells Us:



3X MORE ACTIVE
WHEN LIVING IN A GREEN
COMMUNITY



CAN ADD \$1000'S
TO A HOME'S VALUE



WAY LESS
PROPERTY CRIME



NATURE AS A FILTER



Research Tells Us:



**CLEANER
AIR**
IN OUR
COMMUNITIES



**REDUCED
FLOODING**
FROM CLIMATE
CHANGE



**IMPROVED
WALKABILITY**
TRAFFIC CALMING
& SAFER



**NATURE TO
CONNECT US**



Research Tells Us:



BUILDS RELATIONSHIPS
IN OUR COMMUNITIES



**LOWERS
STRESS**
AND DEPRESSION



PLACE & IDENTITY
ADD VALUE & MEANING TO
OUR LIVES

NEARBY NATURE





Research Tells Us:



**VIBRANT
RETAIL**
SHOPPER CHOICE & SPENDING



INCREASING EQUITY
IN OUR
COMMUNITIES



**BETTER WORK
& LEARNING**
INCREASED ATTENTION
& FOCUS

CHANGE IS COMING



9.5 BILLION
PEOPLE –
33% INCREASE



\$2.6 TRILLION
SPENT IN 2013



HOW NATURE WORKS FOR US



MANAGING STORMWATER



...plants and soil in these swales help to clean rainwater?

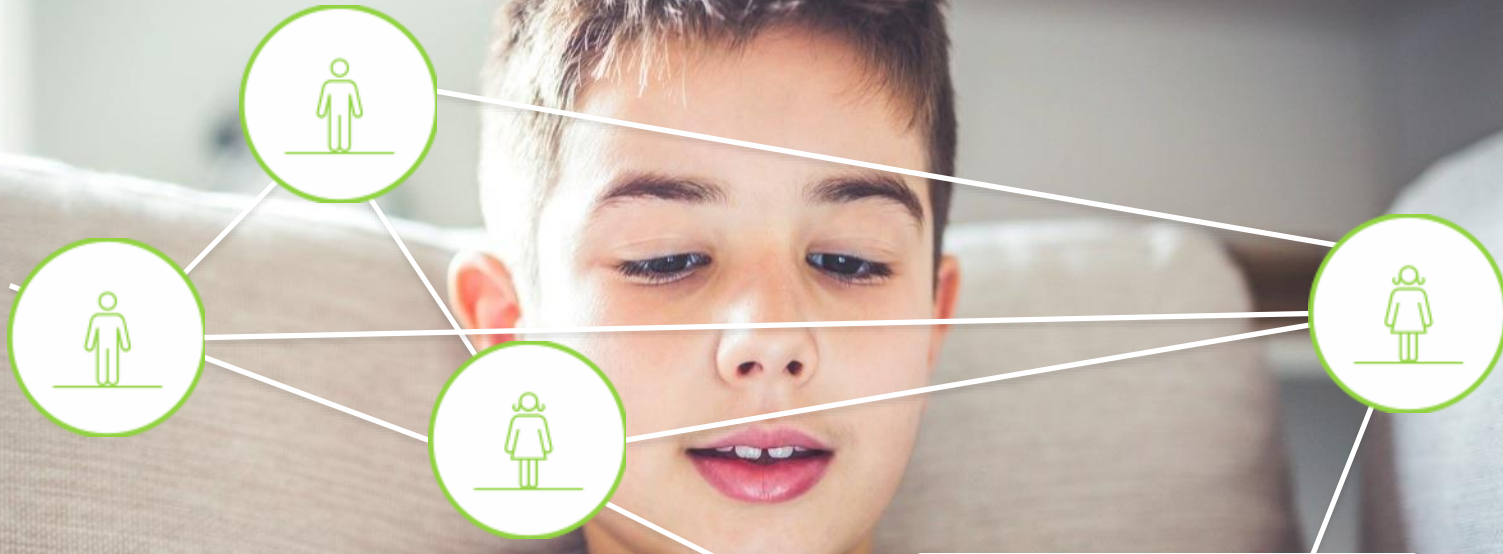


...more than 430 acres of Capital Hill – that's about
... annually as the top three feet of Lake Union!

© 2010 City of Seattle



HELPING CHILDREN





**OBESITY HAS
TRIPLED
SINCE 1970**



**NOW AFFECTING
ONE IN SIX CHILDREN IN THE U.S.**



**TEST SCORES &
ADHD BENEFITS**



OBESITY



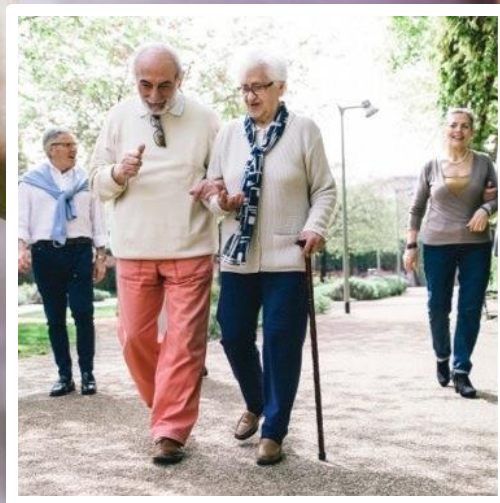
SUPPORTING AGING





**MENTAL &
PHYSICAL HEALTH**

**SOCIAL
CONNECTION**







PROMOTING HEALING





**STRESS
LEVELS**



**POSITIVE
FEELINGS**



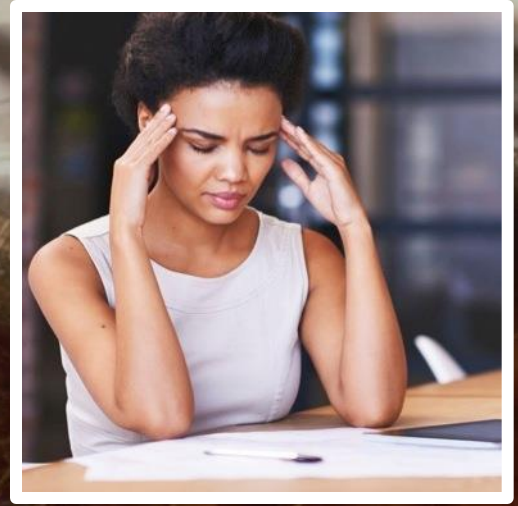


**PEOPLE ARE TWICE AS
LIKELY TO USE**
attractive public open space

50% MORE LIKELY
to achieve high levels of walking

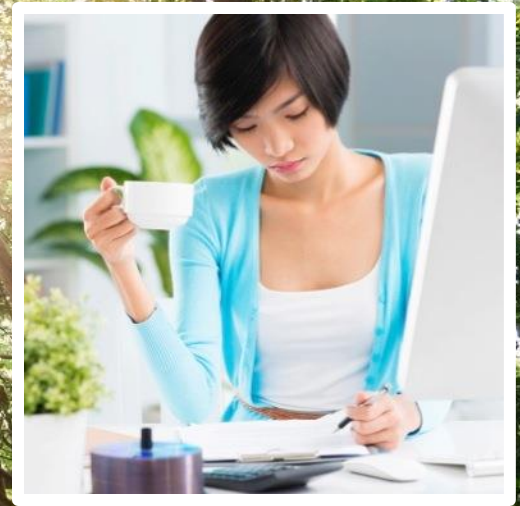


PROVIDING CALM





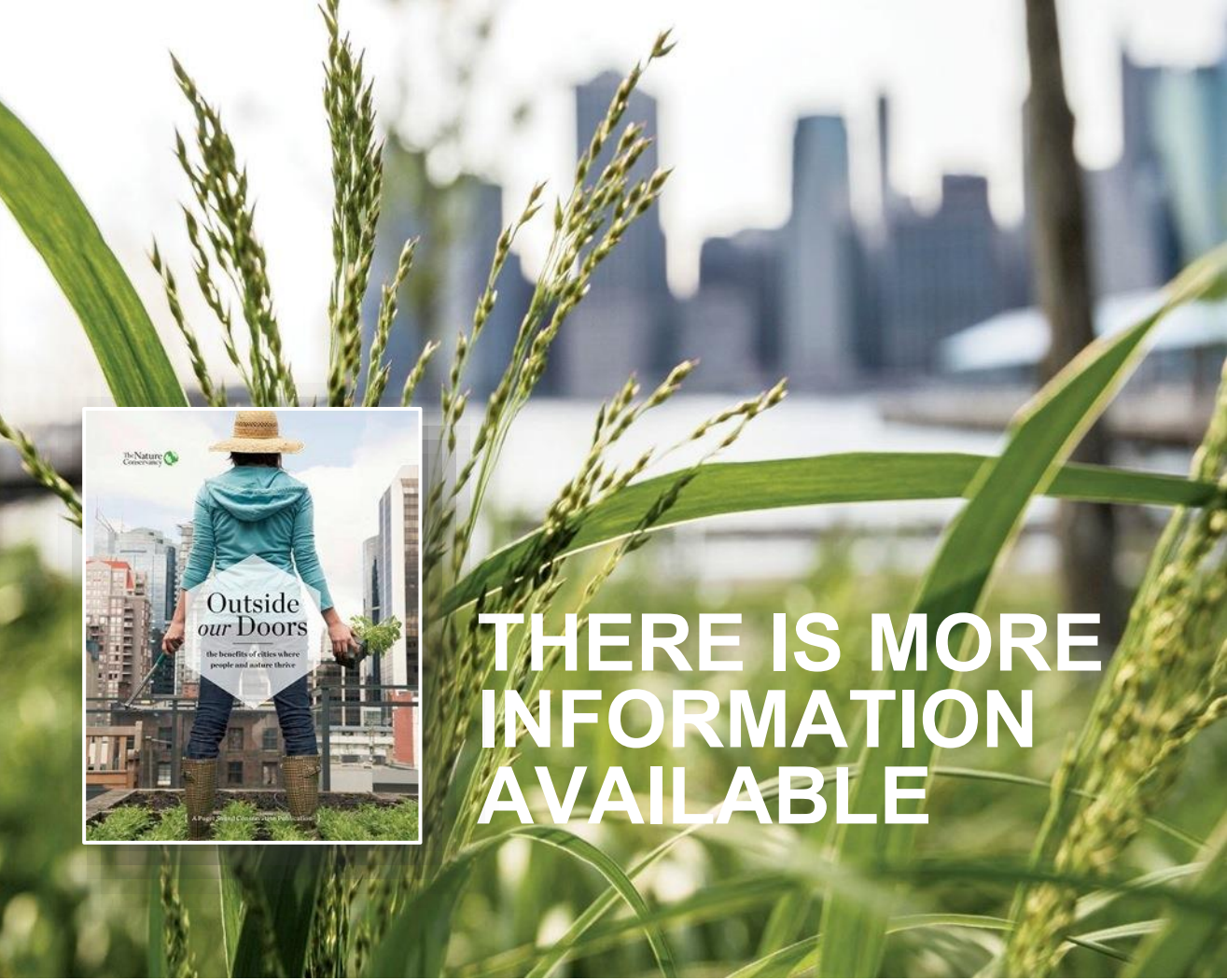
HAPPINESS



**ATTENTION
CAPACITY**



**ONGOING
RESEARCH**



**THERE IS MORE
INFORMATION
AVAILABLE**

W

UNIVERSITY of
WASHINGTON



Pacific Northwest
Research Station



THE POWER OF NATURE

