

HELEN WARD

DEFRA



Department
for Environment
Food & Rural Affairs

The 2019 Year of Green Action

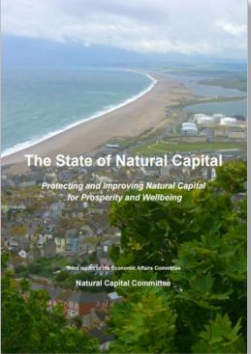
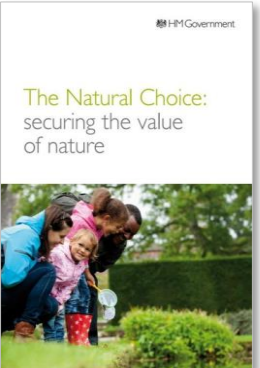
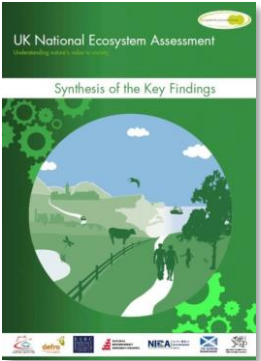


The 25 Year Environment Plan journey

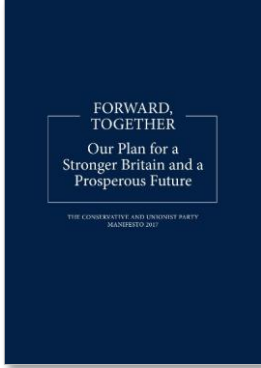
Natural capital

- 1909 - Johnson, Introduction to Economics
- 70s/80s/90s - modern meaning, stocks of natural assets providing benefits
- 1989 - Pearce, Blueprint for a Green Economy
- 2012 - Natural Capital Committee established – world first

The Natural Environment White Paper (2011)



UK Government manifesto “...we pledge to be the first generation to leave the environment in a better state than we inherited it. That is why we shall produce a comprehensive **25 Year Environment Plan** that will chart how we will improve our environment” (2017)



The first 25 YEP Progress Report (2019)

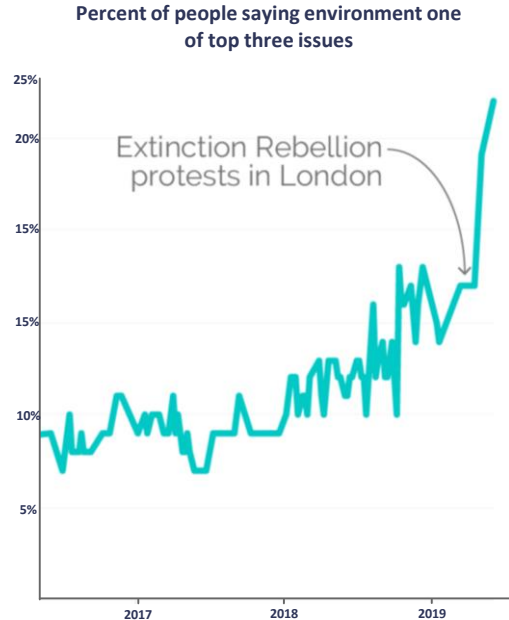
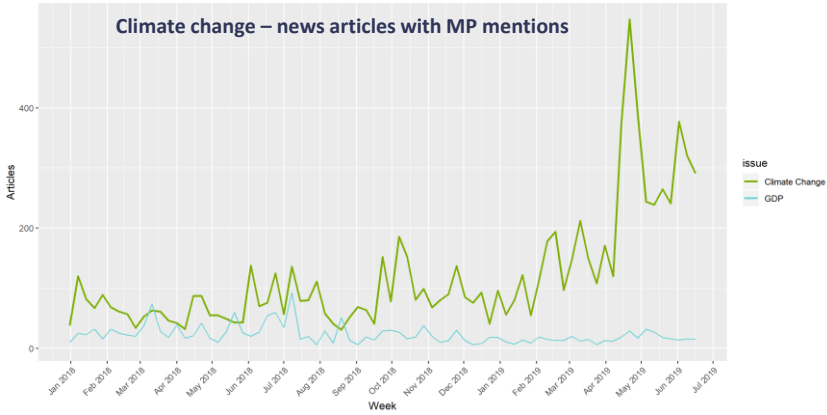


The UK National Ecosystem Assessment (2011)

The Natural Capital Committee’s third State of Natural Capital report (2015)

The 25 Year Environment Plan (2018)

Growing public awareness and concern on environment and climate change



Source: YouGov

Year of Green Action

Year of
Green Action
2019

MAKE A PLEDGE

GET INVOLVED

CONTACT US









Youth voice



UNITED NATIONS **INTERNATIONAL YOUTHDAY** | 2018 SAFE SPACES FOR YOUTH
#YouthDay #SafeSpaces4Youth

International Youth Day
12 August

Social prescribing



Opening up the mental and physical health benefits of the natural world to people from the widest possible range of ages and backgrounds



Making sure that there are high quality, accessible, natural spaces close to where people live and work, particularly in urban areas, and encouraging more people to spend time in them to benefit their health and wellbeing.



We all want to make
big changes to help our planet,
and sometimes to make big
changes we have to **start small**







Bliss & Co refill service only £3
Refill any 250mls shampoo or conditioner

**REUSE
REDUCE
RECYCLE**

Do your bit to save on plastic
Ask our team for more details

A graphic featuring a green recycling symbol with leaves and water droplets. The symbol is composed of three arrows forming a triangle, with leaves and water droplets scattered around it.

Our communications campaign:

www.yearofgreenaction.org

@DefraNature

#YearOfGreenAction

