Established to increase the time children spend in unstructured play outdoors and in nature

Nature Passport App

Western Australia

Providing exceptional learning experiences and inspiring lifelong environmental & community stewardship

Founding Partners

Seattle, WA

ISLANDWOOD™
PROBLEM | Growing disconnect between technology and outdoor experiences

Sedentary, hyper-connected kids is a global reality in developed nations

In the US, in just one generation kids time outside has been cut in half

In Australia, kids are spending less than two hours a day outside
PROBLEM | Growing disconnect between technology and shared family experiences

143mm people in the US own smartphones as of July 2013 (60% penetration), with 81M owning tablets.¹

87% of American adults now use the internet²

68% of adults connect to the internet with mobile devices like smartphones or tablet computers.²

¹Pew Research Center
²25th Web Anniversary | Pew Research Center's Internet
“In our media-infused, gadget-crazed, eternally wired world, could it be that games played on the very same electronic devices that keep us indoors and locked away from nature will entice us to step into the light, inhale the fresh air, and take the time to smell the roses?”

-Dr. Bill Chameides, dean of Duke's Nicholas School of the Environment and member of the National Academy of Sciences
Decades of experience helping kids learn, play and explore outdoors… now in the palm of your hands

SOLUTION | Nature Passport Beta App
Facilitates authentic play and learning based outdoor experiences in nature.

Provides adults easy access to the content they need to be a confident guide for their children outdoors.

COPPA Compliant.
TARGET AUDIENCE | Adults responsible for children ages 7-12

Parents and Caretakers
- **PLAY**: Engage kids in playful learning experiences

Educators & After-School Providers
- **LEARN**: Use technology and environmental education to empower students
- **PLAY**: Engage kids in playful learning experiences
- **EXPLORE**: Facilitate discovery of their natural world

Nature Play WA

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PREMIER PARTNERSHIPS | Working together to connect kids to nature
LOOKING AHEAD | Improved design and functionality

- B2B PLATFORM WITH THEMED BRANDING
- GEOTAGGED MISSIONS
- TIME TRACKER
- CUSTOM MISSIONS
OPPORTUNITY | Funding Needed to Reach Our Dream

$250K

- Ability to find nearby missions with geolocation
- Universal platform for partner organizations
- Improvements to design and functionality

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MOMENTUM | We’re getting the word out

2014
- NAAEE (North American Association for Environmental Education)
- IUCN (IUCN World Parks Congress Sydney 2014)

2015
- SPLAY Coalition (Value of Play)
- Children & Nature Network Conference
- CONTEXT 2015 (Tech Fluency for Teaching & Learning)
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