



Amongst It

2019 Grant Round Project Development Guide

Amongst It arose out of a desire to highlight people's **diverse expressions of love** for beautiful natural places, and to sponsor **new and varied ways for people to connect** with and express appreciation for nature here in South Australia.

Our successful 2017 grant round attracted significant interest and sparked a sequence of varied and surprising projects, from forest bathing for cancer patients and survivors, to texting trees, to Ngarrindjeri storytelling at the Murray Mouth engaging local leaders and parliamentarians.

In 2019, we're structuring our grant round as an **opportunity to learn**. We're looking for applicants who are keen to try out something new in their context that connects people to everyday nature or inspires action for it, and are happy to work with us to evaluate in what way their project may or may not have touched its participants.

This guide provides an **outline of what a great project will look like**, and a template for strengthening your project for a successful application with *Amongst It*.

To apply, visit www.amongstSA.org.au/apply

The Criteria for an Amongst It Grant are:

1. Undertake an activity or initiative that helps people feel closer or more connected to nature.
2. Measure, with our support, how effective the event or activity may have been to shift people's feelings of connection to nature or inspire them to take action to care for nature, and
3. Include an element of the project where this story is shared with others.

1. Undertake an activity or initiative that helps people feel closer or more connected to nature.

Who is your project engaging?

Consider:

- Young people
- Older people
- Tourists
- Those who are unwell
- Foodies
- Sportspeople
- Recent arrivals/refugees/asylum seekers
- Urban residents with limited access to green space
- International students
- Politicians

We encourage applicants to think about ways your project might engage or activate people or contexts that may not ordinarily have the opportunity to do so.

Alternatively, here are some **places** you might like to think about holding an activity:

- Streetscapes and alleyways
- Pubs
- Vineyards and orchards
- Outdoor sporting clubs e.g. surfing, cricket, soccer
- Rooftops/apartment blocks
- Urban beaches
- A nature strip
- Industrial or commercial zones
- Medical practices/hospitals
- Parliament

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Interact

Get out in nature in a playful and active way. Organise a scavenger hunt, a tree climbing party, or get active in the garden!

- Tree climbing events
- Treasure hunt in the parklands
- 'Talk to a tree' app (see e.g.)
- Citizen science activities
- "Linear festival"—walk a certain trail from the Hills to the sea over a few days with various festival 'stations' along the way
- Seasonal festival—A concert series, located at four different locations around Adelaide, each highlighting the beauty of the different locations, and informed by the season (e.g. Summer Cape Jervis concert overlooking KI, Spring Barossa concert, Autumn Mt Lofty Botanic Gardens)

How are people being **invited to connect** with nature? Here are some of the ideas that we came up with.

Notice

Invite people to attend to the everyday natural beauty that surrounds them in their streets, backyards and neighbourhoods. You might stick up signs that draw attention to details people overlook, or help them look at things from a new perspective.

- Tree climbing events
- 'Attention' signs—"Please keep on the grass"
- Attentive/guided walk
- Pavement stickers reminding you to look up
- Photography competitions

Share

Natural environments can be great places to deepen our relationships. Facilitate people to connect and share natural spaces with others.

- Picnic in the park
- Give the gift of a parklands tree—a website where you ask for a tree to be planted in someone's name, with a plaque attached
- Seed packets as gifts—then plant together
- Guided tours of natural environments by kids for adults
- A couples day at Henley Beach Jetty.

Remind

Bring reminders of nature into urban settings where it can be easy to forget. We're excited about 'nature hacks', like succulent bombing a street, mobile gardens, or transforming a kerb.

- Nature hacks—succulent bombing, bush bikes
- Virtual reality of SA natural environments shown in built-up places, e.g. the airport
- Reminders on bus stops: "Linear Park, just two stops away"
- Shoot film of nearby natural environments, to be shown in nearby built environments ("remember: it's just around the corner!")

Express

Help people communicate their appreciation for a particular space or piece of nature.

- Write a letter to your favourite tree
- Co-created public art about a particular natural environment
- Run submissions for a "Local Piece of Nature" Prize—such as the vista overlooking Maclaren Vale, the Elm tree in the Adelaide Botanic Gardens, Remarkable Rocks), with the winner provided with plaque and/or media coverage.

Transplant

Take an indoor activity into a natural environment.

- Outdoor office
- Walking meetings (follow a particular path)
- Indoor sports moved outdoors

2. Measure, with our support, how effective the event or activity may have been to shift people's feelings of connection to nature or inspire them to take action to care for nature.

As a condition of receiving a grant with Amongst It, we will ask you to **conduct 3–5 interviews with different participants** in your activity to learn about what its impact was on them. These interviews will not need to be long—probably 15–20 minutes—and we will provide you with an interview guide to make things easy.

The interview guide we'll provide you with will invite people to reflect on and chat with you a bit about:

- their **relationship with nature** over time.
- their **response to your project**; what did/didn't they enjoy and why.
- if this has **prompted any shifts** for them in thinking or behaviour, and if so, why.
- any **other reflections** on how they think the event ran/could run in future.

As part of your application, you should indicate that you're ready to learn from your participants by having these discussions with them, and sketch how/when you will make the interviews happen (at the event itself/afterwards/over the phone/over a coffee) in order to understand what they got from being involved.

Are you expecting or hoping to observe any **change in behaviour** amongst people who participate in your activity? If so, in your application, sketch out what you'll be looking to observe. For example:

- Introducing nature to others
- Championing nature
- Changing home and garden or workplace practices
- Volunteering
- Picking up litter
- Purchasing with purpose
- Revegetating
- Donating
- Advocacy

We'll provide you with a **reporting template** to help you summarise what you learnt from your interviews and any other data you might have collected.

The **important thing** is: it doesn't matter if your event was a total flop! But we'd love to know that, whatever happens, you're set up to gain some insights from it.

3. Include an element of the project where this story is shared with others.

How will others know about this great work you're doing? Perhaps you might like to:

- Get some local media around it.
- Post about it on social media/curate an experience that invites others to post about it! #amongstSA
- Write it up in a newsletter
- Share it on a blog/website
- Tell local representatives about it and call on them to host/sponsor similar events

Example project **Text a tree**

A lemon-scented gum that you can text with your questions, and it will reply!

It invites an unexpected way to **interact**, asks people to stop and **notice** and provides an avenue for people to **express** their love for the tree.



It's social media-friendly!



Who:
Adelaide Fringe festival-goers

To evaluate, we could hang around and ask people questions as they stood and texted.



Don't miss our Project Development Workshop!

10am–1pm, 14 May 2019, the Joinery, 111 Franklin St

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