

PROJECT  
**WILD**  
THING

RECONNECTING KIDS WITH NATURE

**WHAT MIGHT HAPPEN IF  
A GENERATION BECOMES  
COMPLETELY DISCONNECTED  
FROM THE OUTDOORS AND  
THE NATURAL WORLD?**

**"A gripping story of the desperate struggle to lead our computer-crazed children back to nature."**

**Harry Mount**  
The Daily Telegraph

**"Funny, alarming and uplifting. This film will change your life"**

**Patrick Barkham**  
The Guardian

**"Like David Attenborough and Morgan Spurlock got drunk and had a baby..."**

**Hussain Currimbhoy**  
Sheffield Doc/Fest

**THE  
WILD  
NETWORK**

# Project Wild Thing is an exploration of how British kids have become disconnected from the natural world and playing outside.

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UNICEF research claims this trend away from nature has resulted in British kids becoming the most unhappy in the developed world.

Time spent outside in nature increases happiness, health and wellbeing. Fact. Yet British kids have never been more disconnected from the natural world. Time playing outside during the week has halved in one generation. Roaming distances from home have shrunk by 90% in 30 years. Fewer than 1 in 10 kids regularly play in wild spaces. Most can identify more brand logos than flora or fauna.

The consequences are terrifying. Obesity rates in children are on the up as are mental health issues and depression. What might happen if a generation becomes completely disconnected from nature? Who will protect the natural world if there is no connection or love for it in the first place?

This film is the first activation. The aim is to kickstart a movement for social change which gets kids playing outside freely and re-connecting with the natural world.

The Wild Network has been launched on the back of the film – an open and collaborative network of organisations big and small working to reverse the trend of children losing touch with the outdoors and the natural world.

Our ambition is to reconnect this generation of kids with nature, supported by a network of over 1000 organisations. We are aiming to host 1000 community screenings and reach 5 million adults with the film. We are looking for partners to create innovative ways to bring this issue into the public eye, to amplify the effect of grassroots action across the UK and to galvanise the kind of support and commitment that will change the way we live!