



Climate initiatives often focus on technical and economic outcomes but overlook local communities' well-being, leading to mistrust, conflict, and unsustainable practices. Conventional approaches limit participation, ignore cultural values, and fail to measure well-being, causing resistance and misaligned goals.

OneNature's Wild Happiness Certification integrates community well-being into climate strategies, fostering trust, resilience, and holistic success. This inclusive approach bridges global climate goals with local community needs, meeting the demand for socially balanced solutions.

The Role of Community Involvement

The Wild Happiness approach emphasizes a five-step process to integrate community well-being into Climate initiatives:

- 1. Deep Listening:** Engage with communities to understand their values, aspirations, and needs.
- 2. Baseline Measurement:** Adapt the Wild Happiness Index to assess holistic well-being.
- 3. Community Feedback:** Share results with the community for co-analysis.
- 4. Co-Creation:** Collaboratively design conservation strategies with clear success metrics.
- 5. Monitoring and Adaptation:** Continuously track well-being and adapt interventions as needed.



The Wild Happiness Certification Model

To bring the five-step approach to Organisations, OneNature offers the Wild Happiness Certification Model, a scalable framework which operates across **three progressive levels:**

Silver Level: Building the Foundation

Establishes a well-being baseline through staff training, surveys, and expert recommendations, aligning projects with community needs and reducing resistance.

Gold Level: Deepening Engagement

Strengthens relationships and supports community-backed solutions through listening sessions, co-designed surveys, and engagement tools, enhancing adaptability and preparedness.

Platinum Level: Transformational Co-Creation

Drives adaptive, community-driven climate strategies through workshops and collaborative planning, delivering scalable, long-term benefits and resilience.

Benefits for Climate Partners

By adopting the Wild Happiness Certification Model, climate partners can:

- Build trust and foster community collaboration.
- Achieve holistic success across social, cultural, and environmental dimensions.
- Equip communities and organizations with tools for lasting climate resilience and impact.

Partner with **OneNature** and schedule your Introductory Workshop to explore how the **Wild Happiness Certification Model** can transform your climate initiatives.

