

Happy By Nature

2025-26 Impact Report Snapshot

Happy By Nature

A daily dose of nature for every child

WWF



Why Happy By Nature?

Happy By Nature was inspired by a clear and urgent inequity: every child deserves access to nature at school, yet most do not get it.

2024 WWF research found that 75% of UK primary schools don't offer daily opportunities for children to connect with nature. The gap is wider still in low-income communities, where only 18% of pupils have daily access to nature, compared with 52% in more affluent areas/ communities.

That's why we created Happy By Nature – a schools programme designed to bring a daily dose of nature to every child, starting with those who need it most.

Our ambition is to reach 1 million children across the UK by 2028, helping schools embed nature in everyday learning and play.

Emerging impact

The early feedback from teachers has been encouraging. Teachers surveyed describe the resources as easy to use, engaging and relevant for pupils, while helping them feel more confident taking learning outdoors. These teachers also told us that the programme is helping pupils spend more time exploring and connecting with the natural world, boosting engagement and motivation, particularly for those who can face additional barriers to learning.

Schools have been using the programme across different subjects, year groups and settings, and with pupils with a wide range of needs, demonstrating that Happy by Nature can work whether you're just starting your outdoor learning journey or looking to build on existing practice.

What is Happy By Nature?

Happy By Nature (HBN) is WWF's free primary school programme, designed to help children discover the joy of nature through engaging learning experiences both inside and outside the classroom. Through a schools pack, curriculum-linked activities, classroom resources, and interactive live lessons hosted by inspiring experts, HBN makes it easy for teachers to bring nature into everyday learning while helping pupils develop key skills, boost their wellbeing and grow their confidence, curiosity and care for the world around them.





Live lessons

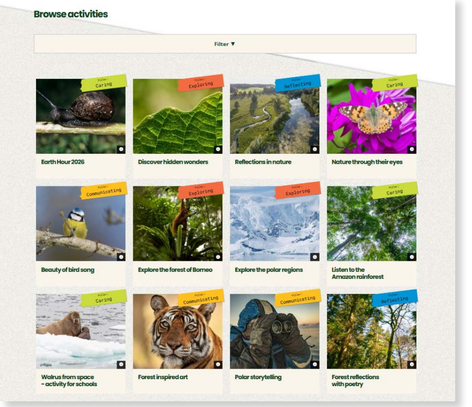
Join us throughout the year for WWF Happy By Nature Live lessons on key nature topics. Each lesson is an interactive session with quizzes and live Q&A designed to inspire wonder and curiosity in the natural world.

Register now for our next Live Lesson on **UK Nature** with wildlife presenter and author Nadeem Perera. Pupils will explore the wonders of UK nature and ideas for how to enjoy wildlife in their own neighbourhood.

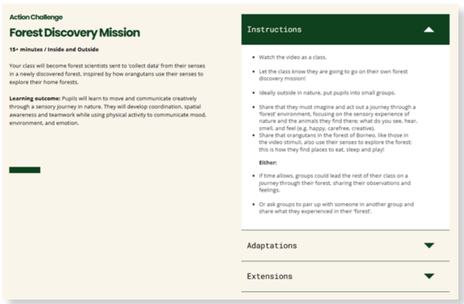
- **When:** Thursday 26th March 2026, 2pm - 2.35pm GMT
- **Where:** Online - we'll send you the link

Missed the previous lessons on **Polar Regions** and **Forests** with Steve Backshall? Watch them here.

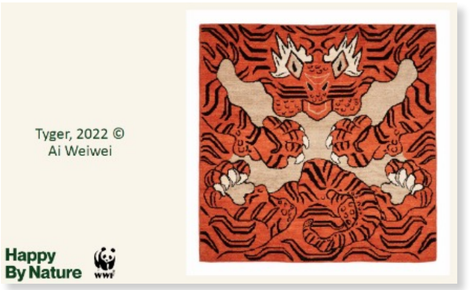
Register now



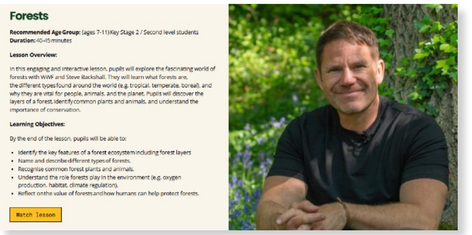














Year 1 reach and impact

Across the UK, Happy By Nature resources were used by:

7,800+
unique schools

17,800+
unique teachers

230,800+
unique pupils

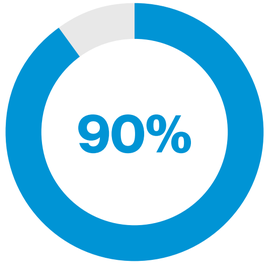
What teachers think



of teachers surveyed said HBN helped increase pupils' willingness to care for nature



rated quality as good or excellent



of teachers surveyed plan to use HBN again

Our research showed that teachers think HBN's curriculum-linked resources are high quality, flexible, accessible and inclusive.

95% of those surveyed agreed that it was 'easy to use', 'felt relevant for my pupils', and 'supported learning in a meaningful way'.

“The resources are so easy to use. They’re colourful, interesting, engaging, modern and up to date. They focus on the issues affecting the world at the moment, which makes it real for the children to learn too.”

P4 teacher, primary school in Edinburgh

“There’s so much eco anxiety in the world, but this is pitched well for the kids. It’s fun; it’s really colourful… plus the fact that it’s done by WWF and got Steve Backshall too.”

Y3 & Y4 teacher, South East England

“We’ve really seen behaviour improve and the joy and glee when a child is pulling a potato out of a pot that they planted. We can see they’re healthier, we can see they’re emotionally regulated being outside more.”

Teaching assistant, North East England



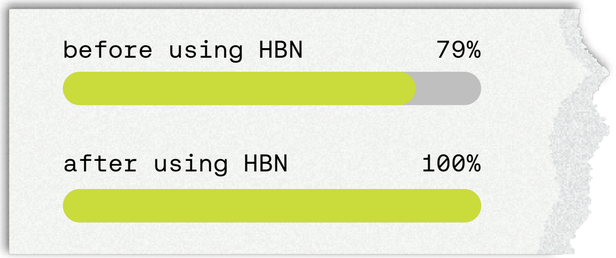


Outcomes and impact

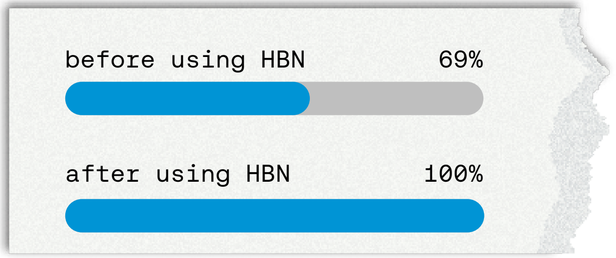
For teachers

HBN has been highly successful at improving teacher confidence in delivering nature-based learning.

Confidence delivering nature-based learning indoors



Confidence delivering nature-based learning outdoors

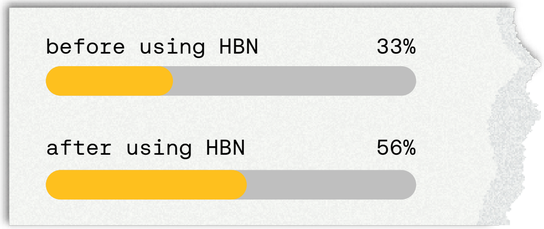


For pupils

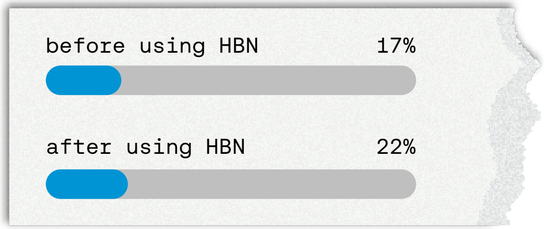
HBN was designed to enable pupils to spend more time outdoors. Early indications are that the programme has supported teachers to achieve this.

Time pupils spent learning outdoors as reported by teachers:

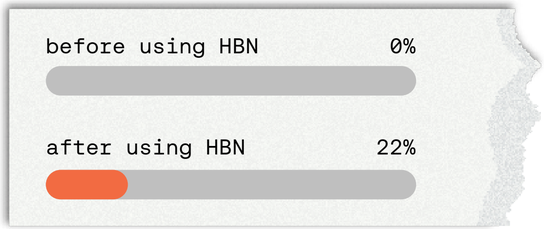
Between 1-30 minutes/week



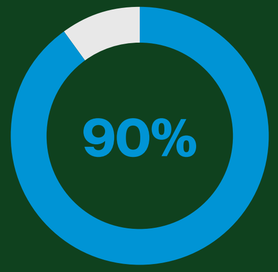
Between 30-60 minutes/week



More than 120 minutes/week



HBN has demonstrated a positive impact on pupil confidence, engagement, focus and development of key skills:



reported that HBN had helped to increase pupil engagement and focus



of teachers stated that after using HBN children had improved their ‘confidence to explore outdoors’ and ‘communication and teamwork skills’





Start your Happy by Nature journey

Join the growing 9,800+ teachers already on a joyful journey around the world; from the depths of the rainforest to the icy poles, across our oceans and through the wild spaces of the UK.

- Start by ordering your free classroom pack, which includes a poster, bookmarks, stickers, explorer guide, and a class certificate signed by WWF Ambassador Steve Backshall!
- Then, access our short classroom activities that use film, images and soundscapes to inspire children to explore nature inside and outside the classroom - building a lasting connection with the world around them.
- All our activities are UK curriculum-linked, and cover four pillars (Caring, Exploring, Communicating and Reflecting) to encourage behaviours which enable young people to get happy by nature, drawing on different skills, interests and aptitudes.
- And, look out for our next 'Live Lesson', which are interactive live-streamed sessions with quizzes and Q&As designed to inspire wonder and curiosity - hosted by famous faces from the natural world.

Inspired to go further?

We have teamed up with 'Learning through Landscapes' the outdoor learning and play charity to help all schools to make improvements to their outdoor spaces.

You can download your free nature and play toolkit packed with ideas and guidance to help improve outdoor spaces for nature, play, and learning - regardless of size, location, or budget.