THIRTY FOR 30:
Thirty Actions for Nature Recovery by 2030

	Positive impacts and side-effects				
	Nature recovery and improving biodiversity	Improve your health	Reduce carbon emissions	Lower household costs	Increase togetherness
In Your Garden and Home					
Let part of your garden go wild (pause mowing)	■	●	●	●	●
Provide new water habitat with pond, bowl or bath	■	●			
Protect wildlife by cutting out all pesticides & herbicides	■	●	●	●	
Add native wildflowers and hedge species to your garden or plot	■	●	●		
Make your own compost from food and green waste	■	●	●		
Grow your own herbs, vegetables, fruit	■	●	●	●	●
Put up a bird box, bat box, bee hotel	■	●	●		
Create a deadwood pile for insects and larvae	■				
Be kind to birds: give your cat a bell	■				●
Save and use rainwater: install a water butt	■			●	
Put up window boxes: create a vertical habitat with neighbours	■	●			●
Add corrugated tin for reptiles; cut a hedgehog highway in fences	■				●
With Your Community					
Ensure local veteran trees are protected: for carbon and species habitat	■		●		●
Help your primary school grow food; link it to a forest school	■	●			●
Be an ambassador and speak out; talk to a neighbour	■	●			●
Get children/grandchildren to write about a nature encounter	■	●	●		●
Persuade your local council to set aside more land for allotments	■				●
Improve mental health by going for a walk: count, watch, care	■	●			●
Go for a wild swim, canoe or paddle-board; take a boat trip	■	●			●
Visit a different nature reserve each month for a year	■	●		●	●
Take part in local litter picking or river/beach clean up	■	●			●
Changing How the System Works					
Eat less meat, eat certified fish, buy nature-friendly food, go vegetarian	■	●	●	●	●
Buy local and sustainable foods, support regenerative agriculture	■	●	●	●	●
Join a local conservation or wildlife charity (volunteer if you can)	■	●		●	●
Tell elected councillors and MPs you want more nature (be nice)	■				●
Help form a local nature recovery, climate action or energy group	■	●	●		●
Join or take part in a clean river campaign	■	●			●
Join a marine citizen science project to renew seagrass and saltmarsh	■	●			●
Help establish a 15-minute neighbourhood in your town/city	■	●	●	●	●
Install solar panel/heat pump at home; switch electricity supply to renewables	■		●	●	

THIRTY FOR 30: Here's What You Can Do

The world's economies, societies, and cultures face unprecedented and connected crises of climate instability, nature loss, and social inequality.

There is much that you as an individual, household and community can do. Here are 30 ideas.

We call this 30 for 30 – to encourage taking actions between now and 2030.

Many organisations are supporting the transition to 30% of land area being positively managed for nature by 2030.

There are many other actions (policies at all levels, technologies, business actions) that can only be undertaken by public, private and third-sector organisations, but these do not feature here.

Some of these actions focus on making connections with nature, thus establishing a foundation for action and care.

Each action is scored for its impact on nature, species and habitats. Four key side-effects are also feature: how nature affects your health, well-being and longevity; how it reduces carbon emissions; how it cuts your household costs; and how it increases togetherness (social capital).

ADVICE

1. **Choose one action this year, and do it as soon as you can. After a year, choose another one.**
2. **Or - start by selecting one action from each of the three groups.**
3. **Persuade someone you know to begin this journey too. Tell a friend, spread the word.**
4. **You do not need to worry about actions you are unable to undertake or those you disagree with. Just focus on those that look feasible and interesting.**

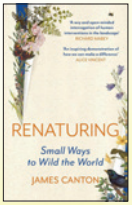
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From the Universities of Essex, Cambridge, Oxford and Swansea; Essex Wildlife Trust; the Essex Local Nature Partnership and Essex Local Nature Recovery Strategy; the Essex Climate Action Commission.

Essex Climate Action Commission

University of Essex

Essex Wildlife Trust





Key Paper

How the Concept of "Regenerative Good Growth" Could Help Increase Public and Policy Engagement and Speed Transitions to Net Zero and Nature Recovery

Pretty, Hepburn, Isham, Lyster, Milner-Gulland, Peck (29 co-authors) (2025). Sustainability 17(3), 849

Available free here:

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