



Shared Narrative

Background Resource

[rethinkoutside.org](http://rethinkoutside.org)

## Attribution Language

### Short form

The shared narrative initiative was developed by the Blue Sky Funders Forum, in collaboration with funders, practitioners, and network leaders working at the intersection of people and the environment. It is designed to reach and influence new audiences with a compelling story that captures the breadth of the field and encompasses the myriad benefits of outdoor experiences.

### Long form

The shared narrative initiative was developed by the Blue Sky Funders Forum, in collaboration with funders, practitioners, and network leaders, and supported by Seven November (July 2018 - May 2019) and the Metropolitan Group (January - May 2018). It is designed to reach and influence new audiences for a compelling environmental story. Blue Sky thanks the hundreds of funders, practitioners, and researchers who contributed their time and expertise to develop this product.

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