



Global  
Social  
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Alliance



# BLUE SOCIAL PRESCRIBING

## BLUE PRESCRIBING: A GLOBAL WELLBEING SOLUTION

Blue social prescribing refers to the practice of connecting individuals with water-based and **nature-based activities and environments** such as rivers, lakes, oceans, wetlands, and green-blue spaces to improve mental, physical, and social wellbeing. Whether it's open-water swimming, coastal walking, kayaking, conservation work, riverside volunteering, or mindful time in natural settings, these interventions are increasingly recognised for their ability to reduce anxiety, improve mood, and promote physical activity, while fostering a deeper connection to the natural world.

At the heart of blue social prescribing is the same personalised care ethos that defines the broader social prescribing model: link workers and trusted professionals engaging in “what matters to you” conversations to connect individuals with meaningful, non-clinical support rooted in both community and the natural environment. These nature-based pathways empower people to take an active role in their own health and wellbeing while also encouraging stewardship of local ecosystems.

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**Dr. Heidi Albert, Head, Cities Health Centre, ICLEI Africa**

*“Blue social prescribing offers a cost-effective path to better health and wellbeing by connecting people with nature- and water-based activities. Integrating such approaches into public health strategies supports community resilience as well as nurturing urban ecosystems and environments. It's true impact lies in ensuring equitable access and culturally appropriate approaches, enabling communities worldwide to benefit from nature's healing power in ways that reflect their values and needs.”*



**Markus Müller, Chief Investment Officer ESG, Deutsche Bank**

*“Investing in nature-based solutions like green and blue social prescribing is not just a moral imperative it is an economic one. These interventions enhance social capital, reduce healthcare costs, and build resilience in the face of climate and biodiversity crises. Finance must recognise the value of wellbeing as a form of sustainable capital.”*



**Gareth Presch, CEO, Global Social Prescribing Alliance**

*“At the core of blue and green social prescribing is a powerful truth nature heals. Whether through forest walks or river swims, we're reconnecting people with what matters most: community, purpose, and the natural world. These models demonstrate how personalised, preventative care can lead us toward a healthier and more sustainable future for all.”*

