



IUCN  
World  
Conservation  
Congress  
Hawai'i 2016



International Union for Conservation of Nature

## How to develop your event for the World Conservation Congress, Hawai'i 2016

Outline of the Call for Contributions

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## **How to develop your event for the World Conservation Congress, Hawai'i 2016**

### **Outline of the Call for Contributions**

#### **I. Background**

The next World Conservation Congress will be held from 1 to 10 September 2016 in Hawai'i, United States of America. As in previous editions, the Congress will be divided into a Forum, open to the wider public, where IUCN Members and partners will be able to discuss cutting edge ideas, thinking and practice, and a Members Assembly, the highest decision-making body of IUCN where IUCN Members debate and establish environmental policy, approve the IUCN Programme and elect the IUCN Council and President. During the Forum, numerous events will take place around the theme of the Congress: "[Planet at the crossroads](#)", and with a multitude of formats (workshops, roundtable discussions, knowledge cafés, etc.)

The World Conservation Congress and more particularly, the Forum, offer an unprecedented opportunity for achieving real influence in setting the international conservation agenda.

#### **II. The 2016 Congress: Planet at the crossroads...**

We live in a time of tremendous change, the nature and extent of which is the subject of intense debate and attention around the world. At the heart of this debate is the clash of immediate human needs with their long-term impacts on the planet's capacity to support life.

With a timeframe of 15 years, the world has committed to deliver the Sustainable Development Goals – an ambitious agenda for improving human living conditions for all. There is a real sense of urgency in this call to action, as many believe that current trends are not sustainable and that there is a closing window of opportunity to effect meaningful change in Humanity's trajectory. Our future will be decided by the choices we make now.

Today we are some 7.3 billion people on Earth and the UN estimates that, under a medium growth scenario, we will be more than 8.4 billion by 2030. Over half the world's population is already living in urban areas, increasingly disconnected from the complex systems of Nature and the biodiversity that keep us all alive.

Shifting patterns of global wealth and economic growth over the past 15 years have led to important increases in economic wellbeing, lifting hundreds of millions of people from poverty. However change is complex. In addition to the type of progress we all applaud, such as poverty reduction and improved maternal health, other problems persist or grow steadily worse. The benefits of development are not shared equitably, the gap between rich and poor is widening, and economic growth is occurring at the expense of ecological integrity. We can expect more of this to happen over the next 15 years, in ways that simultaneously bring hope yet further strain the planet's biodiversity and its capacity to support human needs and expectations.

IUCN believes that a steady increase in global wellbeing can only be achieved through an enhanced understanding of the planet's complex life support systems and the predominant global trends currently acting upon them – urbanisation, economic growth, burgeoning consumption, disappearing biodiversity, wealth inequality, climate change, population growth, and so on. Time is running out for humanity to find ways of progressing that safeguard and reinforce the natural world that sustains us. In one form or another, Nature will most likely go on, so the relevant question is: to

what extent will healthy, prosperous and secure societies continue to be a part of the story, and how much of the greater community of life will persist?

The current debate is framed by two competing narratives. One is a pessimistic view of our future which claims that it is already too late to avoid catastrophe, and therefore we must now focus on survival and recovery. This leaves people in despair. The other is a stubborn optimism arguing that Humanity has faced and overcome many great challenges in the past and will continue to do so. This risks indifference and denial.

There is, however, an emerging viable alternative – one that embraces the reality that we live in a world of complex, interdependent systems and acknowledges that changes to these systems can either enhance resilience or result in greater instability and uncertainty. This alternative future has been given expression by the international community through various declarations, including The World Charter for Nature, Agenda 21, The Earth Charter, and the U.N. General Assembly resolutions on Harmony with Nature. Collectively, they point to the need for profound transformations in our patterns of production and consumption, and recognition that every form of life has value regardless of its worth to human beings.

The alternative approach stresses that nature conservation and human progress are not mutually exclusive. Facing tremendous forces of transformation such as climate change and dramatic socioeconomic inequality across the world, there are credible and accessible political, economic, cultural and technological choices that can promote general welfare in ways that support and even enhance our planet's natural assets.

To inform these choices, IUCN has been aligning conservation efforts all over the world around three solid lines of work: valuing and conserving Nature's diversity, advancing effective and equitable governance of the use of Nature, and deploying Nature-based solutions to climate, food and development challenges. The approach that is emerging from our collective efforts demonstrates that Nature is not an obstacle to human aspirations, but rather an essential partner, offering valuable contributions towards all our endeavours.

For the alternative path to be credible and viable, we need new partnerships across the planet, between governments, NGOs, conservationists, scientists, consumers, producers, urban planners, entrepreneurs, grassroots and indigenous organisations and financial backers. Each partner holds a vital piece of the puzzle – the knowledge, the tools, the resources. We need to bring these pieces together, and collectively complete the greatest puzzle ever attempted: to secure Nature's support systems so that Humanity and the greater community of life may continue to prosper on Earth. This is our collective challenge for the next 15 years, and this is the invitation that the 2016 IUCN Congress is offering to the world.

### III. What kind of event can I propose for the Forum?

Let's face it, finding your way through big events and congresses is not always easy. This is why we have tried to keep things simple for the Forum. If you want to host an event in Hawai'i, you only need to choose among four types of events:

#### 1. Workshops

120 minute sessions during which organizers are asked to use creative approaches (interactive dialogue techniques, world café processes, simulations and gaming, etc.) to engage participants to share their knowledge and know-how, and to foster understanding and consensus-building on issues that go beyond the workshop as such.

You can use a workshop session to show and cross-examine innovations and solutions, present community and local level initiatives, policy and governance reforms, traditional and indigenous knowledge, new and more sustainable business models and investment opportunities, initiatives that inspire ethical behaviour, youth action, action to address gender equality and equity, latest technologies and emerging multi-sectoral partnerships. This type of event is ideal for formalizing alliances or partnerships to take concrete action.

For knowledge to turn into actual learning and concrete commitments and action, workshops need to be participant-centred. Professional facilitators should therefore be involved in the planning and ideally also staging of the workshop. IUCN is aiming to set up a process that will enable you to engage with such facilitators in case you don't have your own.

Keep in mind that workshops are usually the most wanted types of event at the Forum. If you want to maximise your chances to get one, double-check the selection criteria and make sure you tell us in detail how your event will respond to each one of them.

All workshop rooms will be equipped with LCD projectors, microphones and flip charts. The involvement of at least 2 different constituents of IUCN ("One Programme" approach) is mandatory for any event to be considered as a workshop during the selection process.

#### 2. Knowledge Cafés

The Knowledge Café consists of hosted roundtable discussions involving up to 12 people. These aim to foster mutual understanding, explore areas of common interest, network, share experiences, and explore possible partnerships or joint ventures.

A Knowledge Café session is a type of informal meeting or brainstorming session in which a group of people have an open, genuine dialogue on a topic of mutual interest to share their collective knowledge, ideas and insights, and gain a deeper understanding of the subject and the issues involved. A Knowledge Café is ideal to get to consensus on an issue. Up to 10 discussions will be held simultaneously, every 120 minutes, in the large Knowledge Café area. A table will be assigned for your discussion and will be properly identified with the title of your discussion topic and your name.

Think creatively about how to engage participants in your discussion. Traditional PowerPoint should be avoided as they won't really work at the Knowledge Café (you won't have any screen or beamer). Use innovative and interactive techniques to involve them. Don't hesitate to be provocative, the discussion will be more animated and the outputs probably more outstanding. In the Knowledge Café, the host of the discussion serves as the facilitator. While not required, you may find it helpful to record the key conclusions of your discussion. These can be posted as part of the overall Congress' IUCN Conservation e-Platform. Interpretation is not available at the Knowledge Café.

### 3. Posters

Posters are a great way to showcase conservation work and achievements in an easy and direct way. Your poster can display innovations and solutions, present community and local level initiatives, policy and governance reforms, traditional and indigenous knowledge, new and more sustainable business models and investment opportunities, initiatives that inspire ethical behaviour, projects that promote a new generation of young leaders, action to address gender equality and equity, latest technologies and emerging multi-sectoral partnerships, etc.

Posters will be displayed during the entire duration of the Congress and featured in the official Congress Programme. A time slot will be allocated for you to present your poster and have a more personal discussion with interested participants. These sessions will be scheduled during lunch breaks in order to maximise people's attendance.

Please note that, in Hawai'i, we might replace the traditional poster boards for e-posters. All session organizers will be getting confirmation on the required format by the end of the year. Of course, this shouldn't restrain you from working on the contents of it!

### 4. Conservation Campus

The Conservation Campus provides a place for interactive training sessions which develop new skills and knowledge transfer on relevant topics. From purely conservation-related issues to how to communicate science better, there's a niche for all creative ideas! The training sessions will be delivered through half day or full day modules aimed at building the capacity of participants through direct learning and interactive approaches on topics and skills relevant to the delivery of IUCN's Programme. Participants will be introduced to, and experiment with, new tools and methodologies. The Conservation Campus sessions can involve up to 50 people and a pre-registration system will be put in place prior to the Congress. The involvement of at least 2 different constituents of IUCN ("One Programme" approach) is mandatory for any event to be considered as a Conservation Campus event during the selection process.

**Please note** that for receptions, and other social events, a separate announcement will be made at the beginning of 2016. Likewise, for a media-related event (press conference, social events, etc.) a separate call will be organized in the second quarter of 2016. Social and media events are not part of this Call for Contributions.

## IV. Framework for Contributions

Once you have chosen the type of event you want to organize, make sure that you frame your proposal within the focus of this Call for Contributions:

### 1. Overall objectives

Within the context of the theme framework and of the overall [Congress Objectives](#), contributions to the Forum should contribute to at least one of the following targets, and could even address all three:

- Showcase that conservation works  
Contributions should share successes and lessons learned of conservation and sustainable development approaches and techniques, present best science, tools, techniques and approaches that will inspire participants and the world by showing that conservation works and that concrete solutions can be offered to the world's challenges

- Promote interaction and participation  
Contributions should seek to share experiences and build on the fact that the world's finest conservationists, policy makers, community and business leaders will be at the Forum to have genuine dialogues that build consensus on contentious issues between different stakeholders, focus on trying to bridge differences of perception, knowledge or values and should arrive at a shared understanding of the issue and crystalize new options for its solution. Our objective is to achieve a Congress in which all sessions will have a clearly stated interaction plan with the audience.
- Catalyse new actions and transformative initiatives  
Contributions should aim at generating the commitment of participants to work together on shared objectives with other stakeholders and should clearly specify what actions will be undertaken post-Congress to further drive the implementation of the IUCN Programme 2017-2020, the biodiversity targets and Sustainable Development Goals, within the framework of the Hawai'i commitments, to be launched at the Congress.

## 2. Programmatic framework

The [Draft IUCN Programme 2017-2020](#) (to be adopted during the World Conservation Congress) will be the programmatic framework for all contributions to the Forum. All contributions should, therefore, contribute to one or several of the IUCN Programme's thematic areas:

- Valuing and conserving biodiversity  
This area of the Forum will provide concrete and pragmatic solutions to:
  - Reduce the risk faced by species and ecosystems;
  - Accelerate the implementation and enforcement of improved policies for the valuation and conservation of biodiversity leading to action towards the achievement of biodiversity conservation
  - Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity.
- Effective and equitable governance of nature's use  
This area will provide concrete and pragmatic solutions to:
  - Effectively assess, design and implement legal and institutional frameworks determining rights and responsibilities related to nature and natural resources in conservation landscapes;
  - Effectively assess, design and implement legal and institutional frameworks determining rights and responsibilities related to nature and natural resources in transboundary areas and areas beyond national jurisdiction;
  - Elaborate, update and complete necessary tools and methodologies for assessments of governance structures at all levels.
- Deploying Nature-based solutions to address societal challenges  
This area will provide concrete and pragmatic solutions to:
  - The effective and equitable protection, monitoring and resourcing of intact and semi-natural terrestrial, inland water, coastal and marine areas that deliver direct high value benefits for society;
  - Optimise the management of productive ecosystems for the sustainable delivery of ecosystem goods and services that address societal challenges of, inter alia, climate change, food security and economic and social development;
  - Effectively and equitably restore degraded landscapes and seascapes to directly address major societal challenges including climate change, food security and social and economic development.

3. Multi-stakeholder environment – implementing the “One Programme” approach and IUCN’s policy on gender equity and equality (2007)

IUCN has adopted the [“One Programme” approach](#) as its *modus operandi*. This approach implies that all IUCN constituents (Members, Commissions, Secretariat and partners) collaborate and work together to jointly implement and deliver the IUCN Programme. The 2012 WCC will also use the “One Programme” approach as one of the selection criteria for Forum contributions.

For the purpose of the World Conservation Forum, IUCN’s constituents are defined as follows:

- IUCN Members (including Regional and National Committees)
- IUCN Commission members
- IUCN Secretariat
- IUCN partners (private sector partners, secretariats of international and regional agreements, local authorities, and other entities who are not current Members, but already engaged in programmatic activities with IUCN)

All contributions to the World Conservation Forum will need to actively involve at least two of the four constituents of IUCN. Priority will be given to those contributions that involve more than two constituents. The “One Programme” approach is mandatory for all Workshop proposals and for the Conservation Campus. Proposals which fail to demonstrate the “One Programme” approach will be automatically excluded from the workshop and Conservation Campus selection and might be considered within other types of event, although Knowledge Cafés and Posters are also strongly encouraged to apply the “One Programme” approach and priority will equally be given to proposals being able to demonstrate multi-stakeholders involvement.

Entities that are not currently engaged with IUCN are also welcome to submit proposals through the Call for Contributions, noting that these will need to partner with at least 2 other IUCN constituents for their proposals to be valid. The Forum Team is ready to help you identify your partners, if needed.

In accordance to [IUCN’s policy on gender equity and equality](#), contributions to the World Conservation Forum will also be considered on the basis of equal opportunities given to and active engagement of women and men in the development and execution of the proposals. Endeavour to cover as many of the following suggestions as possible:

- Women as panellists: Ensure the presence of a representative percentage of women (Partners, Members, Commissions, Secretariat, etc.) in all forum events. The benchmark suggested by the Congress Preparatory Committee is of at least one woman for two or more speakers/panellists.
- Gender expertise: Invite gender experts to make inputs on your topics.
- Women or Gender organizations as partners: Partner with women or gender organizations to conduct your activities
- Gender screening: The IUCN Gender office has a Roster of Experts that can assist organizations in mainstreaming gender from conceptualization to delivery of your events, should it be required.
- Make gender a topic: organize an event from a gender perspective on your work.

Useful tip: It is useful to keep in mind that many donor country offices have dedicated gender focal points assigned that may be in a position to assist you with the implementation of your activities.

#### Communicating Gender

- Advertise your event: The IUCN Gender Office will promote events that include a gender perspective to relevant stakeholders before, during and after the Congress.
- Showcase your work: Distribute gender-sensitive promotional- and audiovisual material, case studies and publications. Give special attention to the development of documents

related to the specific topics to be addressed by the Congress and include a gender perspective on that work.

- Women as Agents of Change: Portray women in a positive light - women as agents of change and not helpless victims. Women are key stakeholders that contribute to successful strategies concerning your work.

Participation of representatives of the private sector, indigenous communities, scientists, practitioners, politicians and others should also be actively sought to arrive at solid outcomes.

Similarly, and in accordance with IUCN's strategy for mainstreaming intergenerational dialogue and young leader empowerment, contributions to the World Conservation Forum will also be considered on the basis of their explicit objective to promote exchange of experiences and new ideas, collaboration, and action between women and men of different generations and cultures in the development and execution of the proposals. Endeavour to cover as many of the following suggestions as possible:

- Young professional and leaders as panellists: Ensure the presence of a representative percentage of young professionals (Partners, Members, Commissions, Secretariat, etc.) in all forum events.
- Youth expertise: Invite young leaders and experts to make inputs on your topics.
- Youth organizations as partners: Partner with youth organizations to conduct your activities
- Youth screening: The IUCN Intergenerational Partnership for Sustainability has a Roster of Experts that can assist organizations in mainstreaming young leaders and professionals from conceptualization to delivery of your events, should it be required.
- Make intergenerational exchange a topic: organize an event from an intergenerational partnership perspective on your work.

## V. Logistical considerations

### 1. Facilitation support

We ask you to consider the objective(s) of your event, as well as the needs of the participants. Meaningful outcomes and interesting events require audience participation, a diversity of views, and interaction before, during and after the event.

IUCN will identify a Forum Facilitation Team, to offer support to:

- Identify tools and presentation methodologies that you can use;
- Provide ideas on how you can reach your objectives; and to
- Link various Forum events to optimize participant engagement at all stages.

Please indicate, when submitting your proposal, if you are already working or planning to work with your own facilitators, or if you would be interested in getting in touch with the Forum Facilitation Team's services. By grouping all facilitators working around the Congress, IUCN will be able to negotiate better rates and to offer facilitation services to more event organisers.

### 2. Key dates for contributions

The process by which contributions to the Forum are submitted, selected and accepted is as follows:

#### **1 June 2015**

The Call for Contributions opens.

#### **15 October 2015**

The Call for Contributions closes. \*You must submit your concept proposal(s) before this deadline if you want it to be considered.

### 16 October to 29 November 2015

The [technical review process](#) takes place.

### 30 November to 15 December 2015

You will be notified if your proposal has been accepted, declined, merged with other similar proposals, or held until modifications have been made according to the review panel's recommendations.

### 30 December 2015

If you were contacted with a request to modify your proposal (see 30 November to 15 December above), you must submit your revised proposal by this deadline.

### January 2016

The first draft of the Forum agenda will be published on the IUCN website.

### January to June 2016

You will be asked to develop your proposal further and progressively provide the Forum Team with detailed information (detailed agenda, list of speakers, presentations, expected outcomes, etc.). You will also be able to promote your event via an online space to potential participants.

The Forum Team will also provide you with updated information about logistics, room allocation, facilitation services, facilities, etc.

### 3. Selection criteria and allocation of time and space

The Call for Contributions for the World Conservation Forum is a competitive process. Available slots for workshops, for each IUCN Programme theme, as well as for other event types can be seen below.

Each slot apart from the Conservation Campus and the poster will have a duration of 2h.

Theme	Number of available slots
Workshops	135
Knowledge Cafés	200
Posters	200
Conservation Campus	25
<b>TOTAL FORUM</b>	<b>560</b>

Each proposal will be considered on its own merit; however, because of the limited space it may be necessary to limit the number of particular types of event that an organizing institution can submit. All concepts will be reviewed by IUCN against the following **Selection Criteria**:

- Relevance to the [Congress Theme](#)
- Relevance to at least one of the thematic areas of the proposed [IUCN Programme 2017-2020](#) (*higher ranking for inter-thematic linkages*)
- Involvement of 2 or more IUCN Constituents (*higher ranking if more than 2*)
- Contribution to one or more of the overall Forum targets  
showcase that conservation works, promote interaction and participation, catalyze new actions and transformative initiatives (*higher ranking if the latter*)
- Contribution to international conservation debates (*SDG; CBD; UNFCCC, etc.*)
- Audience participation promoted
- New knowledge or improved understanding conveyed
- Personal, organizational or societal changes that helped achieve significant outcomes illustrated

- New challenges, opportunities, approaches, innovations or solutions identified
- Different perspectives and positions on the topic addressed
- Broad scope of stakeholders associated with the topic
- Gender, in terms of roles in the event and the topic, covered
- Youth engagement, in terms of roles in the event and the topic, covered
- Overall regional and cultural diversity

Organizers of proposals that are accepted may be asked to:

- Proceed with developing their event, including organizing contributors and preparation of a detailed event description;
- Collaborate with others who submitted similar proposals to prepare a consolidated event description, which will be considered in the second round; or
- Consider scaling their proposal for a different type of event (e.g., a proposal for workshops might be better suited as Knowledge Café discussion).

The number of spaces available for each type of event is limited (see table above). Once all available spaces for an event type are allocated a waiting-list will be established. If space should become available, organizers of waiting-list events will be notified and allocated space on the basis of the technical review of their proposal.

## **VI. How to submit a proposal?**

You can submit your proposal online from 1 June 2015 to 15 October 2015 through the [Congress Portal](#) (follow the link provided at [www.iucn.org/congress](http://www.iucn.org/congress)).

The process is straightforward and allows you to develop your proposal, check existing proposals submitted by other people, and finally to submit your proposal for consideration when you are ready:

1. Login into the system with an existing IUCN account (the same account you normally use to access IUCN systems such as Union Portal, staff account, etc.) or create an account (only if you don't have an account with IUCN yet).
2. Check existing proposals (by clicking on "Existing Proposals" in the top menu bar) before submitting your own. Others might already be working on the same issue you want to tackle and you might want to join forces with them. If nothing matches the topic you want to propose, proceed to (3) below. Otherwise, click on the proposal most related to the topic you would like to propose and contact the organiser of this proposal to offer a partnership.
3. Click on the tab "Create new proposal", in the top menu bar

### Basic Information

4. Select the type of event you would like to develop.
5. Give it a working title (max. 15 words)
6. Select the language of your proposal (for statistical purposes only)
7. Provide us with some information about your proposal, making sure you address the following questions as specifically as possible:
  - a. Who will the session be designed for (audience)?
  - b. What are the desired outcomes of the session? (What impact do you want the session to have on your audience?)
  - c. How will the participants benefit from participating in the session? How will this help them?
  - d. What outputs will there be from the session? / What will the session produce?
  - e. How will your session be designed to achieve these outcomes and create these outputs?
  - f. How will you maximize active and meaningful participation in the session? What do you propose to do during the session?

#### Relevance

8. Select the thematic area(s) of the IUCN Programme 2017-2020 to which your event contributes
9. Tell us a bit more about the relevance of your proposal to the [Congress theme](#) and to the Forum Objectives
10. Indicate the scope of your session
11. Select up to five (5) keywords to describe your session

#### Logistics

12. Indicate how you plan to facilitate your session (Workshops and Conservation Campus only)
13. Select the desired length of your session (Conservation Campus only)

#### Session partners (except for Posters)

14. Indicate your partners for this proposal, from IUCN's Members, Commissions, Secretariat and other existing IUCN partners. Remember that partnering between at least 2 different IUCN constituents is mandatory for any workshop submission and Conservation Campus and strongly encouraged for any other type of event. The more partners, the better ranked your proposal will be during the selection process. Please note that this information is mandatory for any Workshop or Conservation Campus proposal to be further considered. It is highly recommended for Knowledge Café proposals. Confirm that you have already engaged with these partners before submitting the proposal.

#### Management

15. Indicate the contact details for the person who will be coordinating this proposal (i.e. the person we will need to contact for anything related to the proposal)
16. Save your proposal

#### Note on "draft" and "submitted" proposals

The system will give you the possibility to change the default status of your proposal ("draft") to "submitted". You have the possibility to come back to your proposal and edit it, at any time, while you keep it in draft format. Once submitted, you won't be able to edit or change your proposal anymore. We strongly advise to keep your proposal in draft as long as possible and to submit it only at the last moment.

NOTE: All events aside from posters and Conservation Campus will be scheduled for 120 minutes with 30 minutes between events. Selection criteria (see above) will be used to review and select all events. The number of spaces available for each type of event is limited (see table above).

#### **VII. Final check-list!**

Before submitting your proposal, think about the following:

##### **Be relevant –**

- To the Congress theme;
- To at least one thematic area of the IUCN Programme 2017-2020 (Conserving and valuing biodiversity, Effective and equitable governance of nature's use, Deploying nature-based solutions to address societal challenges). Inter-thematic linkages are encouraged.

##### **Be inclusive –**

- Choose your partners – your proposal must **actively involve at least two of the four IUCN Constituents** (Members, Commissions, Secretariat, Partners);
- Don't forget IUCN's policy and strategy on gender equity and equality and on mainstreaming intergenerational dialogue and young leader empowerment!

##### **Enhance participants' understanding by –**

- Ensuring audience active participation and learning by using innovative design and formats for your event;
- Exploring issues associated with the thematic area;

- Conveying new knowledge or improved understanding about issues,
- Illustrating personal, organizational or societal changes that helped achieve significant outcomes;
- Identifying new challenges, opportunities, approaches, innovations, or solutions relevant to the theme.

**Be balanced in relation to –**

- Different perspectives and positions on the topic addressed,
- The scope of stakeholders associated with the topic,
- Gender and age, in terms of roles in the event and the topic covered,
- Overall regional and cultural diversity, and

**Contribute to the Forum's targets by –**

- **Showcasing** that conservation works
- **Promoting** interaction and participation
- **Catalysing** new actions and transformative initiatives.