

Pushing the Green Economic Agenda

Sunday 9 September 2012, Jeju Island, Republic of Korea

THE LATEST IUCN wants to see a rapid transition to a green economy, one that recognises the fundamental dependence of human well-being on nature and the critical benefits and services it provides. Healthy ecosystems such as forests, wetlands and river basins play a major role in supporting local livelihoods as well as providing investment opportunities.

BACKGROUND IUCN's World Conservation Congress is the world's largest and most important conservation event, as well as the birthplace of ground-breaking environmental conventions, scientific discoveries and global initiatives. This year, around 8,000 delegates—including government leaders, NGOs and top professionals from all regions with on-the-ground expertise—are attending Congress. New insights and key agreements on how to manage our natural environment are coming to life.

Key Issues

Nature+ is about boosting natural resilience.

Conservation works.

Nature provides solutions to climate change adaptation.

Today's media highlights:

0900-0930 IUCN Press Briefing

1000-1030 IUCN Press Conference - Red List of Ecosystems

1100-1200 IUCN/WBCSD Meet the Press - Business and Ecosystem Solutions for Changing Pace

1130-1200 IUCN Press Conference - Green List of Protected Areas

1430-1500 Press Conference - Korea's DMZ, European Green Belt and Lessons Learnt from

Transboundary Issues – KOC/IUCN/WCPA/BFN/Korea National Park Service

1430-1530 IUCN Meet the Press - World Leaders Dialogues with Peter Bakker, President, World Business Council for Sustainable Development, H.E. Dr. Kinzang Dorji, Former Prime Minister, Bhutan, H.E. Heidi Anneli Hautala, Minister of International Development and Ownership Steering Issues, Finland, Naoko Ishii, CEO & Chairperson, Global Environment Facility, Achim Steiner, Executive Director, United Nations Environment Programme.

1530-1600 Zoological Society of London Press Conference - Priceless or Worthless

1530-1630 IUCN Book Launch - Conserving Dryland Biodiversity: unique value and hidden potential

1600-1700 Meet the Press - Reforestation in Quebec - Pew

1630-1700 Livelihoods Fund Press Conference with IUCN Director General

Live streaming of press conferences at <http://www.ustream.tv/channel/wcc2012-media>

For a full list of key events at IUCN's World Conservation Congress, please click here:

http://events.iucn.org/wcc2012/official_programme

Materials for media:

- IUCN World Conservation Congress website: www.iucn.org/congress. A dedicated web portal with features, news, audio, video and photos for media to download: http://www.iucnworldconservationcongress.org/news_press/press/
- Video http://www.iucnworldconservationcongress.org/news_press/press/video_for_press/
- Photos for download: <http://www.flickr.com/photos/iucnweb/sets/72157627514768600/show/>

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About IUCN IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN is the world's oldest and largest global environmental organization, with more than 1,200 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 45 offices and hundreds of partners in public, NGO and private sectors around the world. www.iucn.org