



IUCN  
WORLD  
CONSERVATION  
CONGRESS  
2012

6–15 September  
Jeju Island, Republic of Korea





## The world's leading summit on the environment

The IUCN World Conservation Congress, held every four years, is where key stakeholders assemble to find solutions for a more sustainable future.

Thousands of high-level decision makers from governments, NGOs, academia and business, as well as hundreds of media, come together to discuss the most crucial issues affecting our world today. This is a unique audience and a unique platform.

### Nature-based solutions to global challenges

Over 10 days, participants will debate, share, network, learn, commit, vote and decide how we manage our natural environment for human, social and economic development.

### Congress slogan: nature+

Ecosystem services from nature are vastly undervalued by our governance systems and economic models. Nature+ captures the fundamental importance of nature and its inherent link to every aspect of our lives. We can build resilience and strengthen nature, and thus our own well-being, by scaling-up local conservation successes and by driving action on the ground.

#### Main issues on the agenda:

- Valuing and conserving nature
- Governing nature's use and sharing its benefits equitably
- Deploying nature-based solutions to global challenges:
  - › Climate
  - › Food
  - › Economy

## Previous IUCN Congresses and Members' Assemblies

2008	Barcelona, Spain	1972	Banff, Canada
2004	Bangkok, Thailand	1969	New Delhi, India
2000	Amman, Jordan	1966	Lucerne, Switzerland
1996	Montreal, Canada	1963	Nairobi, Kenya
1994	Buenos Aires, Argentina	1960	Warsaw, Poland
1990	Perth, Australia	1958	Athens, Greece
1988	San José, Costa Rica	1956	Edinburgh, United Kingdom
1984	Madrid, Spain	1954	Copenhagen, Denmark
1981	Christchurch, New Zealand	1952	Caracas, Venezuela
1978	Ashkhabad, Turkmenistan	1950	Brussels, Belgium
1975	Kinshasa, Congo (DRC)	1948	Fontainebleau, France

World Conservation Congresses began in 1996 in Montreal. Previously they were known as General Assemblies.

## Solutions and democracy in action

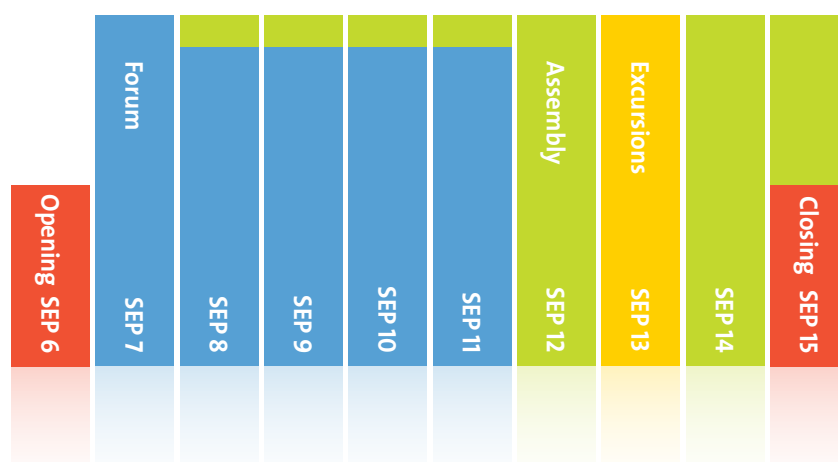
The 2012 Congress has two main elements: the Forum and the Members' Assembly.

### Forum

- The planet's largest marketplace of sustainability knowledge
- Hundreds of workshops, dialogues, roundtable discussions, training courses and partnership-building events
- Five World Leaders Dialogues

### Members' Assembly

- A unique global environmental parliament
- Some 1,200 IUCN Member organizations – governments and NGOs – from over 160 countries will debate and vote on a wide range of environment and sustainable development issues and policies.
- The Assembly has been behind many of the most important global conservation initiatives over the past 60 years.



## A vital legacy; a unique opportunity

The IUCN World Conservation Congress is the only global event that represents all aspects of conservation, bringing together government, civil society, academia and business, all at the same time and in the same place. The growing influence of environmental ministries and civil society's role in tackling conservation issues at local, national and global levels means that the IUCN Congress is more important than ever.

### Influencing conservation law

The IUCN Congress has played a critical role in influencing landmark developments such as:

- Ramsar Convention, 1971
- World Heritage Convention, 1972
- Convention on International Trade in Endangered Species (CITES), 1975
- Convention on Biological Diversity (CBD), 1992
- Intergovernmental Platform on Biodiversity & Ecosystem Services (IPBES), 2010

Effective conservation action cannot be achieved by conservationists alone. The IUCN Congress is the place to work together to provide the means and mechanisms for good environmental governance, engaging all parts of society to share both the responsibilities and the benefits of conservation.



### Building capacity and partnerships

- Delegates have the chance to learn new skills and apply them in their home countries.
- Companies can build new partnerships, demonstrate new policies, and learn more about how they can further improve their environmental performance. IUCN's partnerships with Holcim and Nespresso, for example, were forged during previous Congresses.

Conservation is an issue that is central to the future of commercial enterprise. This message is now getting through to the corporate sector:

**93% of CEOs interviewed now see sustainability as vital to future business success.**

Source: "A New Era of Sustainability", Accenture, 2010



## Snapshot of the 2008 Congress

### Leading figures who attended:

- His Royal Highness Prince Felipe of Spain
- His Serene Highness Prince Albert II of Monaco
- Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand
- Nobel Peace Prize Laureate Mohammad Yunus
- UN Foundation Chairman, Ted Turner
- AVINA Foundation President, Stephan Schmidheiny
- UNEP Executive Director, Achim Steiner
- Rio Tinto CEO, Tom Albanese
- Royal Dutch Shell CEO, Jeroen van der Veer

## Who will be there?

We expect over 8,000 people from a broad range of sectors to attend the Congress. From cabinet ministers to local community chiefs, from NGOs of all sizes to UN leaders, the Jeju Congress will be the place to interact personally with leaders from all countries, sectors and walks of life.

### Government

Ministers, senior administrators and directors of government agencies, along with senior figures from the UN and multilateral agencies will be in Jeju. More than 85 State Members and 120 Government Agency Members will also debate and vote in the Members' Assembly.

### Civil Society

Key players from a wide range of non-governmental, non-profit, social, indigenous and community organizations will be in Jeju.

### Business

CEOs, entrepreneurs, sustainability directors and senior managers from some of the world's leading companies will be in Jeju to engage with the world's conservation community.

### Academia

Leading scientists, including many volunteer members of IUCN's expert Commissions, will be in Jeju to present their work and discuss new projects and partnerships.



### Media outlets present:

- Agence France Presse
- Agencia EFE
- ARD German TV
- Associated Press
- BBC
- CNN International
- International Herald Tribune
- National Geographic
- New York Times
- NHK
- Reuters

## Get involved

The World Conservation Congress is a unique audience for your company, government or NGO. Partnering with the IUCN Congress offers powerful marketing opportunities, not just during Congress, but also through the media campaign during the build-up to September 2012, as well as through outputs and documentation resulting from the event.

Additional funds are being sought towards: travel assistance for delegates from developing countries, learning opportunities, IT systems, evaluation and monitoring, translation and publishing.

### Pavilions

Five Multimedia Pavilions will be a central feature of the Forum, providing a dynamic backdrop to launch initiatives and celebrate progress in key areas of the IUCN Programme.

The Pavilion themes will be:

- Species
- Blue Planet
- Business and Economy
- A Just World
- Protected Planet



## IUCN at a glance

- The world's oldest and largest global conservation network
- A unique democratic union with 1,200 State and NGO member organizations in some 160 countries
- More than 10,000 expert volunteers generating scientific and legal knowledge, and developing standards for the conservation community
- Over 1,000 staff in 45 offices worldwide
- Hundreds of partners in governments, NGOs and scientific, business and local communities
- Publishes vital knowledge products such as the IUCN Red List of Threatened Species™, the world's leading resource on the conservation status of plant and animal species
- Thousands of field projects and activities around the world, combining the best available science with the traditional knowledge of local communities
- Official observer status at the United Nations General Assembly
- Funded by governments, bilateral and multilateral agencies, member organizations and corporations
- Total annual revenue (2010) CHF 113 million



IUCN Global Headquarters, Switzerland

IUCN's mission is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.



## IUCN WORLD CONSERVATION CONGRESS JEJU 2012

### 5 Reasons to join us in Jeju

After 63 years of putting words into action, the IUCN World Conservation Congress is the world's leading summit on the environment. If you too are working towards a just world that values and conserves nature, and you want the environmental world to know more about your work, then we look forward to welcoming you in Jeju.

1. Interact with thousands of leading figures from governments, non-governmental organizations, business and science
2. Learn from the world's leading environmental and development experts
3. Develop new partnerships for sustainability across a wide range of sectors and countries
4. Get involved in local projects, regional initiatives and global policy
5. Build long-term partnerships with IUCN to add value to your organization's activities

#### Logistics

**Flights:** Every 15 minutes from Seoul Gimpo Airport and several daily from Seoul Incheon Airport

**Flight time:** One hour from Seoul

**Transfer:** Jeju International Convention Centre (ICCJ) is 45 minutes from Jeju Airport

**Accommodation:** A range of different hotel categories are located at the Jungmun Resort Complex (close to the ICCJ), and in Seogwipo and Jeju City

#### For partner and sponsorship queries, please contact:

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