



**Protected Planet Pavilion**

5 April 2012

**Connecting the world for a protected planet**

**Overall message**

The conservation of biodiversity increasingly relies on the foundation of protected areas. Protected areas, including World Heritage Sites, make a significant contribution to addressing some of the world’s greatest challenges, while also promoting thriving communities and enhancing the resilience of the planet. Their effective management and governance is vital to a just and equitably shared planet for the benefit of all.

**Objectives**

The Protected Planet Pavilion will be the Congress hub for protected areas and World Heritage Sites. It will be a window on the world of protected areas globally. The Pavilion’s three main objectives are:

1. Celebrate success and progress

2. Enhance protected areas’ profile within the Union

3. Jumpstart the 2014 IUCN World Parks Congress

1. ***Celebrate success and progress*** in the vital efforts to establish and manage protected areas that are needed for global sustainability. Special events will include hosting the 40th birthday celebrations of the World Heritage Convention, and inviting Congress Delegates to sign-up to Protected Planet, the “Facebook” of protected areas worldwide, and to become Protected Planet people. In addition, the IUCN Green List of Well-Managed Protected Areas will be announced.
2. ***Enhance protected areas’ profile within the Union*** through providing a space to network, share, discuss and plan their contribution as a vital cross cutting component in all three of IUCN’s Programme Areas of valuing and conserving Nature; ensuring that nature’s benefits are shared equitably; and deploying nature-based solutions to meet global challenges. Key results achieved across the Union will be announced and celebrated.
3. ***Jumpstart the 2014 IUCN World Parks Congress*** by providing a platform for discussions that will be considered by the IUCN Secretariat, Commissions, Members and partners in their preparations.

**Daily Themes at the Protected Planet Pavilion**

The Protected Planet Pavilion will serve as the protected areas hub of the Congress, offering a fresh topic each day by showcasing examples of the cross-cutting role of protected areas and World Heritage Sites:

September 7 Protected Areas **Conserving Biodiversity**

September 8 Protected Areas **Promoting Excellence**

September 9 Protected Areas **Involving People**

September 10 Protected Areas **Building Capacity**

September 11 Protected Areas **Providing Solutions**

**Pavilion Coordination**

Trevor Sandwith and Tim Badman are the managers of the Protected Planet Pavilion, and will be supported by Jamie Kemsey and Delwyn Dupuis. Jamie is the new Protected Areas Communication and Regional Networking Officer. The Protected Planet Pavilion will provide a great opportunity for Jamie to meet with all global thematic and regional programmes. Charles Besançon, Director of UNEP-WCMC’s Programme on Protected Areas, will be the World Commission on Protected Area’s focal point for the Protected Planet Pavilion.

**Partners**

As with the Forum events, the Pavilion will be organized in accordance with the IUCN One Programme Approach, with joint events and initiatives among global and regional components of the Secretariat, Commissions and Members. We would particularly like to encourage interaction among different groupings of IUCN’s structures.

**Key principles for organizing events at the Pavilion**

1. Events should be largely celebratory, marking progress towards a Protected Planet. Preference will be given to events that showcase results and achievements, and new ideas that inspire new efforts.
2. Events should be planned for 1 hour slots (2 events could be staged per session), and preferably for about 20 minutes followed by 40 minutes exchange and discussion.
3. As far as possible, events will involve collaboration between the Secretariat (global or regional) and Commissions, as well as incorporate Members and partners.
4. Up to 50% of events will be proposed and organized by IUCN Regional Programmes in consultation with GPAP.
5. Events should address the overall Theme and Objectives of the Pavilion and should demonstrate their contribution to the IUCN Programme 2013-2016.
6. Pavilions will be open, busy and noisy places. Events should therefore avoid long presentations that may be difficult to hear. Suitable events will be launches of products, partner initiatives or projects; discussions with book authors, gatherings to meet leading experts, policy makers or community leaders; Q&A or short debates on specific topics; network gatherings and receptions, etc.
7. Event organizers will be entirely responsible for their events, including providing the Pavilion coordinators with the details of the event by deadlines provided, making arrangements with invitees, arranging the lay-out of tables and chairs at the Pavilion, organizing and paying for associated catering for lunch and happy hour events, and ensuring the Pavilion is left tidy after the event.
8. At times when no formal events can be organized, the Pavilion will be open to all as a meeting and networking hub and will be staffed by support staff. A booking register will be maintained at the pavilion.
9. There will be limited space for the display and storage of materials that are for specific use in the Pavilion.
10. The Pavilion managers will make all decisions on the Pavilion and its events.

**Sponsors**

Craig Sanders is leading fundraising efforts for the Pavilions and Congress and is looking for assistance to identify potential sponsors for the Protected Planet Pavilion. He is proposing that daily sponsorship of a pavilion at CHF 50,000 will include a business breakfast and Happy Hour event. This means that we need to keep a number of slots available for sponsored events.

**Timeframe**

To ensure that the Programme of Pavilion Events features prominently in the Congress documentation, the list of events (including short descriptions of events, names of guests and speakers etc.) should be ready by mid May 2012. To ensure that we can meet this deadline, please send in your proposals by **15 April 2012.**

**Schedule**

A proposed schedule of events is attached. There are approximately 20 formal event slots available at the Pavilion during the Forum, plus possibilities for networking and holding small informal meetings in an adjoining meeting room (e.g. 6 people).

* 10 events – led by Regions involving WCPA as appropriate.
* 8 events involving IUCN’s Global Protected Areas Programme and World Heritage Programme in partnership with other Commissions; and Global Programmes

2 events – reserved for sponsors

**Applications**

Proposals for events should be outlined in the attached proposal template and sent to Jamie Kemsey at james.kemsey@iucn.org by 15 April 2012.