

Join the IUCN Nature-based Solutions Pavilion and help build back better

EXHIBITION AREA OF THE IUCN WORLD CONSERVATION CONGRESS 2020
MARSEILLE, FRANCE 7-15 JANUARY 2021

Nature-based solutions (NbS) to societal challenges are gaining momentum across the world, shape the movement

IUCN World Conservation Congress provides an ideal stage to amplify the understanding and solidify the science and practice of NbS in a global arena. The conference brings together conservation experts and custodians, government and business representatives, indigenous peoples, scientists and the public who have an interest in nature and the future of our planet. Congress is comprised of a Member's Assembly, Forum, and an Exhibition Area with stands, pavilions and event stages.

IUCN and partners will host a large pavilion (150m²) in the Exhibition Area, dedicated exclusively to innovation, science and building a community around NbS.

Your chance to engage beyond your peers and amplify nature-based solutions

Healthy ecosystems are the foundation upon which our societies and economies are built. Today, more than ever, we are reminded that to take care of ourselves, we must take care of the environment that sustains us. The COVID-19 pandemic has shaken the planet and led to a major call for transformative change. NbS are part and parcel of the global shift to build back better.

In recent years, NbS have generated growing global momentum towards a more sustainable future. As the concept enters the policy and operational mainstream, there is the need for greater clarity and precision of what NbS entails and what is required to reach its full potential to address our societal challenges.

This is your opportunity to spark mutual action and understanding, and even rediscover the many ways that nature can support us. NbS are derived from decades of practice demonstrating the viability of conservation actions to address societal challenges through approaches such as forest landscape restoration and ecosystem based approaches to climate change adaptation.

- Learn about NbS and share your work, projects, innovation and new ideas
- Shape the scientific dialogue underpinning the Global Standard for NbS
- Network and amplify your stories of NbS success in the bid to build back better
- Confer with businesses, donors and government officials as we expand communities of action together

Help drive the application and implementation of strategies, interventions, and the Global Standard for NbS towards a sustainable world

The NbS pavilion will be an engaging and inspiring learning space – a stepping-stone in global applications of NbS created together with you. We will bring together practitioners, policy and decision-makers, researchers, funders, investors and others to explore how we can mobilise as a global community to champion NbS.

At the NbS pavilion, you will contribute to the formation of:

- **A scientific community** that is primarily responsible for the scientific rigour in applying the NbS standard and the knowledge created from first generation applications.
- **A users group (or community of action)** to drive the learning and feedback for evolving the standard through lessons learnt from applications.
- **Operationalising hubs (regional or national)** to support the interpretation of the standard to the context and consequent development of society-economy-environment relevant solutions that would be durable and beneficial in the long-term.

The NbS pavilion will:

- Demystify and provide clarity on what NbS is and how it links to current conservation and sustainable development work.
- Explore the scope and potential of NbS for transitioning to a just, sustainable and decarbonised global society that is built back better.
- Foster partnerships and unlock new financial resources.
- Create a common understanding of the Global Standard for NbS, and how it can be used to operationalise solutions across the world.
- Demonstrate the relevance of the Global Standard for NbS to a broad range of sectors.
- Develop collaborative ideas for working together on research, policy development and large-scale implementation of promising solutions.
- Catalyse a global movement around NbS science and a community of practice.
- Show how members can use the standard in their diverse engagement across sectors.
- Raise awareness and cement the concept of NbS so all parties see nature is the go-to solution and that NbS conserves and protects, restores, and involves sustainable use management.
- Inspire cooperation and generation of new partnerships to scale up NbS.

Propose your session

Where to start

The exhibition area will be open 8-13 January from 9:00 to 21:00 (or later). Public access to the exhibition area ends at 17:30. The last two hours of programming will be dedicated to events with more exclusive participation, e.g. cocktail receptions, cultural event, invitation-only launches, etc. [Congress schedule overview](#).

Please fill out the form below and submit to **Claire Warmenbol** of the IUCN Global Water Programme (Claire.Warmenbol@iucn.org) by 30 September 2020 for evaluation by the NbS

pavilion organising team. Once your proposal has been accepted we will contact you about programmatic alignment and sponsorship opportunities/financial contributions.

In your application, consider how your session meets the following criteria:

- Relevance to NbS;
- Thoughtfully chosen partners – your session should seek to actively involve IUCN Members, Commissions, and/or a variety of partners; and
- Ensure a representative percentage of women in all sessions, and youth where possible.

Note that most sessions will be open to the public.

Funding options

Funding is required to develop and run the NbS pavilion as a platform for strong collaborative engagement across IUCN's Members, partners, Secretariat and donors.

All session proposals will need to consider funding options to secure session slots. We are also keen to hear from organisations interested in sponsoring a thematic or geographic presence at the pavilion, or becoming a core pavilion donor. We can offer customised sessions, evening events and brand visibility focused exclusively on NbS.

There are a range of events and customisable session slots with opportunities to link across the whole forum. When considering your session requirements, please choose one of the following:

Level 1: prime time session slot (eg. mid-morning or early evening plus reception options), full branding visibility, access to meeting room, communications support
(€8,000 – 15,000)

Level 2: regular session slot, logo visibility, communications support
(€5,000 – 6,000)

Level 3: 1hr session slot (off peak times)
(€2,000 – 4,000)

If you are interested in donating to the NbS pavilion or have questions related to the details of contribution packages, please contact **Corbett Nash** of the IUCN Forest Conservation Programme (Corbett.Nash@iucn.org).