IUCN LEADERS FORUM 2024

PARTNERSHIP OPPORTUNITIES
IUCN AT A GLANCE

The global authority on the status of the natural world and the measures needed to safeguard it.

3 core focus areas

POLICY

CONSERVATION ACTION

SCIENCE & KNOWLEDGE
IUCN has established itself as the science-led go-to organisation for environmental policies influencing decision-making at national and international levels. It runs over 500+ projects for preserving ecosystems and species on the ground around the world.

A few milestones of note in 75 years of vision and impact include:

1948: International Union for the Protection of Nature established, Fontainebleau, France

1960: First IUCN Red List of Threatened Species published

1970’s: Climate change identified as a major emerging challenge

1980’s: IUCN members instrumental in creation of Convention on International Trade in Endangered Species

1990’s: Call for national conservation strategies, dozens produced

2000’s: Importance of private sector in conservation recognised

2010’s: Launch of long-term partnership with Nespresso on regenerative agriculture

2020’s: IUCN granted accredited entity status at the Green Climate Fund

Voted to protect 80% of the Amazon and 30% of the planet by 2030

IUCN created new Membership category to recognise unique contributions of indigenous peoples’ organisations

Launch of IUCN Global Standard for Nature-based Solutions™
IUCN’S GLOBAL CONVENING POWER

Diverse.

IUCN Global Convenings bring together a wide range of stakeholders – including government, civil society, academia, Indigenous Peoples’ Organisations (IPOs) – and the business sector.

Action-oriented.

IUCN Global Convenings, and the IUCN Leaders Forum in particular, are a place for neutral, solution-driven exchanges where businesses, government and civil society actors can co-construct a better future.

Catalytic.

The IUCN Leaders Forum is a unique platform contributing to the acceleration of the necessary just transition to a nature-positive future and nature-based solutions to climate change and biodiversity loss.
The IUCN Leaders Forum convenes top leaders from the world of business and IUCN’s constituencies.

Civil society c.140
- Seon-Hyun Cheon, Senior Vice-President, Posco Holdings
- Linden Coppell, Vice President of Sustainability and ESG, MSC Cruises
- Marina Robles, Environmental Secretary, Government of Mexico
- Helena Pavese, Executive Manager, Global Sustainability Office, Suzano
- Ban Ki Moon, Former UN Secretary General, United Nations
- Sylvie Goulard, Co-Chair Intl panel on Biodiversity Credits, French Government
- Courtney Thompson, Managing Director, Nature and Climate, Government of Mexico
- Gim Huay Neo, Head, Nature and Ecosystems, AngloAmerican
- Bertrand Piccard, Founder, World Economic Forum
- Ian Hudson, Managing Director, RGE
- Anderson Tanoto, Vice Chair of the Board, Keidanren, Japan Business Federation
- Keji Nishizawa, Vice President, IUCN
- Koji Tanaka, Managing Director, Nestlé
- Yutake Matsuzawa, Activist, Speaker and Model from the Amazon rainforest
- Rob Cameron, Activist, Speaker and Model from the Amazon rainforest
- Mya Mya Nue, Gender & Community Cohesion, Gram Unnayon Sangathan
- Ramiro Batzin, Vice-President and IPO Member, IUCN
- Celeste Drake, Deputy Director-General, International Labour Organization

Private sector c.140
- Sylvie Goulard, Co-Chair Intl panel on Biodiversity Credits, French Government
- Mya Mya Nue, Gender & Community Cohesion, Gram Unnayon Sangathan

Government c.100
- Ban Ki Moon, Former UN Secretary General, United Nations
- Sylvie Goulard, Co-Chair Intl panel on Biodiversity Credits, French Government
- Ban Ki Moon, Former UN Secretary General, United Nations

IP&LC c.20
- Mya Mya Nue, Gender & Community Cohesion, Gram Unnayon Sangathan

Academia c.30
- Ban Ki Moon, Former UN Secretary General, United Nations
- Sylvie Goulard, Co-Chair Intl panel on Biodiversity Credits, French Government

70+ countries represented

C.50% male/female representation

C.500 attendees
IUCN LEADERS FORUM 2024

Where & When.

Venue: Palexo, Geneva

Dates: Tuesday 8th – Thursday 10th October

Themes.

Harnessing innovation, enabling conservation

- Innovative solutions to address the triple planetary crisis
- Nature at the nexus of energy systems, food and agriculture, and human health
- Instruments and innovative financing mechanisms to accelerate change
CONFIRMED SPEAKERS AT IUCN LEADERS FORUM 2024

Razan Khalifa Al Mubarak
President, IUCN UN Climate Change High-Level Champion

Rohitesh Dhawan
President and CEO, International Council on Mining and Metals

Kirsten Schuijt
Director General, WWF

Paul Rose
Director of Expeditions, National Geographic Institute

Carlos Manuel Rodriguez
CEO & Chairperson, Global Environment Facility

Fiona Harvey
Environment correspondent, The Guardian

Antoine Sire
Head of Company Engagement, BNP Paribas

Eva Zabey
CEO, Business for Nature

More speakers to be announced soon!
VARIED SESSIONS TO SUIT DIFFERENT OBJECTIVES

Morning spotlight with…

Plenary session featuring inspiring speakers and trailblazers in their field

Leaders Dialogue

Plenary sessions with global business, government, IP & Youth leaders to set the scene on some of the key topics

Concurrent session

Interactive roundtable and fishbowl sessions with government, civil society, corporate and youth leaders

Networking session

Individual structured & speed-networking with participants
Capacity building and individual introduction to IUCN tools for businesses

LEAD (Leaders Exchange for Action and Decision-Making) session (By invitation only)

Up to 15 people
Curated invitees
Meaningful dialogue around pressing topics
Conversation led and moderated by an IUCN expert

Partner session

15-20 people max.
Theme and invitees jointly curated
Option to invite staff and key clients
Dedicated meeting room

Changemaker pitch events

‘Marketplace’ for Young Changemakers to pitch their cutting-edge projects to corporates looking to invest in innovation solutions, or support scale-up of existing projects
"I am delighted to speak again at the 2024 Leaders Forum. For the financial sector in general, and BNP Paribas in particular, this event is an excellent knowledge-sharing and discussion platform to highlight the role that finance can play in nature conservation and deliver innovative nature-based solutions at national and global levels. I very much look forward to participating in the multi-stakeholder sessions the Forum offers."

Marie-Helene Enrici
Head of Nature, Solvay

"The IUCN Leaders Forum stands out by the quality of its programme, format and line-up. The insightful exchanges enable decision-makers and CEOs to further the integration of biodiversity conservation into their strategy. Meeting the Young Changemakers is an absolute breath of fresh air and a message of hope that demonstrates the importance of empowering the next generation through business engagement."

Helena Pavese
Head of Environment, Suzano

"Making meaningful progress to protect and restore nature requires collective effort, which is why the connections and convening power provided by the IUCN matter so much. For those that want to make a genuine difference, the IUCN Leaders Forum has become one of the most important moments in the calendar each year, bringing together leaders and experts to share knowledge and take action."

Antoine Sire
Head of Company Engagement and Member of BNP Paribas’ Executive Committee

"I am delighted to speak again at the 2024 Leaders Forum. For the financial sector in general, and BNP Paribas in particular, this event is an excellent knowledge-sharing and discussion platform to highlight the role that finance can play in nature conservation and deliver innovative nature-based solutions at national and global levels. I very much look forward to participating in the multi-stakeholder sessions the Forum offers."
THE PERFECT STAGE FOR BUSINESS LEADERS TO...

Engage with top-level counterparts from government, civil society, Indigenous Peoples’ Organisations, youth and leaders from the private sector.

Discuss and address pressing issues related to nature conservation and sustainable development in person, in an open dialogue and a solution-driven environment.

Co-construct a session with curated leaders to address an issue specific to your company.

Share knowledge and expertise during the concurrent sessions.

Network with all participants through structured networking sessions.

Build capacity by learning about IUCN science-based tools and courses on biodiversity and nature.

Amplify engagement by launching initiatives at the Forum, supporting Young Changemakers and civil society leaders to attend the event, and making contributions towards IUCN-led conservation projects.
IUCN LEADERS FORUM 2024

PARTNERSHIP OPPORTUNITIES & BENEFITS
# PARTNERSHIP OFFERS

<table>
<thead>
<tr>
<th>Major Partner (70kCHF)</th>
<th>Associate Partner (45kCHF)</th>
<th>Official Supporter (15kCHF)</th>
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</thead>
<tbody>
<tr>
<td><strong>Communicate &amp; activate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on all materials (online and on site)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Creation &amp; publication of dedicated communication materials (announcements, comms kit, composite logos)</td>
<td>Yes</td>
<td>Yes</td>
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<td>Creation of a dedicated video</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Activations / Integration of products, solutions services within the event (where relevant)</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
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| **Access a diverse multi-stakeholder network** |                           |                             |
| Passes / Registrations | x4 | x2 | x1 |
| Session convened with Leaders on site (co-constructed with IUCN) or bilateral session (with IUCN experts) | x1 | x1 | x1 |

| **Build capacity** |                           |                             |
| Discount on IUCN Academy Professional Certificates (unlimited number of seats for a calendar year) | 30% off | 20% off | Voluntary |

| **Sponsor delegates & support IUCN’s core mission** |                           |                             |
| Support Young Changemakers & leaders from Indigenous Peoples’ Organisations | x3 | x1 | Voluntary |
| Contribute to IUCN Save Our Species projects | Voluntary | Voluntary | Voluntary |
Communications and promotion pack.

**Composite logos**

Promotion on IUCN channels

**Creation of a dedicated video**

Communications pack e.g. free access to official photos & footage

Launch an initiative or make a commitment.

IUCN and Lacoste team up again to inspire support for threatened species

**Communications & Activations**

Launch an initiative or make a commitment.
MEANINGFUL NETWORKING & CO-CONSTRUCTED SESSIONS

Network and engage with top-level leaders.

Foster partnerships and collective action through structured networking sessions.

Co-construct a session with peers and/or other client groups.
As a Partner, you will benefit from a discount on IUCN Academy courses valid for a full calendar year.

This offer is available for an unlimited number of staff members within your organisation.

Featured trainings include Finance for Nature and the IUCN Global Standard for Nature-based Solutions. For more info, please visit www.iucnacademy.org.
As a Partner, your company will enable the participation of Young Changemakers who will attend the Forum to pitch their innovative solutions to nature conservation and biodiversity challenges to corporate, government and civil society leaders in attendance.

As part of IUCN’s Youth Strategy, the next generation plays a critical part in our Convenings and through these initiatives, is empowered to shape their future.

Other delegates from critical stakeholder groups.

As a Partner, your company will enable the participation of leaders from Low- and Middle-income countries (e.g. leaders from Indigenous peoples’ organisations, youth leaders, women leaders from marginalised communities) – essential players in IUCN’s membership who would otherwise not be able to travel to the event.
IUCN Save Our Species ([iucnsos.org](http://iucnsos.org)) supports science-based conservation action to address the main threats to biodiversity and save species from extinction.

**As a Partner, a voluntary donation will help towards:**

- **Species** – Working to reduce the decline in target threatened species from hunting, human wildlife conflict and disease
- **Habitat** – Actions to reduce loss, fragmentation and degradation of threatened species’ habitats
- **People** – Improving the livelihoods of local communities to reduce human pressures on threatened species

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**SUPPORT IUCN’S CONSERVATION ACTION**

Tanzania, © Edward Selfe

- 305 projects worldwide to date
- 417 species protected
- In 86 different countries

Saving species for a sustainable future.
The terms herein are indicative and subject to a fully signed agreement.

IUCN welcomes partnership discussions over several years including participation at the IUCN World Conservation Congress in 2025, the IUCN Leaders Forum in 2026 and the IUCN World Protected Areas Congress in 2027.
For any information, please contact
eventpartnerships@iucn.org

THANK YOU