



A diverse and sustainable world

IUCN
World
Conservation
Congress
Barcelona 2008

Learning Opportunities @ Congress: Apply **now!**

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What are Learning Opportunities?

1'500 participants in the World Conservation Congress will build their skills for conservation action by participating in one of 50 (4-8 hours) practical and experiential workshops. Many have already secured their place during the first round of applications. Spaces are still available. Apply **now** if you wish to join!

The IUCN World Conservation Congress is just around the corner and promises to be a unique learning event for us all! Throughout, experts from around the world will come together in more than 800 events to share and learn about conservation knowledge and action. And for those wishing to take a deep dive and get a real feel for the 'action', we have a series of 50 (4-8 hours) practical and experiential workshops just for you:

- Join NASA trainers and learn how to skillfully use satellite images in your conservation projects
- Apply practical methods for drying and storing seeds with the botanical 'green fingers' from Kew Gardens
- Experiment with computer-based simulation models used by CIFOR and others to sharpen the focus of conservation interventions
- Work with UNEP experts analyzing post-disaster recovery plans to identify environmental impacts and opportunities

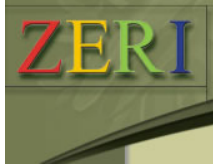
These and many more learning opportunities are on offer. Don't miss these exciting opportunities. See the full list below and apply **now** to participate! Instructions follow.

Learning Opportunities by day

- [05 October \(Sunday\)](#)
- [06 October \(Monday\)](#)
- [07 October \(Tuesday\)](#)
- [08 October \(Wednesday\)](#)
- [09 October \(Thursday\)](#)

Learning Opportunities: 05 October 2008

<p>Reddy Phillips</p>	<p>Change acceleration. A practical process for effecting deep change in complex environments (2009) 09:00-16:00</p> <p>Leaders, Change Agents, Project Managers and Consultants - this session is designed to provide immediately usable, practical tools, techniques and skills to enable you to develop, plan and implement "transformative changes" (new strategies, new approaches, new structures/systems, new values, behaviours, ways of operating) quickly and, most importantly, successfully.</p> <p>Leading and managing change has become a core competency and a critical need in today's fast-moving, complex organizational world. This course is any form of "change agent" faced with "making it happen."</p> <p>Participants are encouraged to bring real change projects – planned or in process. Change leadership teams are particularly welcome.</p>
 <p>National Environmental Education Foundation (NEEF)</p>	<p>Designing Interactive Online Environmental Education Courses for Adult Audiences (2010) 09:00-13:00</p> <p>This Learning Opportunity is ideal for organizations wishing to reach adult audiences with information about key topics and research through distance-learning.</p> <p>The National Environmental Education Foundation (NEEF) and the Cooperative Program for Operational Meteorology, Education, and Training (COMET) will share their approach to educating media persons and other adult audiences about environmental topics through interactive, online courses.</p> <p>Session participants will understand the COMET/NEEF approach for developing environmental education courses for adults; experience online courses and activities developed by COMET® and NEEF; and explore how this educational approach can be applied in their own work to reach media, other professionals, or the adult public with information about key topics and research.</p>



The ZERI Foundation (ZERI)

Enhancing the links between biodiversity conservation and sustainability through biomimicry while using nature's 100 best (150)
09:00-16:00

This will be a full day course to teach about biomimicry. The course will expand on all the concepts discussed in the other events. Instead of being a brief overview or a detailed discussion of partnership, this event will be open to participants wanting to dive deeply into the connections between biomimicry, conservation, biodiversity, and sustainability. We would encourage scientists, businesses, media, governments and teachers to attend. The more variety of participants, the better the discussion and outcome will be.



AtKisson Group

Maximum Speed, Maximum Results: A Hands-On Introduction to Tools and Methods for Accelerating Sustainable Development (1149)
09:00-16:00

This dynamic and participatory workshop will introduce you to the AtKisson Group's "Accelerator" package of highly interactive tools for sustainability. These tools are growing in use around the world by companies, cities, schools, communities, government agencies, NGOs, and UN programs.

"Accelerator" covers sustainability indicators, systems thinking, innovation, initiative development, strategic planning, assessment, team capacity building, and more. It makes sustainability work quicker, more accessible, and more enjoyable, and more reliably leads to results.

A new version of Accelerator is being released in connection with the IUCN Congress, and this workshop will prepare you to immediately put the tools to work.



The IUCN Commission on Education and Communication (IUCN CEC)

Facilitating the process towards positive change (1009) 13:00-16:00




Bringing together people working on issues related to biodiversity, wetlands and/or climate change, we will learn about some of the most significant, positive behaviour changes affecting biodiversity and environmental sustainability. We will investigate the features of this change and examine the role of communication, education, participation and awareness-raising activities. We will then together apply the learning to thinking about driving change in our own professional work.

Basic principles, steps and tools for planning and facilitating the process will be shared to support this.

The session itself will model a highly participatory, peer-learning process that participants will be able to replicate.

Learning Opportunities: 06 October 2008

Full day

 <p>The Nature Conservancy (TNC)</p>	<p>Developing Environmental Flow Recommendations – Providing Water for Nature and People (1105) 09:00-18:00</p> <p>This training will demonstrate methods for developing and implementing environmental flows, as well as software tools for defining them. Offered by The Nature Conservancy, the full day environmental flows training is for practitioners at all levels. Trainers will have hands on experience with the methodology and the software tools.</p> <p>Participants will receive CDs with articles, databases, references and free software programs to take what they learn in the workshop and apply it when they return home.</p> <p>Participants should bring laptops with them if possible.</p>
 <p>The Keystone Center (TKC)</p>	<p>Tools for addressing conflicts and engaging stakeholders in conservation efforts (1114) 09:00-18:00</p> <p>Multi-stakeholder dialogues are increasingly an important tool in managing collective resources and can help communities, governments, businesses, and NGOs understand issues, identify common interests, and resolve conflicts. However, they can be hard to facilitate and manage when environmental and community stakes are high.</p> <p>This workshop will build basic insights, skills, and competencies in:</p> <ul style="list-style-type: none"> (1) assessing the appropriacy and utility of multi-stakeholder dialogues; (2) the key elements of designing a disciplined and productive multi-stakeholder dialogue; and (3) bringing cross-sector leadership to bear on complex and challenging problems.
<p>Half day</p>	
 <p>Ecoagriculture Partners</p>	<p>New! Assessing the performance of ecoagriculture landscapes: Plan for the future (#) 09:00-13:00</p> <p>This session will engage participants in assessing the performance of ecoagriculture landscapes where goals for biodiversity and ecosystem service conservation, sustainable agricultural production and local livelihood security are being pursued.</p> <p>Real-world landscape performance assessment and planning exercises will be simulated, using tools that are available on the web-based Landscape Measures Resource Center (LMRC). Participants will assume the roles of diverse stakeholders and learn how to apply methods for measuring multiple outcomes. This will improve capacity for facilitating collaborative planning and management at landscape scale. Leaders of community organizations experienced in using the methods featured will reflect on the exercises.</p>



University of Aarhus,
Denmark (AU)

Capacity building for tropical coastal ecosystems management using a dynamic teaching model (1219) 14:00-18:00

This learning opportunity illustrates effective capacity building through a dynamic teaching model that involves you and gives you personal experiences. The teaching model is easy to adapt to local environments and the learning opportunity is relevant to everyone working in coastal natural resource management (students, managers, consultants and organizers of capacity building).

After an introduction to ecosystems ecology and project management tools, you will analyze and solve problems in relation to natural resource management using a specific case study. The exercises give you experience in combining knowledge and methods and applying these in a real life situation.



Global Diversity
Foundation (GDF)

Community Mapping and Participatory Video: Primer course on Interactive Methods and Data Analysis in Biocultural Diversity, Ethnoecology and Community-based Conservation (956.2005) 14:00-18:00

We offer a primer for 'stewards of biocultural diversity' - researchers and their local and indigenous partners.

After a brief discussion of research design, we will set up two stations - one on community mapping (including pGIS and 3-D modeling) and the other on participatory video - each coordinated by 2-3 trainers. Groups of 20 participants will move from one station to the other, spending three hours with each set of trainers to obtain hands-on experience with research approaches and tools, including software and video equipment.

In a final plenary, we will discuss training opportunities and learning materials that participants can access in the future.



International
Research Centre in
Sustainability (IRIS)

New! Develop indicator frameworks: Evaluate the difference education for sustainable development (ESD) is making (#) 09:00-13:00

What difference is education making to the achievement of sustainable development? Are we making progress towards a more sustainable world through education during the UN Decade in Education for Sustainable Development (DESD)?

The workshop will help education professionals, policy-makers, evaluators and others to answer these questions by building skills to develop and apply indicator frameworks for effective monitoring and evaluation processes.

The workshop will refer briefly to the UNECE ESD Indicators, the UNESCO Global Monitoring and Evaluation Framework for DESD and the IUCN UNESCO Asia Pacific ESD Indicators work.



United Nations
Environment
Programme (UNEP)

Ecosystems Services, Disaster Risk Reduction and Coastal Community Resilience (312) 14:00-18:00

Participants in this Learning Opportunity will gain skills in:

- (1) Communicating the principles of disaster risk reduction and the importance of disaster risk reduction for poverty alleviation, climate change adaptation and environmental sustainability;
- (2) Identifying and applying common disaster risk reduction measures with a broad focus on early warning, spatial planning, preparedness planning, safe construction practices and public awareness;
- (3) Identifying and understanding ecosystem-based measures for disaster risk reduction with a focus on bio-engineering for coastal protection, coastal afforestation, wetlands management and managing upstream ecosystems;
- (4) Analyzing post-disaster recovery plans to identify environmental impacts and opportunities.



Conservation
International (CI)

What's out there? Building capacity for biodiversity data collection, dissemination, and analysis (357) 09:00-13:00

This event will discuss biodiversity assessment and engage workshop participants in sharing knowledge about:

- (1) Biodiversity survey prioritization;
- (2) Field survey logistics;
- (3) Field survey methods; and
- (4) Data dissemination.

We will use the standardized protocols and freely available online tools produced by the Rapid Assessment Program (RAP) of Conservation International - designed to build capacity in biodiversity data collection and dissemination. RAP seeks feedback and collaboration with potential users to make the toolkit most effective and useful. We will also build a group of users interested in testing the toolkit with students and colleagues to refine and improve the tools.

Learning Opportunities: 07 October 2008

Full day



World Business
Council for
Sustainable
Development
(WBCSD)

Ecosystem Scenarios: a fresh perspective on 2050 (508) 09:00-18:00

The world of ecosystems is changing and complex. Our best hope for new insights and strategies lie in pooling our individual perspectives and experience. Ecosystems matter to everybody – consumers, politicians, industry leaders, environmentalists - and we need each other's help to get to the issues and solutions that really matter, now and in the future.

A scenarios approach provides a platform for reaching a more systemic and shared view of the bigger and deeper picture. By inviting upcoming leaders from government, civil society and business, we will learn and bring a fresh perspective to how a sustainable future might unfold.

Half day



Cornell University

Activating Communities of Practice in Conservation using On-line Social Networking Tools (1039) 14:00-18:00

Communities of practice are groups of people informally bound by shared expertise and passion for joint enterprise that function to share knowledge, help drive strategy, solve problem, transfer best practices, and develop professional skills (Wenger 1990). In the past five years, on-line social networking tools have enabled communities of practice to thrive on the internet, allowing them to exist and be maintained despite geographical and institutional boundaries.

This session will explore how social-networking tools such as Facebook, LinkedIn, YouTube, Ning, AgricultureBridge.org and others can help build and maintain communities of practice within the context of conservation.

Fondation Sansouire
- Tour du Valat

Créer et utiliser des jeux de rôles pour aider les acteurs à partager des représentations et simuler des dynamiques (208) 09:00-13:00

L'objectif de cet atelier est de fournir aux chercheurs et praticiens des éléments théoriques et pratiques pour développer des outils de simulations participatives pour accompagner des processus de gestion adaptative des ressources naturelles et de la biodiversité.

Après avoir rappeler les principaux référents théoriques relatifs aux approches participatives et à la modélisation de la gestion des ressources naturelles, deux études de cas et une mise en situation des participants permettront de présenter une démarche de co-construction d'outils de simulation et de jeux de rôles destinés à faciliter l'expression des différents points de vue des acteurs afin de produire un savoir partagé.



Global Diversity
Foundation (GDF)

Cultural Domain Analysis and Social surveys: Primer course on Interactive Methods and Data Analysis in Biocultural Diversity, Ethnoecology and Community-based Conservation. (956.2006) 09:00-13:00

We offer a primer for 'stewards of biocultural diversity' - researchers and their local and indigenous partners.

After a brief discussion of research design, we will set up two stations - one on cultural domain analysis and the other on social surveys - each coordinated by 2-3 trainers. Groups of 20 participants will move from one station to the other, spending three hours with each set of trainers to obtain hands-on experience with research approaches and tools, including software and technical equipment.

In a final plenary, we will discuss training opportunities and learning materials that participants can access in the future.



IUCN National
Committee of the
Netherlands (IUCN
NL)

Designing market viable ecotourism products (1011) 14:00-18:00

This session will bring together conservation organizations with experience or interest in developing tourism products as part of their conservation programmes and representatives of tourism companies. It will provide an initial overview on three main subjects in tourism development:

- (1) Tourism potential of a site;
- (2) Marketing – linking local products to global markets;
- (3) Customer Care – health & safety, Legal aspects and tourists' needs & wants.

For each theme a professional tourism business from different sides of the tourism sector will be the resource person for the participants. A professional facilitator will use participative methodologies during the session.

Asociación Cultural
Teatro Intrépido

El teatro como recurso para la educación ambiental (92) 14:00-18:00

El taller se realizará en cinco etapas:

- (1) Enfoque teórico del teatro como recurso para la educación ambiental;
- (2) Análisis de experiencias y resumen sobre lineamientos claves para la utilización del teatro como recurso;
- (3) Trabajo en grupos: creación de un boceto de guión teatral sobre una situación ambiental planteada;
- (4) Breve trabajo físico sobre técnicas de entrenamiento actoral;
- (5) Presentación en común de las puestas en escena realizadas y análisis.



Centre for
International
Forestry Research
(CIFOR)

Participatory modelling for sustainable landscapes (673) 09:00-13:00

Computer based simulation models are being increasingly used to understand and explore options for achieving multiple benefits from diverse landscapes. They enable the economic trade-offs between achieving conservation goals and meeting the livelihood needs of local people to be made explicit. They enable stakeholders to ask "what if" questions. They can help sharpen the focus of conservation interventions - telling us where to invest our limited conservation resources. Models also are repositories for information and enable us to track the changes in the different flows of goods and services that landscapes provide.

This session is for those experimenting with participatory modelling. It will bring them together with resource people from specialized institutions to review the state of the art of participatory modelling and learn about how these techniques can be deployed more effectively and more widely in support of natural resource conservation.



Save Our Seas
Foundation (SOSF)

**Three Dimensional Virtual World – Global Communication
Opportunities for Conservation Education & Awareness. (1041)**
09:00-13:00

The classroom of the future is in a virtual world! This presentation demonstrates how new technology advances can revolutionise the education process. Participants will be taken on a real-time tour to Save Our Seas Foundation Metaverse offices, meet the environmentalists working there and witness the ease in which this technology can allow interaction with people around the world. The SOSF education facility is introducing international perspectives to the classroom, students from around the world interact in real-time and participate in class room discussions.

The audience will learn how to use this technology to help in the dissemination of the environmental message.



World Resources
Institute (WRI)



**Using The Access Initiative’s methodology to assess government’s
performance on public access to information, participation, and
justice (1158) 14:00-18:00**

The Access Initiative (TAI) network has successfully employed a unique method to assess government performance in nearly 40 countries on the "access principles" - public access to information, opportunities for public participation, access to mediation, and capacity-building for officials and civil society.

Our course will teach participants how to conduct a comprehensive assessment to identify gaps in national-level implementation of Principle 10 of the Rio Declaration. In addition, we will offer guidance on how to use the assessment data to push policymakers for increased access for the public to decisions that affect their livelihoods, security, and environment. Additional training will cover newly developed indicators to assess water provision and the link between poverty and decision-making for the environment.

Learning Opportunities: 08 October 2008

Half Day

<p>Eva Liliana Ardila</p>	<p>E-learning y Tecnologías de la información para Conservación de la Biodiversidad (975)</p> <p>La oportunidad de aprendizaje E-learning y Tecnologías de la información para Conservación de la Biodiversidad está dirigido a personas interesadas en la educación ambiental, que buscan superar los desafíos que impone el entorno digital, reconociendo diferentes oportunidades de interacción y construcción colaborativa del conocimiento. Se busca integrar a los educadores ambientales mediante redes de construcción de conocimiento.</p> <p>Quienes participen recibirán una inducción para el uso de una plataforma virtual y experimentarán con herramientas y metodologías. Podrán participar hasta 20 personas en una sala durante sesiones de 1 hora cada una, desde las 9 am a las 6 pm.</p>
 <p>The Nature Conservancy (TNC)</p>	<p>A Private Sector Approach for Practitioners – Conservation Agreements in Support of Marine Protection (995) 09:00-13:00</p> <p>Private marine conservation agreements are underutilized tools that complement government-established protected areas and regulations to sustainably deliver ocean and coastal ecosystem services. For centuries, private, for-profit entities throughout the globe have acquired rights to marine areas for purposes such as marinas, utility lines, gravel mining, aquaculture, and oil extraction. We're now using these strategies to enable non-profit conservation organizations to obtain similar rights to marine areas for purposes that improve and protect the environment.</p> <p>This learning opportunity session will guide participants through the essential steps for their project areas:</p> <ol style="list-style-type: none"> (1) Learning the Basics; (2) Decision-making; (3) Acquisition; and (4) Implementation.
 <p>IUCN Species Programme (IUCN SP)</p>	<p>Assessing the conservation status of species for inclusion in global and regional Red Lists (2007) 14:00-18:00</p> <p>The IUCN Red List of Threatened Species™ is the world's most reliable source of information on the status of global biodiversity. But how are Red List categories assigned to different species and what do these mean?</p> <p>This workshop will provide training on how to use the IUCN Red List Categories and Criteria to assess the status of species, both at the global level and at regional levels.</p> <p>Participants will learn, through presentations and practical working groups, what the Red List criteria are and how to apply them to currently available species data to determine the most appropriate category of threat.</p>



USDA Forest Service (USFS)

Forest carbon inventory and accounting: techniques and tools (780)
14:00-18:00

In this course, we will introduce the basic principles of forest carbon accounting and discuss the various approaches available. All of the major forest carbon pools defined by the IPCC Good Practice Guidance will be covered.

Participants will work together to develop estimates of forest carbon sequestration using inventory data from different countries and IPCC methods. In addition, forest carbon software tools currently in use around the world will be presented; these tools may serve as models that could be adapted for use in participants' home countries. No prior knowledge of forest carbon sequestration or forestry is assumed.



International Union for Conservation of Nature (IUCN)

Marketing and branding for NGOs: Building successful partnerships with business (1220) 14:00-18:00

How can environmental NGOs work with business to better achieve their mission? One key prerequisite to successful and substantive private sector relationships is a clear brand and marketing strategy.

Young & Rubicam, one of the world's largest advertising and marketing agencies, will lead this workshop using real life case studies and data from more than 20 years of brand perception research – encompassing companies and NGOs from all over the world.

Practical advice and discussion will focus on key topics including defining your NGO brand and marketing strategy, implementation, models to define and build strategic partnerships, and improving fundraising performance.






Teatrosfera

Resolución de conflictos mediante la metodologica teatral (169)
09:00-13:00

En esta sesión práctica se mostrarán recursos y estrategias que la disciplina del teatro puede aportar a la mediación de conflictos relativos a la gestión del medio ambiente.




Los participantes experimentarán diferentes ejercicios y dinámicas adaptadas de la técnica del teatro, con el fin de desarrollar las siguientes habilidades:

- (1) Escuchar de forma activa;
- (2) Focalizar acciones eficaces hacia un objetivo;
- (3) Facilitar vías de diálogo y consenso;
- (4) Tener una vivencia de los problemas desde ópticas diversas;
- (5) Visualizar de forma clara la evolución del conflicto y su posible resolución.

 <p>Invasive Species Specialist Group of IUCN SSC (ISSG)</p>	<p>Safeguarding biodiversity and livelihoods from biological invasion: global sharing of experience and information as a key step to effective management at local level (375) 09:00-13:00</p> <p>Invasive Alien Species (IAS) are one of the leading factors in biodiversity loss and they seriously affect livelihoods. Access to relevant information and expertise from anywhere in the world is critical for prevention and management of IAS.</p> <p>The workshop will familiarise participants with existing information exchange tools and then it will guide the application of this knowledge to case studies that participants bring to the workshop. The focus will be on tools that offer free, widely available, and user-friendly access to information of relevance to practitioners. CD-ROM(s) explaining how to access and use the different tools, and containing a CD version of the Global Invasive Species Database will be given to participants to take home.</p>
 <p>National Aeronautics and Space Administration (NASA)</p>	<p>Using satellite images for conservation: A painless introduction (541) 14:00-18:00</p> <p>Satellite images can provide protected area and other conservation practitioners with information that is not available by any other means. However, until recently the tools and data formats available made it very difficult to quickly and easily find and use images and related GIS overlays.</p> <p>In this workshop, participants will be introduced to satellite images and their utility for conservation through a series of case studies. Then, using the simple TerraLook software and images (largely from the areas where the participants come from) a series of exercises and projects will allow them to explore these uses on their own.</p>
 <p>International Union for Conservation of Nature - Livelihoods and Landscapes Strategy (IUCN LLS)</p>	<p>Visualising sustainable futures (672) 09:00-13:00</p> <p>Diverse members of the conservation community are using a variety of visualization techniques to assist stakeholders to explore options for healthier environments and improved human livelihoods.</p> <p>This session is designed for people who are using these different techniques - enabling participants to review and learn about state of the art techniques, compare experiences and map out future directions for wider uptake of these powerful new tools. Participating experts from the fields of visual anthropology, GIS simulations and a variety of other approaches that use visual techniques to help people communicate and negotiate their concerns and desires for future environments and lives are invited.</p>

Learning Opportunities: 09 October 2008

Full Day

 <p>The International Union for Conservation of Nature (IUCN)</p>	<p>Discover how to become a multilateral negotiator (1123) 09:00-18:00</p> <p>This one-day capacity building seminar will provide participants with the basic skills needed to engage more effectively in international negotiations and to contribute towards deepening the overall impact of IUCN in a range of important policy tracks.</p> <p>Geared towards early and mid-career professionals working for IUCN Member organizations, this Learning Opportunity will address the challenges and opportunities faced by IUCN in terms of increase its impact and influence in international environmental diplomacy.</p>
 <p>Conservation International (CI)</p>	<p>Targeting behaviour: Designing programmes to catalyse conservation action (675) 09:00-18:00</p> <p>This course is aimed at conservation practitioners who will be engaging target audiences to take conservation action. The course will teach core concepts and skills to design behaviour change initiatives in a participatory way using the Targeting Behavior methodology.</p> <p>A short presentation will be followed by hands-on practice. The facilitators will design a strategy focused on climate change with participants as the target audience. Participants will learn participatory tools to identify conservation problems, behaviours that drive the problems, target audiences, alternatives, barriers, learning needs and tools to address these needs. Participants will receive a manual as a guide for future application.</p>
<p>Half Day</p>	
 <p>IUCN Species Programme (IUCN SP)</p>	<p>Assessing the conservation status of species for inclusion in global and regional Red Lists (2008) 14:00-18:00</p> <p>The IUCN Red List of Threatened Species™ is the world's most reliable source of information on the status of global biodiversity. But how are Red List categories assigned to different species and what do these mean?</p> <p>This workshop will provide training on how to use the IUCN Red List Categories and Criteria to assess the status of species, both at the global level and at regional levels.</p> <p>Participants will learn, through presentations and practical working groups, what the Red List criteria are and how to apply them to currently available species data to determine the most appropriate category of threat.</p>



PLANTS PEOPLE
POSSIBILITIES

Royal Botanic
Gardens, Kew (RBG
Kew)

Drying and storing seeds for future use (872) 14:00-18:00

If you are working at a local level to support community seed banks, restore habitats and/or re-introduce species, conserve medicinal plants etc. this event will show you how an understanding of the scientific processes involved in drying and storing seeds can be applied in practical ways.

As a result of the session, you will be able to:

- (1) measure seed moisture content using direct and indirect methods;
- (2) dry seeds safely using low cost, locally available materials;
- (3) monitor seed drying processes;
- (4) choose appropriate storage containers;
- (5) predict storage life under different environmental conditions.



Earth Charter
International (ECI)

Ethics-Based Assessment: Helping individuals and organizations assess their commitment and action toward sustainability, and identify opportunities for strategic change (660) 09:00-13:00

In this workshop we will present “EC-Assess”, an integrated assessment tool based on the ethical framework of the Earth Charter. Participants from the civil society, business and governmental sectors are encouraged to join us to learn how to use this tool, which provides step-by-step guidance for the assessment of an individual’s lifestyle, an organization’s policies and practices, or a government’s laws and strategies. It measures both the subject’s level of declared commitment and level of performance in their actions, and will allow participants to identify opportunities for strategic change and growth.



Wetlands
International (WI)

Innovative finance in conservation and development: sharing experiences and bridging gaps. (1128) 14:00-18:00

Innovative financing mechanisms such as PES, micro-credits and community-based savings schemes are increasingly piloted among conservation and development NGOs. So far conservation NGOs often see poverty alleviation as just an added bonus, rather than as a crucial determinant for successful conservation. Vice versa the same counts for the development sector.

This event contributes to the need for new approaches that successfully integrate conservation and development, by mapping out the breadth of PES-type and other innovative financing approaches, exploring overlap between conservation and poverty reduction objectives and defining key differences and in which circumstances each approach might best be used.

Through interactive exercises and inspired by real-life cases conservation and development NGOs, government and private sector stakeholders enhance their skills for successful integration of conservation and sustainable development.



Deutsche
Gesellschaft für
Technische
Zusammenarbeit
(GTZ)

Preparation of low cost high resolution optical satellite images and their use in coastal zone management (Mekong Delta, Vietnam) (197)
09:00-13:00

Participants will learn how to prepare low cost, up-to-date, high resolution optical satellite images from Quickbird Satellite images available as simple Google Earth screenshots, and how to geo-reference them with handheld GPS devices to an accuracy of 1.5-3 m.

The use of such optical satellite images for improving management of natural resources will be demonstrated using an example from the coastal zone of the Mekong Delta in Vietnam.



IUCN SSC Species
Conservation
Planning Task Force
(IUCN SSC SCPTF)

Strategic planning for species conservation: a new framework to promote integration of partners and components (1028) 09:00-13:00

This session will launch a strategic species conservation planning framework, describe its components with examples, and engage participants in drafting a conservation plan for a model species.

The framework was developed by a Task Force of the IUCN Species Survival Commission, having evaluated existing species conservation planning approaches and found that many species conservation plans had not been successfully implemented; innovative techniques had not been widely adopted; and species conservation had often not been integrated with planning at other levels. The new framework is more holistic, identifying roles for a broad array of stakeholders in a more complete planning process.





The Business Night School

Three-hour long Learning Opportunities will equip non-business delegates to the IUCN World Conservation Congress with knowledge and skills to work with business on contributing to ecosystem management solutions. Each evening (6-8 October), four sessions will run in parallel on (1) business basics, (2) partnerships, (3) communication and (4) tools, using case examples from a wide variety of sectors including energy, agri-business, advertising and communication technology.

The Business Night School will be led by trainers and facilitators who will provide a proactive learning environment alongside WBCSD member company experts. Participants will be invited to test their knowledge, build upon personal experiences and explore future actions.

Pre and post reading will be made available to all participants along with workshop materials. Participation certificates will be provided at the end of each session and an opportunity for networking over cocktails starts from 10:00 pm.

Places are strictly limited – with only 20 to 30 participants per workshop. Attendance is therefore limited to a maximum of one Learning Opportunity per delegate.

 <p>World Business Council for Sustainable Development</p>	<p>Business basics in a fast changing global environment – Business Night School (2019) Choose from 06, 07 & 08 October, 19:00-22:00</p> <p>Globalization, the scarcity of natural resources and degrading ecosystems have become core to business strategy and to business' license to operate. What role does global business play in providing solutions?</p> <p>This workshop will explain how business works in a fast changing environment and explore business types, sizes and sectors, as well as different models of ownership, structure and functioning. The role of business in contributing to conservation and sustainable management will be demonstrated with a WBCSD company case study to illustrate these issues in practice.</p>
 <p>World Business Council for Sustainable Development</p>	<p>How to develop successful business partnerships - Business Night School (2020) Choose from 06, 07 & 08 October, 19:00-22:00</p> <p>Ecosystem challenges are becoming ever more important on the world agenda. Meeting these challenges requires a coordinated approach involving governments, NGOs, civil society and business. Partnerships between these key players are one solution. What are the critical factors that underpin successful partnerships?</p> <p>This workshop will explore the rationale for engaging in partnerships and the key competencies needed by each player. Different types of partnerships will be explained, as well as how to build synergies and structure these. Finally the session will explore key success factors in building partnerships.</p>
 <p>World Business Council for Sustainable Development</p>	<p>Identifying business tools for ecosystem assessment - Business Night School (2022) Choose from 06, 07 & 08 October, 19:00-22:00</p> <p>Business and ecosystem services are inextricably linked. Corporations not only affect ecosystem services but also rely upon them. Because of these interrelationships, companies and other stakeholders pursue steps to manage risks and opportunities by assessing their impacts and their reliance upon ecosystem services, as well as taking action to reduce impacts and scale up solutions.</p> <p>This session will explore how and why companies and other stakeholders need to avoid, mitigate and offset their ecosystem impacts. The available tools and techniques will be mapped alongside an exploration of how these tools have been developed and by whom. In each workshop, one tool will be explored in detail along with key success factors.</p>
 <p>World Business Council for</p>	<p>Improve your personal and professional communication skills - Business Night School (2021) Choose from 06, 07 & 08 October, 19:00-22:00</p> <p>Effective communication is key to accelerating implementation of the sustainable development agenda. What skills are needed to inspire behaviour change about how do you ensure your voice is heard?</p>

Sustainable Development	This workshop will explore why communication is so critical to organisational success and to changing behaviour. Global communication trends will be examined. And we will look at how to develop both broad and specific sustainability-related communications strategies, including marketing strategies and using strong brands. A WBCSD company case study will be used to illustrate these issues in practice.
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How do I Apply?

To participate in any of the Learning Opportunities (including the Business Night School), you must apply using the online Learning Opportunity application system. You need to be registered to the Congress before you can do that. As part of the application process you will be required to describe your interest in the Learning Opportunity, how the skills you will acquire will be of use to you in your professional role, as well as relevant training you have had in the past.

If you have not yet registered for the Congress, please do so [by clicking here](#). You will find a link to apply for a Learning Opportunity on your Congress Registration Status page once you have completed the registration process.

If you have already registered please visit the online application system by following the link now available at the bottom of your Congress Registration Status page. To access this page you will need to go to the following URL: <http://intranet.iucn.org/kb/app/item/congress/status.cfm> and enter your Congress Registration Reference Number and Password – as provided in the email you received upon Registration to the Congress (search email subject: 'Registration Confirmation for the IUCN World Conservation Congress 2008').

We look forward to learning with you in Barcelona!

The Learning Opportunities Team

email: congresslearning@iucn.org

web: <http://iucn.org/congress/2008>