



Peatland Programme

Conference Series Sponsorship Prospectus



IUCN UK Peatland Programme conferences at a glance...



Delegates travel from
across the globe to attend:
Norway **Canada** FINLAND
GERMANY *Indonesia* **UK**
Kenya **Republic of Ireland**
Sweden **Netherlands**



“The conference is a one-stop
shop for peatland people to
get together and talk about
restoration, research
and current issues.”

CONFERENCE #12

THE ONLY PLACE WHERE
THE WHOLE UK PEATLAND
COMMUNITY COME
TOGETHER.



200+

people are expected to attend
the **12th Annual IUCN UK Peatland
Programme Conference in
Aberystwyth this year.**



“An excellent mix of policy-makers,
restoration practitioners and
researchers in attendance.”

Why peatlands?

The importance of peatlands comes from the remarkable services they provide to society including: wildlife habitat; global carbon store; clean drinking water; natural flood management; historical archive, income generation and recreational areas.

Peatlands are special. They are also in trouble: a number of pressures have led to widespread damage and degradation – with an estimated 80% of UK peatlands affected.

Without intervention this level of degradation will increase, and be exacerbated by climate change. Without protection and restoration peatlands will increasingly switch from the prevention to the cause of costly problems to society.



“From a climate perspective, [peatlands] are the most essential terrestrial ecosystem.”

Tim Christophersen
UN Environment Programme (UNEP)

Why have a Conference Series?

The significance of peatlands is increasingly being understood by governments around the world, wider society and the people who live and work among them. Whether managed for farming, sport or as a nature reserve, peatlands can provide a tranquil retreat and include some of the country's most important protected areas for their species and outstanding natural beauty.

The UK peatland community has the skills and expertise to take action to protect and restore peatlands, to resolve conflicts and to bring about positive outcomes and the associated benefits.

Our Conference provides a unique convening opportunity for those with an interest in peatlands to share knowledge, identify opportunities, find solutions and lead the way towards a long-term sustainable future, in which we invest not only in healthy functioning peatlands but in the benefits and risk mitigation they provide.



“Peatlands are among the most valuable ecosystems on Earth and a stark example of how important our natural environment is to our wellbeing.

“There is a growing recognition of peatlands as a ‘nature-based’ solution to climate change both internationally and in the UK.”

Inger Andersen
Director General, IUCN

12th IUCN UK Peatland Programme Conference:

4th – 6th October 2022, Aberystwyth

The conference series is an opportunity for policy makers, scientists, land managers, practitioners, businesses and communicators to connect and share their knowledge, expertise and enthusiasm for peatlands.

Over 200 local, national and international delegates from across sectors will come together over 3 days to explore themes including:

- UK peatlands in an international context
- Progress made towards UK Peatland Strategy goals
- The importance of lowland raised bogs
- Peatlands and Climate Change
- Natural Capital & Innovative Investment
- Monitoring & Research: evidence & standards
- Building support for Peatland Protection & Restoration
- Restoration challenges, new developments & best practice

It's all about knowledge exchange & networking

Across the 3 days activities and promotional opportunities include:

- Visibility in Conference Programme
- Evening exhibition & poster session at Aberystwyth Arts Centre - *Tuesday 4th October*
- Informal conference evening – *Wednesday 5th October*
- Networking breaks, including refreshments and lunches throughout the conference.

Sponsorship opportunities

Conference Sponsor

A unique opportunity to promote your company to conference delegates from across the peatland community, including practitioners, policy makers, business and landowners.

- Accreditation on the conference webpages, with a hyperlink to your website
- Branding on the conference programme
- Opportunity to add one promotional item to delegate packs
- Opportunity for an exhibition stand at evening reception - Tues. 4th Oct.
- One three day delegate pass

£2,500 + VAT

Evening Exhibition Sponsor

Join us for an informal evening of networking & knowledge exchange including a poster session & project exhibition, including conference beer & buffet.

- Opportunity for a stand in the exhibition space through-out the conference
- Logo exposure in the conference programme and conference webpage with link
- Opportunity to add one promotional item to delegate packs
- Two tickets for Tuesday 4th October, 2022

£1,000 + VAT

Field trip Sponsor

There are opportunities to sponsor one or more of the Day 2 field trips, to meet organisations with peatland interests on the ground & explore peatland sites with delegates.

- Logo exposure in the conference programme, on signage & documentation associated with field trip (s) and on conference webpage with link
- Opportunity to add one promotional item to delegate packs or distributed to delegates on field trip(s)
- One ticket to attend a field trip (s) on Wednesday 5th October, 2022.

£500 + VAT per trip

Peatland Programme

Sponsors & supporters of previous conferences include:





Peatland Programme

The International Union for the Conservation of Nature (IUCN) UK Peatland Programme exists to promote peatland restoration in the UK and advocates the multiple benefits of peatlands through partnerships, strong science, sound policy and effective practice.

For more information on the conference, sponsorship options or to discuss how you would like to be involved please contact
Info@iucn.org.uk



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