

# **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 #14

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



# 350+

people are expected to attend the  
**14th annual IUCN UK Peatland  
Programme conference in Ely,  
Cambridgeshire this year.**



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

## A new approach

The United Kingdom is leading the way in safeguarding one of our most valuable ecosystems. Rich in history, home to rare and endangered wildlife, a store of carbon and floodwater, supplier of clean drinking water and crucial to rural economies - peatlands are vitally important to human society in many ways.

More and more people are recognising the value of these beautiful and dramatic landscapes, and this awakening couldn't have come at a more critical time. With an estimated 80% of our peatlands in a damaged or deteriorating state, restoration and conservation are imperative if we are to protect these precious habitats.

Whether managed for farming, sport, or as a nature reserve, peatlands provide a tranquil retreat and include some of the country's most important protected areas for their species and outstanding natural beauty.



“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.”

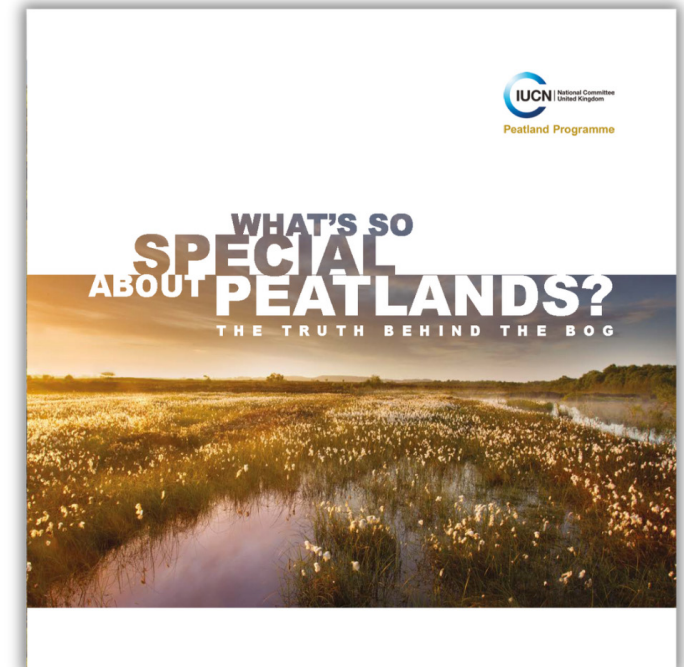
**Inger Andersen**  
Director General, IUCN

## Why have a conference series?

Our conferences provide 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.

During this conference we will endeavour to find solutions to challenges facing the peatland community and create lasting change that sees the United Kingdom continue as a leader in the global effort to look after our peatland natural capital and leave future generations a healthy, functioning landscape.

Join the individuals, organisations and businesses who are leading the way in creating a sustainable future. Gain insight into peatland issues and how restoring peatlands creates positive change for society at the 14th annual IUCN UK Peatland Programme Conference.



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

**Tim Christophersen**  
UN Environment Programme (UNEP)

# 14th IUCN UK Peatland Programme Conference

**Peatland Programme**

**3rd - 5th October 2023, Ely, Cambridgeshire**

**The conference series presents 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:

- Progress made towards peatland strategies by each of the four devolved UK nations
- Rising stars in the peatland community
- Sustainable management of lowland agricultural peatlands
- Restoration trajectories: learning from established projects
- The historic environment and paleoecology
- Peatland research highlights and research gaps
- Training and development for the next generation of peatland practitioners
- National targets and how to achieve them
- The future of UK peatlands beyond restoration
- Engaging local communities and addressing cultural challenges
- Measuring and celebrating peatland biodiversity

## **Abundant opportunity for knowledge exchange and networking**

Across the 3 days, activities and promotional opportunities include:

- Visibility on online conference platform with digital networking (including remote attendees on Day 1)
- Evening reception and poster session at the Maltings conference venue – *Tuesday 3rd October*
- Field visits and conference dinner – *Wednesday 4th October*
- Networking breaks, including refreshments and lunches throughout the conference



## Sponsorship packages



### Conference Sponsor

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

- Opportunity for a foyer exhibition stand throughout the conference
- Two three day delegate passes including all catering
- Accreditation and branding on the conference digital platform, with links to your website and contact details
- Virtual networking via the digital platform, including remote attendees on Day 1

**£5,000 + VAT**

### Conference Dinner Sponsor

Join us for an evening of networking and knowledge exchange, with the opportunity to introduce our conference dinner and speaker(s) on Wednesday 4th October:

- Opportunity to speak at our conference dinner with promotional items on tables
- One three day delegate pass including all catering
- Branding on the conference digital platform, with links to your website and contact details
- Virtual networking via the digital platform, including remote attendees on Day 1

**£3,000 + VAT**

### Poster Session Sponsor

Join us for our evening poster session, with the opportunity to present a poster on Tuesday 3rd October:

- Opportunity to display a poster throughout the evening poster session
- One three day delegate pass including all catering
- Branding on the conference digital platform, with links to your website and contact details
- Virtual networking via the digital platform, including remote attendees on Day 1

**£1,000 + VAT**



## 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.

[www.iucn-uk-peatlandprogramme.org](http://www.iucn-uk-peatlandprogramme.org)

[@IUCNpeat](https://twitter.com/IUCNpeat)

For more information on the conference, sponsorship options, or to discuss how you would like to be involved, please contact [info@iucn.org.uk](mailto:info@iucn.org.uk)

