



International Union for Conservation of Nature

## **How to develop your Knowledge Café for the World Conservation Congress, Jeju 2012**

### **Contents**

Making the best out of 2h of time.....	2
What happened to your initial proposal?.....	4
What are the next steps?.....	4
What will we need from you?.....	4
Finalizing your documents.....	5
Deadlines.....	6
Contact.....	6
Practical information for the Knowledge Café at the World Conservation Congress .....	7
<i>The IUCN World Conservation Congress.....</i>	7
<i>The World Conservation Forum .....</i>	7
<i>The venue: Jeju International Convention Centre (ICCJ) .....</i>	8
<i>Room set-up, equipment and material:.....</i>	8
<i>Important note on PowerPoint presentations and other supports.....</i>	8
<i>Scheduling.....</i>	8
<i>Congress Registration .....</i>	9
<i>Privacy Policy .....</i>	9
<i>Safety, Security and Hygiene .....</i>	9
<i>Disclaimer .....</i>	9

## How to develop your Knowledge café for the World Conservation Congress, Jeju 2012

Your proposal has been selected as one of the Knowledge Café sessions at the IUCN World Conservation Congress, Jeju 2012. Congratulations, and welcome to Jeju!

Here are some tips to help you think your Knowledge Café through and get the best out of your session at the Congress. Remember there is a simple rule: the Congress can only be as good as you make it through your session!

If you need assistance, the IUCN Forum team is ready to help you at any time. Do not hesitate to contact us at: [congressforum@iucn.org](mailto:congressforum@iucn.org).

### Making the best out of 2h of time...

A Knowledge Café session is a hosted roundtable discussion involving up to 12 people. It is a type of business meeting or organisational workshop in which a group of people have an open, creative conversation on a topic of mutual interest to share their collective knowledge, ideas and insights, and gain a deeper understanding of the subject and the issues involved.

Here are some suggestions for making your Knowledge Café a success:

#### Keep it simple... but sharp!

Have you ever wondered why people go to congresses and conferences? Yes, the place the congress is being held in is one factor, but surely not the main one! People are eager to learn from others and share their own experience; they want to meet other people working on similar issues and collectively work towards concrete solutions. That's it! Why don't you use your two hours to do precisely this?!... But don't forget: simplicity will always be the key!

Here are a few questions to help you and those helping you plan your session:

- What do I want people to know, understand, learn or question?
- How do I want people to feel?
- What do I want people to do as a direct result of my session?

#### Explore questions that matter

Knowledge emerges in response to compelling questions. Powerful questions that "travel well" help attract collective energy, insight, and action as they move throughout a system. A Knowledge Café session may explore a single question or several, but choosing this (or these) question(s) is critical to the success of your session at the Knowledge Café.

A powerful question:

- Is simple and clear
- Is thought provoking
- Generates energy
- Focuses inquiry
- Raises hypothesis
- Opens new possibilities
- Invites deeper reflection
- Seeks what is useful

#### Encourage Everyone's Contribution

People engage deeply when they feel they are contributing their thinking to questions that are important to them. Think creatively about how to engage all participants to contribute to the

conversation. Use innovative and interactive techniques to involve them. Don't hesitate to be provocative - the discussion will be more animated and the outputs probably more outstanding.

→ One of the most useful strategies to ensure "speaking time balance" in these kinds of circular conversations is to have a "Talking Object". Choose a talking object that will be passed around so that only the person holding it is allowed to speak. A marker, a piece of wood, a stone, almost anything is a possible talking object.

It is not necessary to use a talking object all the time, but in cases where the topic being explored raises passionate responses, it can be a very effective way to ensure everyone has the opportunity to contribute.

If helpful, you can form three or four small subgroups around the edges of the table to foster closer communications. Focus their discussions by assigning different, but related topics to each; after a period (up to 45 minutes) have each summarize their one or two key conclusions to catalyse further discussion amongst all participants at your table.

In the Knowledge Café, the host of a discussion serves as the facilitator. While not required, you may find it helpful to record the key conclusions of your discussion. These can be used afterward as a report from your session and posted on your event's web-space.

### More ideas...

Step by step instructions on how to plan and host Knowledge Cafes, as well as ideas on how to make your session more attractive to participants can be found here:

- ✓ The World Café Online Community Space: [www.theworldcafecommunity.net](http://www.theworldcafecommunity.net), a great place to ask for idea and advice.
- ✓ Knowledge Cafe basics: <http://www.idea.gov.uk/idk/core/page.do?pageId=8155478>
- ✓ A quick but yet complete reference guide: <http://www.theworldcafe.com/articles/cafetogo.pdf>

And as your knowledge cafe will be part of one of the largest and most important conservation events in 2012, think about your responsibility, as an event organiser, towards your audience:

- **Be relevant!** The Congress theme, *Nature+*, is a simple and memorable slogan that captures the fundamental importance of nature and its inherent link to every aspect of our lives. The following document will provide you with more detailed information about the thinking behind the Congress and will help you focus your session: [Congress theme framework](#).

Don't forget your session also needs to focus on one or more of the thematic areas of the Draft IUCN Programme 2013-2016 (biodiversity, equitable governance of nature's use & nature-based solutions to global challenges). You can find here the latest version of the [Draft IUCN Programme 2013-2016](#).

- **Be gender wise!** Promote an active and equal engagement of women and men! Ensure the presence of a significant percentage of women, invite gender experts to make inputs on your topics and partner with women or gender organizations to conduct your activities. The IUCN Gender Adviser's Office has a roster of experts that can assist you in mainstreaming gender from the conceptualization to the delivery of your events. As a plus, we will promote events that include a gender perspective to relevant stakeholders before, during and after the Congress. Don't hesitate to contact the Forum Team for more information: [congressforum@iucn.org](mailto:congressforum@iucn.org).
- **Be result-oriented!** The IUCN World Conservation Congress will be the practical side of the international conservation debates in 2012. Ideally scheduled between other major meetings and Conferences of the Parties, the Congress can be a powerful platform to give

the world practical and pragmatic solutions to the major environment challenges. Use your session to get to concrete outputs and outcomes! Any concrete result coming out from your session will be publicised during and after the Congress and mentioned during the Assembly session, the morning following your session, if relevant. Take a minute or two, at the end of your session, to report on your outcomes to our team of rapporteurs. But remember: a result will not happen alone. You have to plan and shape your session to get what you want out of it.

Your session might also be directly related to one of the Motions discussed during the Member's Assembly. If this is the case, make clear reference to this on your session's web-space, indicating the name(s) and number(s) of the motion(s). This will help us identify and tag your session accordingly on the Congress' programme.

## What happened to your initial proposal?

Your proposal was the basis for selecting your contribution to the World Conservation Congress Forum, but it now needs to be refined, and in some cases refocused or sharpened to make sure **all sessions at the Congress feature the best conservation science and practice**. The information you entered on the system has been migrated to a web-space that will allow you to work further, together with your partners, on the development and fine-tuning of your session. It is crucial that you make sure your web-space is up to date, at all time, as this will be the only place where participants will be able to find out more about your session.

Also check the Web-space User's Manual to discover all the great things you can do to promote your session to all Congress participants through your web-space!

## What are the next steps?

You will now have some time to develop your event, discuss it with your partners, and use the web-spaces, to collaborate and refine your thoughts and ideas.

Later in the year, at the beginning of May 2012, the information on your web-space will be used for the printed version of the Congress programme. You will receive a message from the Forum Team before this happens, but to be sure, just remember to keep the information of your web-space as up to date as possible!

No further changes will be possible after this date, as all information will be sent to translation and printing. Your web-space will remain active as a promotion tool for your session, but you won't be able to edit the basic data of your proposal anymore.

## What will we need from you?

- Title of your event

In reviewing your session's title consider how important it will be in terms of attracting people's attention during the Congress. Try to be catchy, original and clear. Your title cannot be longer than 20 words and should express the content of your session. The title will be translated into the three IUCN official languages in the final Congress programme.

- Main organizer & partners

It is entirely up to you (and your partners) to decide who the main organizer of the session will be. The designated person will also be the main focal point for us, for any

correspondence or issue related to the Congress. Make sure the email address you provide is the one you want to use for any correspondence related to your session.

Partners are all the persons and institutions involved in the development of your session (the list of people who actually contributed to its development). For space and cost reasons, a maximum of 5 partner organisations can be associated with your session and will appear on the Congress printed and on-line schedules.

Note: The organization of the main organizer as well as those of the five partners will be printed on the Congress programme together with the title of the knowledge café.

Through the web-space, make sure you also keep the following information updated:

- Abstract

This is a more detailed description of what your session will be about. Be short (no more than 200 words), but make sure the expected outcomes of your session are clearly identified. The abstract will be published on the Congress website.

- Key issues addressed by your knowledge café:

Please review the list of keywords you checked for the submission of your proposal. Select the keywords that are most clearly and directly related to your proposal, to allow participants to identify events of interest and build thematic journeys through the Forum. You can select up to 4 keywords, but you don't necessarily need to have that many. If the focus of your knowledge café is clear enough, one or two are probably more than enough!

- Other information

You will notice all sort of fields and information associated with your event on the web-space. As a general rule, try to keep this information as accurate as possible, at all time. This is the only way for participants to find reliable information about your session. Your web-space and the way you manage it, use it, and keep it up to date also says a lot about you or your session. Your web-space is like your window to the external world, and also the window through which the external world will look at you.

## **Finalizing your documents**

Please check the spelling of presenter's names, institutional citations, titles, text, etc., for all the final information and documents you'll post on the web-space. You are responsible for the information that will appear on the printed and on-line Congress programmes, as well as on your web-space. IUCN cannot be responsibility for correcting this information.

## Deadlines

Dates	Tasks
March, 2012	Forum event web-spaces will be ready for organizers to work further on their sessions.
April, 2012	A first draft of room/time allocation will be provided to you. Please note that this information is likely to change. Do not use it for any official or planning purpose.
1 <sup>st</sup> May, 2012	Organizers to update final basic information related to their session for inclusion in the Congress programme and website.
August, 2012	Confirmation of room allocation.
15th August, 2012	Any support documents posted on the web-spaces.

## Contact

For any further information, please email [congressforum@iucn.org](mailto:congressforum@iucn.org).

# Practical information for the Knowledge Café at the World Conservation Congress

## The IUCN World Conservation Congress

The IUCN World Conservation Congress is the world's largest and most important conservation event. Held every four years, the Congress aims to improve how we manage our natural environment for human, social and economic development.

The 2012 World Conservation Congress will be held from 6 to 15 September 2012 in Jeju, Republic of Korea. Leaders from government, the public sector, non-governmental organizations, business, UN agencies and social organizations will discuss, debate and agree on solutions for the world's most pressing environment and development challenges.

The Congress has two components:

- a [Forum](#) where IUCN members and partners will discuss cutting edge ideas, thinking and practice, and
- a [Members' Assembly](#) which is a unique global environmental parliament of governments and NGOs.

Both Forum and Assembly will take place on the same days. The first five days of the Congress will start with a 2 hours Members Assembly session and then the rest of the day will be dedicated to Forum activities. The last 3 days of Congress will be exclusively dedicated to Member's Assembly.

## The World Conservation Forum

The Forum is a grand public gathering hosted by the world's conservation community, bringing together people from all over the world to discuss, share and learn.

Addressing the world's most pressing sustainable development challenges, the Forum offers five days of debates, roundtable discussions, training courses, music and exhibitions, all focused on three issues:

- biodiversity
- equitable governance of nature's use
- nature-based solutions to global challenges, in particular:
  - climate change
  - food security
  - social and economic development

More than 400 events will take place during the five days of the Forum. All these events were reviewed and selected through a meticulous process involving 100+ people from across IUCN (Secretariat, Members, Commissions, Councillors and Science Advisors).

All events aim to **Share know-how, reach agreement** and/or **move to action**.

More information on the overall framework of the World Conservation Congress (as approved by IUCN's Council in November 2010) can be found at: [IUCN World Conservation Congress Theme Framework](#).

## The venue: Jeju International Convention Centre (ICCJ)

Located in Seogwipo City, the ICC (International Convention Centre) in Jeju is a part of the Jungmun Resort. Spreading over an area of more than 5,000 m<sup>2</sup>, the world-class convention centre occupies 7 stories above ground and has a capacity of more than 7,000 people.

For more information please visit <http://iccjeju.cafe24.com/eng/>

## Room set-up, equipment and material:

One entire hall has been allocated to the Knowledge Café. Up to 16 sessions will take place simultaneously, over 120mn. Each table can accommodate up to 12 people and will be physically separated enough from the others not to be disturbed by your neighbours' discussions.

There will be no additional equipment other than the clear signage and labelling of your session at your table. The standard set-up will consist of a round table, with up to 12 chairs. Organizers are free to change the set-up of the sitting at their table as long as this doesn't interfere with the comfortable running of other discussions, and each table shall be returned to its original set-up at the end of each session. Please take the time needed to rearrange the table into account when planning your session.

Please note that **copyrights apply to the use of IUCN's name and logo, as well as to the World Conservation Congress logo**. Please consult with the Congress Team before using any of these logos on your printed material.

## Important note on PowerPoint presentations and other supports

The Knowledge Café is a "PowerPoint free" area. The aim of the Knowledge Café technique is for participants to discuss a topic and share their knowledge and experiences, and learn from each other. If you really need to use any support for your session, you can always bring your own laptop and share it with the other participants or bring some paper and markers, or hand-outs.

If you choose to do so, you will be responsible for providing these hand-outs, workbooks, or additional materials and, in the spirit of our objective to hold a "green congress", we are obliged to remind you that session organizers are requested to keep paper to a minimum. We also encourage you to use the web-spaces to share all relevant information with attendees before the Congress starts.

No shipping or storage facilities will be available, so organizers will have to make their own arrangements.

## Scheduling

Knowledge cafés will take place from 11h on Friday 7th September until 16h30 on Tuesday 11th September. There will be 15 simultaneous sessions of 120 minutes each, at 2 different blocks per day, one from 11h to 13h, and a second one from 14h 30 to 16h 30.

All sessions will be properly identified on-site and advertised in the Congress official printed and on-line programmes.

Please take into account that session organizers will have access to their room 30mn before the start of their session. As a courtesy to the organizers of the event following yours, keep track of your timing and do not expand your session more than the programmed time.

## **Congress Registration**

Please note that all persons involved in presenting and/or participating in the Forum must register for the Congress. The on-line registration system opened in February 2012. Fees and policies governing registration can be found at: [www.iucn.org/congress\\_registration](http://www.iucn.org/congress_registration)

Access to the venue will require a Congress badge.

## **Privacy Policy**

All session organizers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in the following [Privacy Policy](#) for the use of the Forum web-spaces for the IUCN World Conservation Congress, Jeju 2012.

## **Safety, Security and Hygiene**

The running of all Forum events, including but not limited to the *Knowledge Café*, is contingent upon venue compliance with safety, security and hygiene regulations.

Organizers must make provisions for the safeguarding of their goods, materials, equipment and display at all times. The security service provided by IUCN will not be responsible for personal injury, loss and/or damage to any property from any cause. Insurance is the responsibility of session organizers and participants.

## **Disclaimer**

Please read the following document carefully: [Cancellations policy and Disclaimer 2012.pdf](#)